RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 22, NO. 39 | NEW YORK, N. Y., MONDAY, MARCH 1, 1943 | TEN CENTS

Set Gov't Food Campaign

Time Will Be Bought In Drive To Induce Use Of Unrationed Commodities; Expect $100,000,000 In Ads

Washington Bureau, RADIO DAILY

Washington—What is expected to be one of the major radio campaigns of the war is being developed here by the OWI, OPA and the Department of Agriculture to induce housewives to substitute unrationed for rationed foods. Food advertisers meeting in New York 10 days ago with Gardner Cowles, Jr., OWI domestic director, are understood to have pledged one hundred million dollars worth of advertising for this campaign, and the various govern-

(Continued on Page 7)

AB Wartime Meeting stead Of Convention

stead of its annual membership vention, the NAB will have a centrated, three-day business eting, either in Chicago or New k, sometime between April 15 and 15. Because of the transportation blem and other war exigencies, meeting would be so planned that ndance would be confined to the executives of the stations.

discussing this matter at the ting of the Board of Directors last week, members agreed all phases of entertainment and

(Continued on Page 7)

l Scout Drive Starts On CBS Network Mar. 9

tionwide campaign to enlist more volunteer workers in Girl ting will be officially opened by , March 9, by Mrs. Eleanor evelt, speaking as honorary ident of the Girl Scouts, at a er to be held at the Waldorf-oria Hotel, celebrating the 31st versary of the Girl Scout organ-on. Mrs. Roosevelt's address will arried by CBS, 10:30-10:45 p.m., will be headed, "Voluntary

(Continued on Page 5)

CA Net Profit For 1942 Slightly Under '41 Total

profit of RCA in 1942 was ,437, compared with $10,192,716 41, according to the company's annual report released by David ff, president of RCA. After pay- of preferred dividends, earnings

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Every Little Bit . . .

Adelaide Hawley, conductor of "Women's Page of the Air" gram heard on WABC, stepped of her accustomed role last ursday, with just as great suc-ss. Within the premises of the ng Island City Savings Bank she on a one-hour War Bond sale d in that short time garnered 0,800, $2,500 of which came from hool children who attended.

Could Be!

H. V. Kaltenborn, recently left for a tour of South America only. On Friday, the NBC news commentator informed the network from Brazil via cable that he left Brazil on Tuesday, spent Wednesday in Africa and returned to South America on Thursday. Slight digression, the veteran commentator admitted, but also believed he had established a new transatlantic record.

May Approve Bonuses Despite Salary Rulings

Washington Bureau, RADIO DAILY

Washington — The awarding of bonuses to industry employees whose actual wages actually dropped when the President banned overtime pay for work on week-ends and holidays will be authorized for the purpose of restoring such losses, according to reports current here on Friday.

Three conditions must be met: that the premium pay was an important

(Continued on Page 2)

Retail Promotion Plan Gets Under Way In April

Retail promotion plan being projected by the NAB will begin operations within six or eight weeks. Announcement was made Friday after the board of directors passed a resolution supporting the project and pledging individual cooperation to obtain about 100 more station repre-

(Continued on Page 2)

Seek Sub-Contractors For Equipment Work

Washington Bureau, RADIO DAILY

Washington—Producers of variable condensers used in military radio are seeking sub-contractors who possess cylindrical grinding and worm grinding machine tools and close tolerance screw machines, according to the WPB. This was brought out at a recent meeting of

(Continued on Page 2)

Dairy Assn. On Blue Net Beginning March 21

"The Voice of the Dairy Farmer," a new series of weekly broadcasts sponsored by the American Dairy Association, will be aired over the Blue Network beginning Sunday, March 21. The broadcasts will be heard from 12:45 to 1 p.m., CWT, on

(Continued on Page 2)

Post-War Reconstruction Subject of CBC Series

Toronto—Over the week-end the CBC announced plans for a new series of broadcasts on reconstruction of Canada in the post war world. The new series is called "Of Things to

(Continued on Page 7)

Broadcasters Mulling Small Station Plans

Long range campaign to effect a more widespread distribution of business from national advertisers among small stations to offset the increasing loss of local business and keep some 200 stations operating for the good of the war program, will be projected soon by the NAB. Drive will be educational, and directed at

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NBC Guest Relation Staff Now Nearly 25% Women

Since early in November, when the first women were added to the NBC guest relations staff to replace the men who were entering the armed services at a steadily increasing rate,

(Continued on Page 2)

☆ THE WEEK IN RADIO ☆

. . . Disk Men State Position

By BOB LITZBERG

HOPE of an early settlement of the AFM recording ban took on a pessimistic note last week, when 12 leading ET and record firms, in a letter to James C. Petrillo, AFM prexy, informed the union head to the effect that until many points in the union's demands are clarified, they would not consider negotiations on the plan to tax recordings as a means of lifting the present AFM ban. The letter came after a postponement of a meeting between the disk men and the AFM executive board scheduled for the week before. It was preceded by an earlier statement by the NAB completely disapproving the proposals submitted by Petrillo as a basis upon which to negotiate a settlement of the ban. In their letter the disk men raised seven fundamental points which, they held, were up to Congress to decide since they concern a great many Americans; in addition, four reasons are

(Continued on Page 3)

Reverse Action

Miami—Elaine Carrington, author of "Pepper Young's Family" daily net script show, has resumed scripting of the series, after an illness, which confined her to her home here. She will make a personal appearance Wednesday night from a local outlet on the Army Air Force program, "Contact." Program will burlesque the daytime serial.

RADIO DAILY

Vol. 22, No. 39 Mon., March 1, 1943 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

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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. Merserceau, 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

February 26

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	142⅝	142⅜	142⅝	.....
CBS A	18⅛	18	18⅛	.....
CBS B	18¼	18⅛	18¼	+ ⅛
Crosley Corp.	11½	11¼	11½	+ ¼
Gen. Electric	36¼	35⅞	36	+ ⅛
Philco	18¾	18½	18½	— ¼
RCA Common	7½	7¼	7½	.....
RCA First Pfd.	64¼	64¼	64¼	+ ¼
Stewart-Warner	9¼	9	9¼	— ⅛
Westinghouse	87	86¼	86¼	— ⅜
Zenith Radio	25⅞	25½	25⅝	+ ⅛

NEW YORK CURB EXCHANGE

Nat. Union Radio	1⅛	1⅛	1⅛	.....

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	5⅞	6⅛
Stromberg-Carlson	8⅝	9⅝
WCAO (Baltimore)	18	20
WJR (Detroit)	21	..

RCA Net Profit For 1942 Slightly Under '41 Total

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per share of common stock were 41.7 cents compared with 50.2 cents per share for 1941.

Total gross income from all sources amounted to $197,024,056, in 1942, compared with $158,695,722 in 1941, an increase of $38,328,334.

Operations for 1942 compared with 1941 show an increase in gross income of 24.2 per cent, a decrease in net profit of 11.7 per cent, and an increase in the number of persons employed of 14.4 per cent.

Indicating the upward trend of Federal Income Taxes accrued by the Company, provision for these taxes was $19,074,850, an increase of $2,701,250, or 16.5 per cent, over the preceding year, and representing 67.9 per cent of income before Federal Income Taxes. These taxes in 1942 were equivalent to $1.37 per share on the outstanding common stock, compared with $1.18 in 1941. In addition to federal income taxes, the total of state, local, social security and other taxes paid or accrued in 1942 was $3,787,763, compared with $3,417,250 in 1941.

Broadcasters Mulling Small Station Plans

(Continued from Page 1)

advertisers, agencies, time buyers, station reps and stations, themselves. Decision to embark upon the campaign was reached at the closing sessions of the meeting of the board of directors of the NAB, here, Friday, following reports on the plight of the small stations and a vote turning down the proposal of government subsidy.

For the first phase of the campaign NAB will reprint and distribute, articles which have been written by Chester La Roche, chairman of the board of Young & Rubicam and others, pointing out to advertisers the necessity for maintaining their schedules. Other articles which emphasize the importance of small stations to the war program, their value in local merchandising, etc., will be distributed also. NAB's campaign will seek, also, to educate stations, themselves, in their own time selling ventures, so that in approaching time buyers, either directly or through station reps, stations use selling arguments and not just ask for handouts.

Board, in advocating such a program, emphasized that there was no intent to pit networks against stations, etc. nor of advocating cutting down on network appropriations to give the break to the indies.

Seek Sub-Contractors For Equipment Work

(Continued from Page 1)

the industrial advisory committee on variable condensers conducted by Elmer Crane, chief of the components section, Radio Division, WPB. The manufacturers urged that more definite determination be made of the requirements of the services for variable condensers. It was contended that plant schedules are upset repeatedly by sporadic floods of urgent orders.

The industry will request that variable condenser specifications be changed from the present requirements for silver plating to cadmium plating. Under the salt spray tests of the armed services, it was contended, silver turns to silver chloride, whereas cadmium plating remains intact. It will be requested that cadmium plate be made standard.

Retail Promotion Plan Gets Under Way In April

(Continued from Page 1)

sentations. Subscriptions currently total $80,000. Goal is $120,000. If, however, the goal is not reached to the dollar, project will be operated anyway, with NAB contributing the additional cost which may remain, the $120,000 figure having been an estimate of total operating costs.

Because the local advertising picture is continuously growing worse, directors feel that the additional 100 stations will now evince more interest in the plan as a means of offsetting the loss of advertising curtailed by food rations, etc.

NBC Guest Relation Staff Now Nearly 25% Women

(Continued from Page 1)

the personnel shift has continued until now almost 25 per cent of the staff are women, according to Paul Rittenhouse, manager, NBC's Guest Relations department. Because of the success of the war-time venture, it is probable that the proportion will continue to increase.

At the present time, NBC has employed 14 women receptionists and has assigned six others to various duties connected with studio tours. As the manpower problem becomes more acute, Rittenhouse expects to place other women in jobs now handled by men, but it is unlikely, he believes, that the conversion will ever be fully complete because of the special requirements of some assignments.

Not all newcomers to the guest relations staff, however, are women. Three men, formerly in the armed services but now discharged because of service disabilities, have been added recently and others may join them in the future.

Although started as an experiment last fall, the employment of women for the Guest Relations staff, has worked out exceptionally well, Rittenhouse reports.

Dairy Assn. On Blue Net Beginning March 21

(Continued from Page 1)

55 Blue stations. Compbell-Mithun, Inc., handles the account. The program will feature two nationally-known commentators, Everett Mitchell and Clifton Utley. Mitchell, veteran farm commentator, whose voice has greeted "National Farm and Home Hour" listeners daily on the Blue for more than a decade, will highlight the farm news of the week, while Utley will present headline news of the hour and a commentary highlight the farm news of the week.

The new Blue series, first large-scale network radio advertising by the ADA representing five million dairy farmers throughout the country, is being launched to tell the all-important story of the farmer and his products in wartime and to create a better public understanding of the heroic and difficult job the farmer is accomplishing in supplying the armed forces and the civilian population with butter, milk, cheese and other vitally important dairy products.

Vandenberg On CBS

Senator Arthur Vandenberg of Michigan, and Congressman Harold Knudsen of Minnesota will speak over CBS, tomorrow evening, 10:30-10:45, on how to file income tax returns. Assistant to the Secretary of the Treasury, John L. Sullivan, will speak on the same program.

P&G 16 Weeks, WJZ

Procter & Gamble Company, Cincinnati, has launched a 16-week campaign for Ivory Flakes on WJZ. P&G will use two live one-minute announcements weekly through Compton Advertising, New York.

COMING and GOI

WILLIAM S. HEDGES, vice-president in charge of stations, and C. L. MENSE president in charge of programs, expect today from the series of "NBC war which they attended in various key citi

CLYDE F. COOMBS, vice-president a eral manager of KARM, Columbia ou Fresno, Calif., left for the Coast on after a short stay in New York on bus

MRS. HELEN LAMBETH, manager of High Point, N. C., was in town late la for conferences at the headquarters Blue Network.

H. E. FAST, sales manager of WKRC, nati, in New York for a few days on business.

JOSEPH A. McDONALD, of NBC Chica has been attending the annual staff m of the NBC legal department here, left o week-end for his home office.

W. ENNIS BRAY has arrived from Greenville, S. C. Visiting Friday at the of the Blue Network.

RALPH WEIL, manager of WOV, return last week from Boston, where he attend opening of WORL's new studios.

HOWARD LANE, central division field ager in the station relations department returned to his Chicago headquarters on He had been here about five days.

DOROTHY LEWIS, co-ordinator of activities for the NAB is in Springfield, today for the West Massachusetts Radio ference.

WILLIAM F. MALO, commercial mana WDRC, Hartford, on another of his fr and brief visits to New York.

GEORGE W. TRENDLE, president and pr of the Michigan Radio Network, expect town today on a short business trip.

CAPT. JOE THOMPSON, of the radio of the War Department, is at Lowry Denver for the broadcasting of tomo "Pass in Review" program over Mutual.

JAMES KANE, an assistant to George Ce CBS director of publicity, has returned f short business trip to Baltimore.

JOAN BROOKS back in town followi engagement at the Club Royale in Detroit.

"HUB" JACKSON, of WCOS, Columbia, is expected this morning.

BEN SELVIN, vice-president of Asso Music Publishers, Inc., has returned fr short trip to New England.

RALPH R. BRUNTON, president of Columbia's affiliate in San Francisco, lef the Coast on Friday. He was accompanie his trip here by his brother, John Brunton associated with the station.

May Approve Bonuses Despite Salary Ruli

(Continued from Page 1)

part of the agreed wage for the that it has been received regul over a long period of time and the collective bargaining history the employer indicates that this mium pay was considered in est lishing the rates for the job and it was accepted by the employe place of a general wage increase

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

☆ THE WEEK IN RADIO ☆

. . . Disk Men State Position

(Continued from Page 1)

ted why they consider the AFM proposals unsound: (1) they obstruct hnical progress; (2) they subsidize n-employees; (3) they penalize em- yment and use; and (4) they dupli- e government relief.

ollowing the appointment of ene L. Garey of New York City counsel for the special House of resentatives committee to inves- te the FCC, plans were being set week for a first class fight to a wdown; it was learned that a of 25 lawyers would be used to rmine whether Chairman James rence Fly and his aides have been mpting to "socialize" the radio dcasting industry.....FM and vision broadcasting was given a t by last week's FCC edict, which s that the Commission will not iss or deny any FM applications h cannot qualify for a full license use of shortages of manpower or erials; the Commission also issued rder allowing television licensees perate existing facilities on either xperimental or commercial basis, ded construction has reached a t where the station is capable of ering a substantial service in the effort.

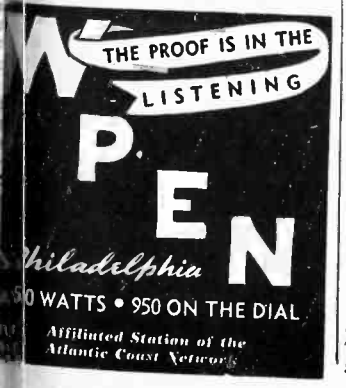
n Stauffer, vice-president in ge of radio for Ruthrauff & Ryan, named to succeed William B. s as chief of the OWI Domestic Bureau....OWI also announced ajor reorganization of its Over- Branch; the realignment involves mportant personnel changes but r a reassignment of executive s....It was also learned that r Davis, OWI chief, will begin eries of weekly quarter-hour dcasts over the four national net- s on March 12.

w board of directors of the Cana- Association of Broadcasters lly accepted its new code of advertising practices and program structures....American Federation of Radio Artists forwarded its notice of increased scale of 10 per cent to transcription companies....An "electronics manpower advisory committee" representing both labor and management was formed to prepare recommendations to the War Manpower Commission and other government agencies on manpower problems in the electronics industry....National Association of Broadcasters, via its Wage And Hour and Labor Committees, has decided to survey the effect of the 48-hour week order for the purpose of presenting findings to the War Manpower Commission.

Mutual Broadcasting System announced the biggest advertising campaign to date, with a series of monthly full-page ads scheduled to run in leading trade papers plus additional coverage twice-monthly in weekly publications....At a meeting of the Radio Executives Club last week William B. Way, vice-presient and general manager of KVOO, Tulsa, Okla., advocated a "Will Hays" setup for the broadcasting industry and warned that unless the industry regulated its commercial scripts more rigidly, restrained the use of spots and maintained higher program standards, the public would invoke its own regulations and perhaps threaten the very institution of advertising....Secretary of Interior Harold L. Ickes rebuked the Blue Network for permitting Representative Martin Dies to attack a former Interior Department employee without mentioning the name of the man he was attacking....According to a check of spot business by National Radio Records, it was learned that the use of spot business during 1942 was spread over a greater geographical area than previous years.

lot Placing Coughlin

1 C. Grant, president of the t Advertising, Chicago, told DAILY over the week-end, that ts that his agency was placing r Coughlin in a new radio series entirely unfounded. "None of ffices plan to do this, nor have ven considered the matter. We know where the report started, an assure you it is entirely in " stated Grant.



Kentucky Station Group

Chicago—Meeting of seven Kentucky station representatives held recently in Louisville resulted in the formation of the Kentucky Group, a spot network which offers to national advertisers coverage of seven Kentucky markets at a group rate. Live or transcribed commercial broadcasts will be originated at WLBJ, Bowling Green; WHLN, Harlan; WSON, Henderson; WHOP, Hopkinsville; WGRC, Louisville; WOMI, Owensboro; and WPAD, Paducah, the five stations comprising the group.

Blue Promotes Mary Coyne

Mary Coyne, secretary to Robert Saudek, assistant eastern sales manager of the Blue Network has joined the sales promotion staff headed by B. J. Hauser. She will concentrate on audience promotion activities. Peggy O'Rorke, secretary to George Benson, eastern sales manager before he joined the Navy, has become secretary to Saudek.

Marion McLean has been appointed secretary to the WJZ sales staff. She takes over her new duties at the station today.

WHAT THE RADIO TIME BUYER WANTS TO KNOW ABOUT

WTAM

POPULARITY

● MORE PEOPLE listen to WTAM, Cleveland, than to any other station in the whole Northern Ohio area. In the morning WTAM has 38.9% of the audience; in the afternoon 43.1% of the audience and in the evening 53.2% of the audience . . . a combined average of 45.1% as against 27.8% for the next station. Yet the COST of WTAM is only $.000073 per family.

* Hooper Index, December-January 1942-43

WTAM

CLEVELAND

NBC Network 50,000 Watts ● Owned and Operated by NBC

REPRESENTED NATIONALLY BY NBC SPOT SALES OFFICES

Los Angeles

By JAC WILLEN

JOSEPH GRANBY had two swell spots on last week's program lineups. He appeared on the Arch Oboler "Lights Out" presentation on Tuesday, and on the Bob Burns "Arkansas Traveler" broadcast Thursday.

Hal Styles and Chef Milani, both of whom enjoy wide popularity among women listeners, have started what looks like a winner over KFWB daily, Mondays through Fridays, at 2:45 to 315 p.m. Idea entitled "Laugh Club," originates at the famed Paris Inn, business man's rendezvous in downtown Los Angeles, and features gags by the "man in the street." Program is transcribed from 12:30 to 100 p.m. and is released at the 2:45 p.m. spot.

Conductor Felix Mills, who directs music on the Tommy Riggs and Betty Lou NBC program each Friday, has added another chore to his weekly duties. He is doing a straight musical program for another network.

Irvin Atkins is now business manager for Art Baker interests, as well as general aide and research man for his radio material.

Van C. Newkirk, program director of the Don Lee Broadcasting System, currently in New York attending the Mutual Don Lee program directors meeting, is scheduled to return to Hollywood early next week.

Edward E. Keeler, former manager of Western Advertising Agency, has been named to the staff of account executives at KHJ-Don Lee by Sydney Gaynor, general sales manager of the Don Lee System.

With Amos and Andy gone from the air, identity of the announcer who assisted Spieler Del Sharbutt in the commercials was revealed. It was Dick Joy, good-looking Hollywood barker whose specialty is news reporting.

Los Angeles Board of Education officials have asked Maestro Billy Mills of the "Fibber McGee" program to produce a series of eight-millimeter movies, dealing with fundamentals of instrumental work, for showings in the city schools.

Leon Gutterman, KFWB publicity head and writer, back on the job after more than a month in bed after being struck by an automobile.

Bob Nye and Andy Sihaovich have been added to the transcription department at KHJ, with Bob Turnbull now working in the sound department.

Tolg Radio Director Of BBD&O Chi. Office

The appointment of Russell W. Tolg as radio director of the Chicago office of Batten, Barton, Durstine & Osborn has been announced by R. B. Barton, vice-president and Chicago manager. Tolg, formerly with the Blue Network and previously occupying various executive positions with WTMJ, Milwaukee, succeeds James Cominos, who is an officer in the Marine Corps. Cora Hawkinson has been advanced to become assistant to Tolg.

MAIN STREET

OL' SCOOPS DAILY

Memos Of An Innocent Bystander . . . !

● ● ● The radio public never hears of them, yet this list of distaffers are, in the main, largely responsible for much of the entertainment that floats out of the loudspeakers. Rita Cahill-Trans-American, Marie Amsden-Compton Agency, "Dixie" Dugan-Benton & Bowles, Vi Burns-Young & Rubicam, Kay McMahon-Ruthrauff & Ryan, Frances Von Bernhardi-Air Features, Wini Law-NBC, Helen Hedeman-Blue Network and Ruth Norman-CBS. It is their ears which are the first to listen to the resonance, tone-quality, pitch, vibrations, etc. of the voices of radio-aspirants, newcomer or stage veteran....The Victory Twins, Vi and Vilma, Blue Networkids, have been booked into the Five O'Clock Club, Miami Beach, Fla.... Andrews Sisters, made their initial personal appearance in Oakland, Cal. and earned themselves $13,000 last week, their salary record—starting at the top as it were....After la guerre, Ed (Archie) Gardner, who used to play semi-pro baseball, wants to buy and manage a baseball club.

☆ ☆ ☆

● ● ● Bob Hawk, comic-quizmaster of the "Thanks To The Yanks" CBStirrer-upper, asked a female contestant her occupation and the answer was "I'm retired." "Well, persisted the interrogating Hawk'shaw,' "what did you do before you retired?" "Nothing" was the reply that almost staggered Bob....Helen Ward, Hal McIntyre's new vocalist is the same gal, who left Benny Goodman's orchestra some time ago, to get married....Conrad Thibault knows an Air Raid Warden who is broken-hearted because he has to tell people to pull their shades down....Ethel Smith, Hit Parade organist, has written a Latin-panner titled "What Makes Samba Run?"....Fleetwood cigarettes is looking for a fifteen-minute five-time weekly show....Army is looking askance at some of the "spots" soldier-quizees find themselves and may ban their participation on such show.

☆ ☆ ☆

● ● ● Duke Ellington and his Orchestra will open at the Hurricane in New York April 1....Mort Lewis, ace scripter, returned over the week-end from Washington where he gave several scripts, gags, etc. to the Army Special Service Command, for Camp entertainment. Lewis reports that the officials are anxious to receive used radio scripts, especially Kay Kyser's to cheer and amuse the soldiers....Dell Peters, former MCAgent, is now in business for himself and is handling Vera Barton, whose career he guided in the past....Joan Blaine and entire cast of CBShow, "Valiant Lady," renewed for another 13 weeks, the program celebrating its fifth anniversary March 3....That was a nifty Jack Harris spilled at the La Conga, t'other yawning: "Went down to the grocer's, forgot my ration book and was caught with my Points down"....Add nifties: Walter Cassel wants to know if Hermann (they'll nefter bumb Chermany) Goering has gone on a food budget to cut down expanses.

☆ ☆ ☆

● ● ● We strolled into Jerry Lawrence's "Music Box" studio at WOR Friday just as this James Harper news-chuckle was handed to him. We think it bears repetition. A certain young man took out fire insurance on several hundred expensive cigars, smoked them and put in a claim against the insurance company on the grounds that they were destroyed by fire. The Judge decided in his favor but the insurance company had the last laugh. They had the cigar-burner arrested on a charge of arson....Eva LaGallienne may bring her talent-ertainment de luxe to the microphone—and it's about time....Suggestion to Gertrude Berg—seems to this scribbler that Jack Rubin, who portrays "Jake" on the Goldberg's (you probably heard of that show) and "Morris Levy" on the "O'Neils," might be a worthy 'Potash' to 'Perlmutter.'

☆ ☆ ☆

—Remember Pearl Harbor—

San Francisco

BILL BALDWIN, KGO spi events man, has been assig to assist and produce "This Natio War," Blue Network program senting documentary reports of nation's war effort, during its s of special broadcasts from the Pa Coast in forthcoming weeks. sented in cooperation with the tional Association of Manufactu the show got off to a good star the coast with a program devote the lumber industry. Special ups were made from Enumclaw North Bend, Washington, with ance of the show originating in KGO studios, and at KJR, Sea After a pickup from Los Angele the wartime aviation industry, show returns to KGO for a broad on western agriculture's import to the war effort. Sam Slate is number one producer of the s which he writes, also.

All-out cooperation in the cur Red Cross drive to enroll 6,503 h nursing students, and 372 nu aides, in northern California, at least 300 nurses for the milit has been announced by KPO m ager John W. Elwood. "That T Might Live," a live talent drama Sundays, and "March of Mercy twice-weekly recorded drama, h been turned over to the drive u the quotas are reached. Final th minutes of the former programs be devoted to interviews with peo prominent in the bay area, urg sign-ups of nurses. Woman's Ma zine of the Air has scheduled Cross reps during the ten-week dri and special appeals are being m daily on Farmer's Digest. Other K shows plugging the campaign philosopher David Gilmore; Linkletter's "Date at Eight"; Archie Presby's Funny Money M

Polesie To CBS Web; To Handle Comedy Show

Herb Polesie, radio and motion p ture producer, joins CBS as a pr ducer, effective today, according Douglas Coulter, CBS Director Broadcasts. Most recently Pole has been radio director for the She man & Marquette advertising agen both on the Coast and in New Yor While with the agency he was t producer for the CBS "Al Jolso Monty Woolley" show for the agenc Prior to that he did production the Bing Crosby program. He w executive producer and co-author the original story of the motion pi ture "East Side of Heaven" wi Bing Crosby and has worked o other Hollywood productions.

In making the appointment, Coulte said Polesie would work mostly o CBS comedy programs.

Valentinoff Is Allen Guest

Valya Valentinoff, ballet dance featured in "Sons 'O Fun," will b guest tomorrow on Judith Allen "Stars on Parade" program heard o WPAT, Paterson, from 5:45-6 p.m.

UEST-ING

D LOWERY, whistling expert, "Breakfast at Sardi's" program, (WJZ-Blue Network, 11 a.m.).

IA PAULEE, mezzo-soprano, program of the Columbia Con- rchestra, today (WABC-CBS, .m.).

VICTOR R. BOSWELL, of the of Plant Industry of the U. S. ment of Agriculture, on "Vic- ardens," today (WJZ-Blue Net- 2:45 p.m.).

INIA BRUCE and HERBERT HALL, in an adaptation of Above All," on the "Screen Players," today (WABC-CBS,

AK WOODS, president of the letwork; WILLIAM A. MIT- , partner in the firm of J. P. ; CARL W. BADENHAUSEN, nt of Ballentine's; J. DAVID , chief of the Millburn (N. J.) partment, and C. N. WADE, the town's police department, e or False," today (WJZ-Blue , 8:30 p.m.).

SPH SCHILDKRAUT and ED NATWICK on "Cavalcade rica," today (WEAF-NBC, 8

HOFMANN, pianist, on the tists Series of the "Telephone oday (WEAF-NBC, 9 p.m.).

N O'CONNELL, vocalist, on Jolson-Monty Woolley Show," w (WABC-CBS, 8:30 p.m.).

GUIZAR, tenor, at "Duffy's," w (WJZ-Blue Network, 8:30

LEINE CARROLL, on the & Allen Show, tomorrow CBS, 9 p.m.).

LS, MAXWELL, on the premiere ilton Berle show, Wednesday CBS, 9:30 p.m.).

ROBERT D. WORKMAN, ief Chaplain of the U. S. the "For Victory" program, ay (WOR-Mutual, 12:30

TRYONE POWER, on Eddie "Time to Smile," Wednesday NBC, 9 p.m.).

COB BUCKSTEIN, assistant of clinical medicine in University Medical College, MS. LUISE K. ADDIS, con- n home economics for the ty Service Society of New scussing "Rationing Your Diet," on "Highways to Saturday (WABC-CBS, 1:45

☆ PROMOTION ☆

Bob Burns Promotion

NBC has prepared a promotionl folder for Lever Brother's Bob Burns' program for the use of 72 network outlets carrying the show.

It contains mats of newspaper advertisements in single and double column measures, glossy prints of the "Arkansas Traveler" and his cornband, "Spike Jones' City Slickers"; news releases for the use of radio editors and columnists, and a series of station break courtesy announcements of various lengths.

The folder points out that the show, since its transfer to the NBC network, is enjoying the largest following it has enjoyed with a current audience index "64 per cent higher than the best rating the program received before moving to NBC."

The program was placed by Ruthrauff & Ryan for Lifebuoy Soap.

Heatter Buildup

Fin Hollinger, manager of KDB, Santa Barbara, is utilizing a personal approach in an effort to publicize the fact that Gabriel Heatter will broadcast his commentary over the station.

The promotion might have proved expensive to Hollinger but to date it hasn't cost him anything.

When it first became known that Heatter was to air his comments over station facilities on a Mutual-Don Lee hookup Hollinger asked two hundred of his fellow clubmen and business friends to listen to Heatter for one week. If after they had listened to him for that period of time and they came away unconvinced, he would supply them with their favorite cigar.

ARPS Folder

"Move Over, Nostradamus!" is the title of the mailing piece sent out by Associated Recorded Program Service. A compact folder with alternating blue and white pages, the first page contains the title with a block cartoon sketch of "ARPSY," "the new boss of the crystal ball," pushing the prophet aside. On the inside pages, preceeded by the explanation that to be top prophet today you must profit by your predictions, are descriptions of the various prophecies made by ARPS and the profits reaped from them. The back page includes a list of some of the names transcribed by ARPS.

KDKA's "Marine Day"

KDKA, Pittsburgh went all out in a promotional effort to make "Marine Day" held last week, a success. The station formulated practically all the plans for the day held in tribute to Major Ruth Cheney Streeter, head of the Marine Corps Women's Reserve, who was in Pittsburgh on tour.

Station personnel did the preliminary publicity and promotion, plotted a special party for women at the William Penn Hotel Ballroom, furnished a greater part of the entertainment and arranged with NBC to pickup a special broadcast of the mass induction of 38 women enlistees who joined the Corps Reserve last week.

Miller Deplores Moves Which Switch State-Time

Neville Miller, president of NAB on Friday of last week deplored the action of certain states in switching from EWT to CWT or back as the case may be. Georgia and Ohio have already transferred from EWT to CWT and Michigan is reported as next on the list. Said Miller: "The action of some states, in abolishing national Daylight Saving Time, constitutes a threat to America's civilian communications system, now vital in wartime.

"If this confusion grows, the people will find themselves more and more isolated from the Office of War Information, whose effective use of radio depends on a uniform national time schedule."

"The Better Half" Set By Consolidated Razor

Consolidated Razor Blade Company has taken over the sponsorship of "The Better Half," half-hour quiz production which has been airing as a sustainer on WOR, since March, 1942. Commercial went into effect Wednesday, February 24 at same time that program shifted from Sunday to Wednesday evenings, 8:30-9 p.m. Show is a station-built program, originating with Jack Byrne, engineer; and produced by Tom Slater.

Girl Scout Campaign Starts On CBS March 9

(*Continued from Page 1*)

Leadership and Youth in War Time." First Lady is expected to report on these matters as she found them during her recent trip to England.

The following other network programs have been lined up to plug the drive: Friday, March 12, "Scramble" on the Blue, 7 p.m.; Friday, March 12, "Double or Nothing" on Mutual, 9:30 p.m.; Saturday, March 13, "Esso Reporter" noon, on all four networks; Sunday, March 14, "Irving Caesar" on Mutual, 1:15 p.m.; Sunday, March 14, "First Nighter," on Mutual 6 p.m.; Sunday, March 28, "Wake Up America" on the Blue, 3:15 p.m.

WDEL Goes 5,000 Watts

WDEL, NBC's basic outlet in Wilmington, Delaware, is now operating with 5,000 watts power at night using a directional antenna. Its frequency of 1,150 kc. and its day power of 5,000 watts remain unchanged.

To Direct CBS Church Shows

Elinor Inman, formerly an assistant to Davidson Taylor, assistant director of broadcasts, has been named broadcast director of CBS religious programs, Dr. Lyman Bryson, CBS Director of Education, has announced.

AGENCIES

BATTEN, BARTON, DURSTINE & OSBORN, INC., announces the election of Richard R. Blackwell and Walter Palmer as vice-president. Both Blackwell and Palmer began their agency work with the old George Batten Company and have been active in that company and its successor company ever since.

JANE PECK has joined the publicity department of Benton & Bowles, Inc. For the past eight months, Miss Peck has been a member of the press department of NBC.

WALLACE-FERRY-HANLY COMPANY, Chicago advertising agency, will begin operations today. It represents an amalgamation of the business and personnel of the Ferry-Hanly Agency, Chicago, and L. T. Wallace of the same city. The Monroe Street offices of Ferry-Hanly will be used by the combination until April 1, when the organization will move to the 430 North Michigan Bldg.

TIME-TESTED PAINT LABORATORIES of Cleveland, through Meldrum & Fewsmith, Inc., Cleveland, has inaugurated a Spring advertising campaign for Spred, a washable household paint. Radio is included among the media to be used.

JASPER, LYNCH & FISHEL, INC., has been named to handle the advertising of Micamold Radio Corp., manufacturers of capacitors.

ALBERT E. HOLLEMAN, of Young & Rubicam, Inc., tonight will address the students of the advertising course sponsored by Advertising Women of New York at the Hotel Biltmore.

"Double Or Nothing" Renewed On MBS Web

Feen-a-mint has renewed "Double of Nothing" on Mutual for 13 weeks, effective March 26, through William Esty Advertising Agency. Program, piloted now by John Reed King, airs over 207 stations, Friday evenings, 9:30-10 p.m.

NCAC Signs
DUNNINGER
greatest mental marvel of this age.

NEW BUSINESS

WPAT, Paterson, N. J.: Chateau Martin Winery, 67 anns. weekly, for 52 weeks, thru H. C. Morris & Co., N. Y. C.; Winter Garden Theater (Shuberts), three anns. weekly, t.f., thru Blaine-Thompson Co.; Hathaway Bakeries, 18 anns. weekly, for five weeks, thru Glaser Advtg. Inc., Boston, Mass.; John F. Trommer, Inc., five one-min. spot weekly, 13 weeks, thru Federal Advtg. Agency, N. Y. C. (renewal); Jordan's, Newark, N. J., six 15-min. periods in "Music Makers," participation, plus two time signals daily except Sunday, for 52 weeks, direct; Gospel Broadcasting Association, one hour weekly, transcribed, t.f., thru R. H. Alber Co., Los Angeles, Calif.; Alaska Fur Co., Paterson, N. J., six 10-min. progs. weekly, for six weeks, thru J. R. Yellen Advtg. Agency, Newark; General Cemeteries Corp., N. Y. C., 18 one-min. anns. weekly, for six weeks, direct; Gang & Gang (furniture) Passaic, N. J. two 10-min. programs daily, except Sunday, for 62 weeks, direct (renewal); Finderne Plant of Dienl Manufacturing Co., Somerville, N. J., daily participation, Monday thru Saturday "North Jersey War of Production," 13 weeks, direct; Willard C. Beach Air Brush Co., Harrison, N. J. 25-min., three-times weekly, participation "North Jersey War of Production," four weeks, direct (renewal); Walter Kidde Co., N. Y. C., participation in "North Jersey War of Production," 25-min. daily except Sunday, 13 weeks direct (renewal); Diamond Fur Shop, Paterson, N. J., six anns. weekly, six weeks, direct.

WFIL, Philadelphia: Walker's Austex Chili Company, Austin, Texas (Chili) 2 spot anns. weekly for 26 weeks thru Crook Advertising Agency, Dallas, Tex.; Erlanger Brewing Co., Phila. (Beverage) three 15-minute studio programs weekly for 52 weeks, thru J. M. Korn Co., Inc., Philadelphia, Pa.; Snellenburg's Optical Dept., Philadelphia (Optical Dept.) six participations on Hunnicutt Show weekly for 13 weeks, thru Solis S. Cantor Advertising Agency, Philadelphia; Admiracion Shampoo, Harrison, N. J. (Shampoo) five spot anns. weekly, thru Charles Dallas Reach, Inc., Newark, N. J., for 13 weeks; Pepsi-Cola Co., Long Island City, N. Y., 25 spot anns. weekly for 49 week, thru Newell-Emmett Co., N. Y. C.; Lever Bros., Cambridge, Mass. (Rinso) 19 spot anns. weekly for 7 weeks, thru Ruthrauff & Ryan, Inc., N. Y. C.; Zerbst Pharmacal Co., St. Joseph's, Mo. (Zerbst Capsules) six spot anns. weekly for 8 weeks, thru Patis-Turnbull Co., Kansas City, Mo.; Phila. Transportation Co., Philadelphia (Transportation' five spot anns. weekly for two weeks, thru Ivey & Ellington, Inc., Phila.; Willard Tablet Co., Chicago, Ill., six participations weekly on Hunnicutt Show, thru First United Broadcasters, Inc., Chicago; General Baking Company of New York City (Bond Bread), eight spot announcements weekly, through Ivey & Ellington, Philadelphia, Pa.

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 Feb. 18-24 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)
I've Heard That Song Before (Mayfair)		1527	1263
That Old Black Magic (Famous)		1313	933
Brazil (Southern)		1292	864
There Are Such Things (Yankee)		1268	1190
You'd Be So Nice To Come Home To (Chappell)		1245	1530
Touch Of Texas (Southern)		867	353
Don't Get Around Much Anymore (Robbins)		864	234
I Had The Craziest Dream (Bregman-Vocco-Conn)		861	782
Taking A Chance On Love (Feist)		839	388
Moonlight Mood (Robbins)		718	868
For Me And My Gal (Mills)		685	1315
Rose Ann Of Charing Cross (Shapiro-Bernstein)		632	611
This Is The Army Mr. Jones (Army)		590	468*
When The Lights Go On Again (Campbell-Loft-Porgie)		585	386
Weep No More My Lady (Dorsey)		582	691
Moonlight Becomes You (Famous)		565	996
Why Don't You Fall In Love With Me (Harms)		557	740
Savin' Myself For Bill (Chappell)		551	608
I Just Kissed Your Picture Goodnight (Crawford)		535	261
Please Think Of Me (Witmark)		532	615
Army Air Corps (Fischer)		528	299
It Can't Be Wrong (Harms)		527	201
As Time Goes By (Harms)		521	369
Hey, Good-Lookin' (Chappell)		463	482
I'm Getting Tired So I Can Sleep (Army)		462	387
Hit The Road To Dreamland (Paramount)		412	...
When The Shepherd Leads The Sheep Back Home (Bregman-Vocco-Conn)		412	202
There's A Ray Of Sunshine (Lincoln)		408	289
The Tulips Are Talking Tonight (Berlin)		392	132
There's A Harbor Of Dream Boats (Shapiro-Bernstein)		378	163
Take It From There (Miller)		358	322
I'd Do It Again (Santly-Joy-Select)		327	156*
My Dream Of Tomorrow (Santly-Joy)		317	127
Happy Go Lucky (Paramount)		315	203
Three Dreams (Remick)		285	190
Why Don't You Do Right (Mayfair)		285	179
Ev'rything I've Got (Chappell)		269	143*
Daybreak (Feist)		246	336*
Ev'ry Night About This Time (Warock)		236	202*
I Lost My Sugar In Salt Lake City (Mills)		136	133
Dearly Beloved (Chappell)		223	413
He's My Guy (Leeds)		215	169*
Canteen Bounce (E. B. Marks)		213	334
Constantly (Paramount)		209	311*
I Don't Believe In Rumors (Broadcast Music)		209	459
It Started All Over Again (Embassy)		204	165
Out Of This World (Remick)		183	187
What's The Good Word Mr. Bluebird (Berlin)		182	...
Could It Be You (Chappell)		172	191*
This Day (Jewel)		170	188*

(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.*

To the Colors

—VVV—

PVT. MURRAY ARNOLD, p... director of WIP, Philadelphia ... assisting in the writing and p... ing of radio programs at Cam... Dorn, Mississippi, and handli... publicity job for his unit's pa...

—VVV—

VICTOR CAMPBELL, assist... the program manager of WGY, ... ectady and JAMES CONNOL... charge of traffic, have been in... in the service.

—VVV—

PARKER GAYMAN, newscas... KHJ, Don Lee, Los Angeles, ha... notified of his appointment as ... sign in the USNR.

—VVV—

JAY SERWIN, a member of W... Lawrence, Mass., staff anno... will stop spieling over the air ... to listen to Uncle Sam at Fort D... where he reported recently.

—VVV—

RALPH M. KISCH, staff anno... at W75NY, N.Y.C., has resign... post to take up a new one wit... U. S. Army.

—VVV—

BEECHER GOLD, control ... operator at WDRC, Hartford, ha... drafted and assigned to the M... Corps. He reports to Parris I... S. C. for training.

—VVV—

FENTON FORD, former anno... at KGW-KEX, Portland, Oregon ... been sent to the Naval Training ... tion at Farragut, Idaho and ... HALLOCK, another announcer ... comes an Army Air Cadet, at ... Ana, Cal.

—VVV—

ARTHUR ROSS, general assi... to Ed Fitzgerald, conductor of "M... light Saving Time" the WOR, N... all-night program entered the A... Feb. 15....DAN McCULLOUGH ... resigned from the station's anno... ing staff is now a navigator for N... east Airlines, a unit of the U. S. A... Transport Command.

—VVV—

LANCE HOOKS, chief of the R... Division of the Great Lakes Re... Food Distribution Administratio... resigning to enter the armed serv...

Stokowski Movie Shor...

Leopold Stokowski, conductor ... the NBC Symphony Orchestra ... featured in the movie short subj... "Shostakovich's Seventh Symphon... recently released by Columbia ... tures and now being exhibited ... theaters throughout the United Sta... The film is based on a Stokowski p... formance of the epic Russian sy... phony before 35,000 soldiers at Ca... Young, California with an orches... of 100 players recruited from lead... Hollywood movie studios.

Madame Maxim Litvinoff, wife ... the Soviet Ambassador to the Uni... States, and screen star Edward ... Robinson, participate in the film's ... troduction.

Strand Joins Mutual

Robert J. Strand, formerly of ... sales promotion staff of "Parade" a... INS, has joined the sales staff of MB...

...v't To Utilize Radio In Big Food Drive

(Continued from Page 1)

agencies will devote a major ...of their advertising and publicity to it.

...usewives will be urged to use ... vegetables, potatoes, fruits, ce... bread, eggs and milk in place ...itioned foods.

...wspapers, radio, motion pictures, ...res and billboards will be util...

...way Editor Describes ...stening In Her Country

...ashington Bureau, RADIO DAILY

...shington—Use of the radio for ...tainment is far too dangerous ...d in Norway—it could mean loss ... radio for all-important under... ...d propaganda and morale work, ...ding to Else Margret Roed, who ...d here two months ago after ...ing from her native land through ...n.

...s Roed, who was editor of the ...g Norwegian women's maga... "Gieste Baarden," told RADIO ... numerous anecdotes concern... ...e devices used by her country... ...o keep their radios and to con... ... receiving the various news ...casts, circulation of which is so ...tant to the morale of all occu... ...ands.

"...o radio is wonderful for us," ...id. "Although it would be our ...pleasure—and was before our ...ere confiscated last year—Nor... ...s supported their artists in ...refusal to appear on programs ... might in any way further the ...ause. We had no other pleasure ... the Germans came, and while ... our radios they were wonder... ... keeping up our spirits."

...ts Called In, Then Re-Issued

...vegian sets were called in by ...zis on September 1, 1941, then ...d. Owners of sets were known ...e the Nazis had lists of those ...aid the license charges. Miss ... mentioned that hundreds of ...gians smashed their sets to bits, ...rew a bag or a box of frag... ...on the Nazi collection desk.

...sets were reissued later in 1941, ...t August, as punishment for a ...wide demonstration on behalf ... Norwegian crown—the demon... ... consisted of wearing flowers ...onholes—all sets were called ...bout 450,000 radio receivers ...hipped out of the country to ...ny.

"... there are heaps of people still ...g to the radio" Miss Roed said. ...ngly she explained that "the ...gian people are a very honest ... but some of them who had ...han one radio never bothered ... license fees on more than one, ...en some of the radio manufac... companies and stores did not ... all their sets, and our people ...ave those." In addition, she ...lany of the sets were stolen ...Nazis, and often Nazi soldiers ...be bribed to procure sets for ...gians.

NETWORK SONG FAVORITES

(Continued from Page 6)

FAVORITE STANDARDS OF THE WEEK

SONG TITLE — PUBLISHER OR COPYRIGHT OWNER	ACI
Begin The Beguine (Harms)	377
Alexander's Ragtime Band (Berlin)	346
Embraceable You (Harms)	314
I Know That You Know (Harms)	260
Melancholy Baby (Shapiro-Bernstein)	235
All The Things You Are (Chappell)	234
Just One Of Those Things (Harms)	211
Pretty Girl Is Like A Melody (Berlin)	201
Whispering (Miller)	198
Blue Skies (Berlin)	191
PATRIOTIC	
Yankee Doodle Boy (Vogel)	634
You're A Grand Old Flag (Vogel)	261
Over There (Feist)	207
Anchors Aweigh (Robbins)	203
Marines' Hymn (U. S. Marine Corps)	202

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

Post-War Reconstruction Subject of CBC Series

(Continued from Page 1)

Come—Inquiry on the Post-War World."

The broadcasts which began yesterday, will be subsequently heard each Sunday from 5:03 to 5:30 p.m., EDT, on the CBC national network. In conjunction with the English broadcasts a corresponding series is being planned for the French network.

Morley Callaghan, Canadian author, who will appear on each broadcast said: "We plan to hold an inquiry into the feeling of Canada about the post-war world. We hope to give the ablest champions of particular points of view a chance for full expression. We want the Canadian public to hear all spokesmen and judge of them accordingly. But this is not to be a forum which is simply a sounding board for particular philosophies. The structure of the inquiry makes it possible for every protagonist for a favorite world dream to be sharply questioned, for I am to be a kind of 'agent provocateur' doing the questioning, who will try to act as counsel for the people."

In discussing what the structure of the program was to be, Callaghan said: "We are hoping for warm and lively discussion in which Canadians will have a chance to appear before a nation-wide audience as human beings, hoping and dreaming for a better kind of a world following the next peace. Right now we do not know what Canadians hope for but we hope to find out.

The first broadcast is to originate in Winnipeg and subsequent programs will be heard from different points across Canada.

Dr. Robert Newton, president of the University of Alberta who agreed to act as chairman of the national committee which is sponsoring this series presided over the first broadcast.

All national organizations in Canada which have an interest in reconstruction after the war are being invited to name a consultant for the CBC broadcasts. Among the organizations which have already taken this step are the Trades and Labor Congress of Canada and the Canadian Congress of Labor.

New Business On WQXR Mostly News Commentary

News and news commentary programs constituted the bulk of sales during the past week on WQXR. Sales, four in all, included two nights a week of comments by Lisa Sergio for Linguaphone, which firm bought, also, a five minute news spot three evenings a week; a ten-minute news and comment program, twice a week, for "Pour La Victoire," weekly organ of the Fighting French; "Tomorrow's Headlines," a ten-minute newscast thrice a week, for Cooper Stainless Steel Blades.

Henry Kasner

Henry Kasner, 53, radio pioneer and associated with the Radio Corporation and its predecessor, the American Marconi Company, died in New York, Feb. 14, after a short illness.

Kasner, who played a prominent part in the early days of wireless communication, was born in London, and joined the American Marconi Company in 1912. Before the World War I, he helped construct a transoceanic radio station at Boundbrook, New Jersey.

He has been with RCA since its formation in 1920. At the outbreak of the present war he was assigned to the Field Procurement Division of the General Purchasing Department and was stationed in New York.

KWON To MBS Web

KWON, Barlesville, Oklahoma, becomes a Mutual affiliate effective today. Station operates on 250 watts, 1400 kc.

Stork Notes

James Anderson, of the WGN, Chicago, sales department is passing out cigars on the birth of his fourth child, a son, born on Feb. 15.

NAB Wartime Meeting Instead Of Convention

(Continued from Page 1)

frolic should be dispensed with, so that the golf enthusiasts and others who usually make convention part of their vacation jaunts would not be tempted to join and incur the wrath of the ODT. Program for the business sessions would be compact and practically continuous, so that the many problems which have befallen the stations can be taken up, and help administered where possible.

Other matters taken up by the board included approval of the 1943 budget which is running slightly less than last year's. Contributing to that is the purchase of the NAB headquarters in Washington, D. C. which cut overhead considerably.

During the handling of requests for redistricting, Board approved moving Maryland into the Philadelphia district, leaving Washington, D. C., as is, and turning down requests from Arkansas and Texas.

Helen Brattrud Named CBS's Fashion Editor

Helen Brattrud has been appointed CBS Fashion Editor, effective today, George Crandall, CBS Director of Publicity, has announced.

Having joined the Columbia Broadcasting System late in 1934, Miss Brattrud was formerly a staff writer in the network's publicity department. Recently she has been a member of the magazine division.

As Fashion Editor, Miss Brattrud replaces Rosellen Callahan who has resigned from the network to become Woman's Page Editor for NEA.

New SESAC Personnel

Several changes have been made in the personnel set-up of SESAC due to resignations and army inductions. Kurt A. Jadassohn, vice-president of SESAC, and an associate of the organization since its founding, has taken a leave of absence to serve with the U. S. Army.

The organization also loses the services of Gus Hagenah who has tendered his resignation as a traveling representative to establish a permanent home in Peekskill, N. Y.

Haganah will be succeeded by Graham Harris, known in radio circles as the conductor of several prominent NBC shows.

NCAC Signs Dunninger

Joseph Dunninger, mental "wizard," who makes a specialty of exposing frauds of his profession, has been signed to an exclusive contract by National Concert Artists Corp. for radio, stage and personal appearances.

Wedding Bells

Rose Pescik, personal secretary to General Manager Franklin M. Doolittle of WDRC, Hartford, is engaged to Custon Abraitis, of Manchester, Conn. No date has been set for the wedding.

☆ ☆ Coast-to-Coast ☆ ☆

WITH radio occupying a more increasingly important position during the wartime crisis, institutions of higher learning are going directly to radio station technicians to teach radio to the coming generation and those about to enter the armed service. The most recent technician to turn pedagogue is Erne Adams, chief engineer at WHIO, Dayton, who is teaching radio classes twice a week at the University of Dayton.

* * *

Fulton Lewis, Jr., will originate his nationwide Mutual commentary on the evening of March 12 from the studios of KSAL, Salina, Kansas....Mrs. Grace Adamson replaces Frances Jensen, receptionist, who left to accept a position as continuity writer at KGMC, Amarillo, Texas.... Grover Cobb has left the station for the second time. Each departure was caused by his preliminary and secondary training in the U. S. Naval Air Force.

* * *

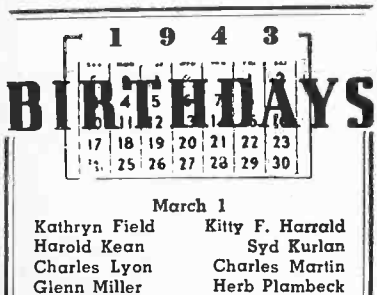
Usually housewives are at home at 12:15 p.m. but in Washington, as with most everything else, things are a little different. In Washington the greater percentage of housewives work and to meet this abnormal condition Sylvia Milrod, who daily conducts the "Victory Starts at Home" program over WINX, Washington, at that time, records the original broadcast and plays it back to the working wives later that night.

* * *

WTBO, Cumberland, Md., recently cooperated with the Eastern Military Command in airing the new air raid alert signals for the Eastern Military area. V. P. Ingram, a local civilian defense official aired announcements over the station explaining the meaning of each signal and what procedure should be followed by the public as each signal was given.

* * *

Otis Morse, manager of WSBA, York, Pa., and program director Max Robinson recently broadcast an actual, and audible account of a blood donation at the Red Cross. With each squeamish about watching the other part with a pint of blood they tossed a coin to see who'd do the parting. Robinson lost. But Morse, a little jittery when he saw the needle jabbed into his colleague's arm, went on with the broadcast.



March 1

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

Remarks made by Joseph C. Grew, former ambassador to Japan were picked up and rebroadcast exclusively over WWL, New Orleans when he spoke about Japan's War Machine under the auspices of the OCD and the OWI.

* * *

Jeanne Shepard, who is not long out of high school, is now the new staff violinist at KOIN, Portland, Oregon. Considered one of the most promising young artists in Portland musical circles, she was engaged for the position by Joseph Sampietro, musical director.

* * *

Major Edward A. Davies, vice-president of WIP, Philadelphia, has been appointed chairman of the Radio Division of the Red Cross campaign which opens March 1....In keeping with its past performance in presenting name bands to its listeners, the station continues its policy by offering Erskine Hawkins and his orchestra.

* * *

The flow of mail at WHEB, Portsmouth, has been so heavy of late that the station had to purchase a postage meter....Ever since the station has been assigned as an official announcing center for Portsmouth and other surrounding cities youngsters in the Central New England area are waiting with crossed fingers for the "no school signal" to be sounded.

* * *

Arch Shawd, manager of WTOL, Toledo, has announced the appointment of Forrest Owen, Jr. as production manager for the station. Owen is an eight-year radio veteran of stations in Michigan. He was formerly announcer and night supervisor at WXYZ, Detroit.

* * *

The many twists and turns that the Manpower situation is taking is reflected in the many changes made in station personnel. The latest changes at WTRY, Troy, are the additions of Bill Saunders and Jim Higgins to the announcing staff. Higgins comes from WWNY and Saunders from Brown University where he did some announcing on the college station.

* * *

The Globe store, outstanding department store in Watertown, N. Y., recently bought forty spot announcements over WWNY, to promote their annual dollar day sale....James Billingsley station transmitter engineer has resigned his position to wait for the inevitable call from Uncle Sam.

* * *

The Southernaires and "Texas Jim" Robertson, regular Blue Network and recording artists, will appear on the final rally of the $50,000,000 War Bond campaign of the American Helennic Association at Manhattan Center, Feb. 28. The program will be broadcast over WINS, N. Y.

* * *

Larry Adler, harmonica virtuoso, recently appeared on the "Ben Feld Show" that is sponsored by Alpen Brau Beer, on KMOX, St. Louis. Adler held the guest spot on the show for a two-week period. The show features regularly the Harmonettes.

Tom Dolan, formerly of WMAL, Washington, and Ruthrauff & Ryan, Inc., and now a private in the Army, is merchandising a new script service called "Sport Stars in Service." Station subscribers are receiving a 26-week service of two-minute sketches of stars now in the service.

* * *

Vincent Lopez is due for a personal appearance at WTAG, Worcester, in connection with the special series of interviews in behalf of the War Bond campaign arranged by David H. Harris, program-production manager.... George Givot, was a recent guest on the station's "Stars in the Spotlight."

* * *

WWJ, Detroit, has just added two announcers and lost one Friday. The new additions are William Thomas Lazar lately with WIBA, Madison, and Harry Arthur Wood of Chicago. John Alvin Hoffstadt, former free-lance actor in Chicago, is the loss. He goes to Hollywood under a Warner Brothers contract.

* * *

Inez Gomez Carrillo, young Argentine pianist, who makes her debut at Town Hall March 19th is doing a series of six recitals, Mondays at 7:00 on FM station W75NY....."New York At War" is the new program for the Manhattan Civilian Defense Volunteer Office that is heard Fridays at 7:00 p.m.

* * *

Paul F. Harron, president of WIBG, Philadelphia, recently announced that the station will carry the "A's" and the "Phillies" home baseball games this season under the sponsorship of the Atlantic Refining Company. The account was placed by N. W. Ayer & Son, Advertising Agency.

* * *

The new hour-series of addresses instituted by commercial manager Roland Weeks, of WCSC, Charleston, S. C., to increase the effectiveness of the messages in station commercial copy, had as its first guest speaker, Bernie Lyon, head of the Kaybee Store....James Mahoney, president of the Southern Ice Cream Company is scheduled to speak next.

* * *

Stephan Richards, who at one time was associated with the Canadian Broadcasting Corp. as an announcer and actor, and later connected with WAKR, has joined the WJW, Akron spieling staff.... Garde Chambers, announcer, has left the station and has returned to Cleveland.

* * *

In behalf of the campaign calling for more blood donors, the road company cast of "Junior Miss" appeared on a special Red Cross Blood Bank program over KGO, San Francisco which dramatized the need for blood plasma and the ease with which blood may be donated. The program was produced by Richard Tate.

* * *

Durkees' Famous Foods, Inc., has contracted with WDRC, Hartford, for 260 one-minute day-time ET's for a 13-week period, starting March 22....Station is presenting Gov. Raymond E. Baldwin of Connecticut in a 15-minute talk on "Manpower Mobilization," Friday night, March 5.

"Victory of Food" the new WO[illegible] presentation, which will be heard [illegible] p.m., Thursday afternoons, deals [illegible] value of fresh produce in the di[illegible] the general market situation. The [illegible] presented in Italian will be conduc[illegible] former president of the Bronx [illegible] Market, Marcel Martine, and prese[illegible] man of the Mayor's Committee [illegible] Market.

* * *

The War Bond campaign [illegible] KYW, Philadelphia, has pass[illegible] $7,000,000 mark since mid-Dec[illegible] The Bond campaign originate[illegible] a tie-up with the Ice-Capade[illegible] grand total of $7,106,980 was ac[illegible] by bonds sold at the KYW bo[illegible] the Emergency Aid of Pennsy[illegible] and amounts received from th[illegible] motion of network shows "Tak[illegible] Leave It" and "Information P[illegible]

* * *

Bill Banks is the latest WIP, Ph[illegible] phia casualty. He was on his [illegible] Florida on his vacation when the [illegible] liner he was traveling cracked [illegible] Banks went out the window. Both [illegible] his mother with whom he was tr[illegible] are hospitalized with shock and [illegible] Both will return to Philadelphia whe[illegible] leave the hospital.

* * *

The KGO, San Francisco, [illegible] Wagon, which was inactive ov[illegible] Christmas holidays swung back[illegible] action recently for an appearan[illegible] for the California Lodge of the [illegible] B'rith. Bill Baldwin, special fe[illegible] director served as auctioneer, [illegible] station artists Sonia Shaw, G[illegible] Hayes, and Glen Hurlburt [illegible] tained.

* * *

With the prospect of a still g[illegible] shortage of manpower in the radio [illegible] WEEI, Boston, is endeavoring to all[illegible] the situation by preparing a new c[illegible] announcers to fill the depleted ran[illegible] conducting a school for announcers. [illegible] school already in action, has bee[illegible] tended for another week, after a [illegible] uled six weeks course. The weeks [illegible] sion is devoted to a concentrated c[illegible] that covers all phases of news repo[illegible] The course will be conducted by [illegible] Sargent.

* * *

Starting today, WBZ-WE[illegible]A, [illegible] ton will shuffle several morning [illegible] grams so that complete broad[illegible] may be heard at more frequent [illegible] vals between 7:30 and 9:30 a.m. [illegible] switch is planned so that commu[illegible] traveling to work on staggered sc[illegible] ules, will still be able to hear [illegible] last-minute war news before [illegible] ing for work.

Network, Agency Execs Meet With AFRA Tod[illegible]

First meeting between AFRA [illegible] execs representing the networks [illegible] advertising agencies, to negotiate [illegible] creases in commercial minim[illegible] scales, as per the cost-of-living cla[illegible] in the operating codes, will get un[illegible] way this morning, at 11 a.m. No d[illegible] has been set yet for negotiating [illegible] transcription code increase.

IND. AN... PUBLIC LIBRARY MAR 5 - 1943

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 22, NO. 40 | NEW YORK, N. Y., TUESDAY, MARCH 2, 1943 | TEN CENTS

AFM Disk Meet Mar. 16

...wspaper Ownership 'Not Pressing"—Fly

...ashington Bureau, RADIO DAILY

...shington—The FCC report on ...paper ownership of radio broad...g stations has become more or ...s of an academic matter by now, ...man James Lawrence Fly indi... yesterday. The report, which ...o grow out of the protracted in... recessed about two years ago, ...ot been completed, and there is ... likelihood that it will be com...ed before the end of the war—if ... It simply "is not pressing at ...isime," said Fly.

...H pointed out that there is no ...uction now, and that the few

(Continued on Page 5)

...A Service Seeking More Technical Aides

...lications are being accepted by ... S. Civil Service Commission to ...sitions as technical and scien...lds in the Federal Government. ...are needed to do research and ...g in the following fields: radio, ...try, geology, geophysics, mathe..., metallurgy, meteorology and ...s.

...licants may qualify through ex...ce or education. The majority ...itions are in Washington, D. C.,

(Continued on Page 2)

...ght Succeeds Frazee ...; Blue Production Mgr.

...the acceptance of resignations ...rry Frazee and Ron Ferguson ... the Blue Network production ...ment, Phil Carlin, vice-presi... charge of programs yesterday

(Continued on Page 2)

Tongue-Twisters

...ondon—It's no wonder that BBC ...dio commentators just sluffed off ... names of the Russian towns and ...eralized the Russian communi... Anything else would have ... mayhem. The communique ...ently reported the "capture of ... towns of Krasnopolye, Nizhna... ...yrovavtka, Verkhnayasyrovatka ... Boromlya in the region of ...ay." Non wonder they sluff.

Via Closed Circuit

Hollywood—An idea that grew out of an NBC War Clinic culminates in the first of a series of weekly announcers' auditions that will be heard over a closed circuit to all NBC stations west of Denver from Hollywood Radio City. Tonight at 9:45-10 p.m. (PWT). Buddy Twist, chief NBC announcer suggested that applicants be put on for auditions so station managers can choose the best.

'Language' Listeners Proportionately Men

Proportion of men listeners in the daytime audience to foreign language programs is larger than it is in the audience to English programs, according to a three-month personal coincidental survey conducted by the Pulse of New York Inc. for the months of November, December and January. The difference is 7.1 per cent.

Among the English language audi-

(Continued on Page 7)

Signal Corps Asks 'Hams' To Sell SW Equipment

Radio amateurs have been requested to sell their shortwave communication equipment to the Signal Corps, Army Services of Supply. This equipment is needed both for training purposes and operational use, the War Department announced yes-

(Continued on Page 2)

Executive Board To Convene In Chicago To Frame Answer To Recorders' Rejection Of Union Tax Plan

Executive Board of the American Federation of Musicians will meet in Chicago, Tuesday, March 16, to formulate an answer to the recording and transcription companies which last week turned down the union's tax proposal as a requirement for lifting the recording ban. Letters to that effect are being sent to the trade. Petrillo acknowledged receipt of the common letter sent him by the companies Feb. 23.

He said too, that copies of the letter

(Continued on Page 7)

WPB Moves To Ease Shortage in Batteries

Washington Bureau, RADIO DAILY

Washington—A real effort to provide a greater supply of batteries for farm radios seems about to get under way inside the WPB. Following a joint meeting the WPB radio section and representatives of the Consumers Durable Goods Division Saturday, the latter are scheduled to confer today with the zinc section to

(Continued on Page 6)

CBS Personnel Changes In Engineering Dept.

Edwin K. Cohan, CBS director of engineering, yesterday announced additional personnel changes in the department due to continual loss of men to the armed forces. Harold D. Hastings, with CBS since June 1937 and a former shortwave studio tech-

(Continued on Page 2)

Record Crowd Hears Brown Address 'Frisco Ad Club

San Francisco—Radio advertising and sales management face their greatest opportunity, as well as their greatest threat, in the "period which

(Continued on Page 2)

Another CBC Probe Sought In Parliament

Montreal—CBC is to get another airing in the Dominion Parliament this session. Maj. Gen. L. R. Lafleche, Minister of National War Services, has given notice of a motion to create the Special Committee to deal with the administration and the policies of CBC. A condition similar to that

(Continued on Page 7)

Benton & Bowles Radio Headed By Walter Craig

Walter Craig has been named head of the radio department of Benton & Bowles, Inc., effective immediately. Assisting Craig in the new set-up will be Don Cope who will supervise production and Roy Bailey who will

(Continued on Page 2)

Cresta Blanca Going To CBS; 4th Wine-Beer Acct. On Web

Speculations which for a few weeks had "Cresta Blanca Carnival" shifting from Mutual to CBS, materialized yesterday with confirmation that the show would wind up its 26 weeks on MBS, and start on CBS about April 14, for airing 10:30-11 p.m., EWT. The Schenley Import Corp. sponsored variety program is being cut fifteen minutes to squeeze into CBS time availability, and will air over sta-

(Continued on Page 7)

Union Oil Sets Barrows For Strip On Don Lee Net

San Francisco—General David P. Barrows, former president of the University of California and noted authority on political science, has been signed by Union Oil Company for a 52-week, Monday through Friday, commentary series over KFRC and West Coast stations of the Don Lee-

(Continued on Page 5)

Contrary!

York, Pa.—In celebration of Mme. Chiang Kai-Shek's visit, Mary Nell, WSBA's home economist, devoted her program to Mme. Chiang's favorite recipes, omitting those requiring ingredients unfamiliar to York, such as bamboo shoots. Her big surprise came when a lady requested the bamboo shoot recipes as she had a garden-full, gift of a Marine just back from China.

RADIO DAILY

Vol. 22, No. 40 Tues., March 2, 1943 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. Merserеau, 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

(*Monday, Mar. 1*)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	143 7/8	143 5/8	143 5/8	— 3/8
CBS B	18	18	18	— 1/4
Crosley Corp.	11 1/2	11 1/2	11 1/2	— 1/8
Gen. Electric	35 3/4	35 3/8	35 1/2	— 1/8
Philco	18 5/8	18 1/4	18 3/8	+ 1/8
RCA Common	7 1/2	7 1/4	7 3/8	— 1/8
RCA First Pfd.	64 1/2	64 1/2	64 1/2	+ 1/4
Stewart-Warner	9 1/2	9 1/4	9 3/8	.....
Westinghouse	86	85 1/2	85 1/2	— 1/2
Zenith Radio	25 1/2	25	25	— 5/8

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	6 1/8	6 3/8
WCAO (Baltimore)	17	21
WJR (Detroit)	21	...

Knight Succeeds Frazee As Blue Production Mgr.

(*Continued from Page 1*)

appointed Raymond Knight as manager of the Blue production department and Stuart Buchanan assistant manager in charge of the script division; Frazee and Ferguson held these same posts respectively.

Gambling To Celebrate

John Gambling will celebrate 18 consecutive years of broadcasting over WOR, March 8.

John Mullins and Sons

tested WLIB for 13 weeks. Not only renewed for 52 weeks but also added a heavy schedule for Buckley Newhall and Masons. There MUST be a reason . . . we reach a market that *none* of our contemporaries consistently serve.

NEW YORK'S
WLIB
THE VOICE OF LIBERTY
1190 ON YOUR DIAL

CBS Personnel Changes In Engineering Dept.

(*Continued from Page 1*)

nician, has been named transmission technician for WABC, Columbia's New York City outlet. He replaces Lester Hatfield who resigns from the network to become a Lieutenant, Junior Grade, in the United States Naval Reserve. Hatfield has been with the network since 1933.

Nelson Smith, assistant supervisor of CBS studio technicians since September 1933 has been appointed supervisor of studio technicians, Cohan announced. The former supervisor, J. Dunham Gilbert, has been commissioned a Lieutenant, Junior Grade, in the Naval Reserves and has reported to the Bureau of Ships in Washington, D. C.

The third member of the CBS engineering staff to leave the network this week for the armed forces is Robert Bendick. Having joined Columbia in 1941, Bendick is a former studio assistant in television and most recently a studio technician for WABC. He joins the armed forces as a Lieutenant in the Army Air Corps.

In addition, Cohan announced the addition of three new members to the department—Robert E. Lee, Bertram Littlefield, and Norman E. Johnson. Both Lee and Littlefield join the network and the engineering department as members of the maintenance technicians staff. Lee is a former assistant in the Federal Telephone & Radio Corp. laboratories while Littlefield was formerly employed by the YMCA in New York City. Prior to coming to Columbia Johnson was with RCA Communications in Rocky Point, New York on operation and maintenance of transmitters. At CBS he has been assigned to the shortwave transmitter staff stationed at Brentwood, Long Island.

Benton & Bowles Radio Headed By Walter Craig

(*Continued from Page 1*)

assist in the supervision of scripts.

Cope has been with the agency for more than seven years and during that time has produced many Benton & Bowles programs emanating both from New York and Hollywood. Bailey has been with the agency for four years and has been handling a growing number of script-planning and script-editing assignments.

Kirby Hawkes, former head of radio production at Benton & Bowles, will enter the Armed Services in the near future, but will remain at the agency in an advisory capacity until such time as he is sworn in.

Civil Service Seeking More Technical Aides

(*Continued from Page 1*)

but some will be filled in other parts of the country. Applications and complete information may be obtained from first and second class post offices, civil service regional offices, and from the Commission in Washington, D. C., until the needs at the service have been met.

Signal Corps Asks 'Hams' To Sell SW Equipment

(*Continued from Page 1*)

terday. The radio communication equipment needed consists of transmitters, ranging in power from 25 watts to 450 watts and covering various bands in the shortwave range, as well as the corresponding types of receivers and such radio components as capacitors, resistors, and installation material. Especially desired are audio-frequency and radio-frequency signal generators and oscilloscopes, precision AC and DC voltmeters, ammeters and miliammeters, and other equipment for testing.

Used equipment will be purchased if it is in perfect operating condition or if it can readily be restored to such condition. The price paid for each item will be set by a Signal Corps inspector.

Persons in possession of the desired equipment who wish to sell it for the use of the Army are invited to send a brief description, including name of manufacturer and model type, to Captain James C. Short at the Philadelphia Signal Corps Procurement District, 5000 Wissahickon Avenue, Philadelphia, Pa.

The complete list of the desired equipment follows:

Transmitters—Hallicrafter and Collins; Receivers—Hallicrafter, National, RME, Hammarlund and Howard; Meters — Weston; Capacitors — Mica and Paper and Oscilloscopes—Audio Signal Generators and RF Signal Generators.

Record Crowd Hears Brown Address 'Frisco Ad Club

(*Continued from Page 1*)

lies just ahead," according to Charles B. Brown, NBC director of advertising, promotion and research, in an address before the Advertising Club here. The luncheon had a capacity audience, including KPO staff members and Roy C. Witmer, vice-president in charge of sales, New York; Frank A. Berend, sales manager of NBC's western division, and KPO manager John W. Elwood.

Brown cited the miraculous technical contributions which the radio industry has ready to spring as soon as peace is signed, such as the RCA super-powerful microscope, but warned that advertisers must be ready with concrete plans of operation for every department of the peacetime world. He urged complete planning for the post-war period. The occasion was in the nature of a homecoming for Brown, who in 1938 was NBC sales promotion chief here.

THIS LITTLE BUDGET WENT TO

WORL
BOSTON
MASS.

COMING and GOI

WILLIAM S. PALEY, president of C... turned to New York yesterday following ... on the West Coast, where he conferre... Vice-president Donald W. Thornburgh an... executives on plans for new productions.

PHILLIPS CARLIN, vice-president of t... Network in charge of programs, returned ... day from an extended tour for the pu... conferring with the program managers ... affiliates.

JANE TIFFANY WAGNER, NBC direc... war activities for women, leaves tomorro... five-day trip in connection with the Red ... NBC programs, "That They Might Live" ... "March of Mercy." She will confer wi... Cross officials in Washington and Richmo...

A. D. WILLARD, JR., manager of WB... lumbia outlet in Charlotte, N. C., spen... few days here on station and network b...

JOHN GUEDEL, of the Hollywood of... the Russel M. Seeds agency, is back ... desk following a trip to Chicago and Lo... in the interest of the Brown & Will... Tobacco Co. programs.

HERBERT WELLS is in town from ... Greensboro, N. C. Paid a call yesterd... the offices of the Blue Network.

KAY KYSER and the members of his p... entourage travel to March Field, Cal., f... broadcasting of tomorrow's program fro... Air Corps base.

WENDELL CAMPBELL, sales manage... KMOX, St. Louis, is here for business fa... the CBS offices.

ALFRED WALLENSTEIN, conductor o... "Sinfonietta" program on Mutual, return... New York yesterday after having been o... West Coast since early in February.

EDDIE CANTOR to San Diego, Cal., fo... broadcasting of tomorrow's "Time to S... program from the Camp Elliott barracks o... U. S. Marines. His guest will be Pvt. T... Power.

J. B. CONLEY, general manager of WO... WGL, Fort Wayne, Ind., and PAUL E. M... sales manager of the station, have returned ... a business trip to New York.

J. F. JARMAN, JR., station manager of WI... Columbia's affiliate in Durham, N. C., ... reached New York in the course of a bus... trip.

A. J. MOSBY, general manager of KGVO, ... soula, Mont., left Saturday on a 10-day ... to the West Coast. He also will visit ... members of his family in Los Angeles and ... Francisco.

GEORGE BURNS, GRACIE ALLEN, P... WHITEMAN, BILL GOODWIN and other m... bers of the program company have arrived ... New York for the broadcasting of their ... three shows fom the local studios of CBS. T... guest tonight will be Madeleine Carroll.

PARKS JOHNSON and WARREN HULL went ... Norfolk, for the broadcasting of la... nig... "Vox Pop" program from the auditorium of ... U. S. Naval Air Station.

What about WOL?
...it's first in news
...first in sports
...first in music!
Get the facts from WOL—WASHINGTON, D. C.
Affiliated with MUTUAL BROADCASTING SYSTEM
National Representatives:
SPOT SALES, Inc.

which station in the major cities is "Listened to Most" at night as revealed by the most comprehensive survey in the history of Radio?

"Pause for station identification:"

KSD

IN ST. LOUIS
70%
"Listen Most" to KSD — the Leading Night-Time Station.

IN CLEVELAND
69%
"Listen Most" to the Leading Night-Time Station.

IN DETROIT
63%
"Listen Most" to the Leading Night-Time Station.

IN PITTSBURGH
55%
"Listen Most" to the Leading Night-Time Station.

IN CHICAGO
54%
"Listen Most" to the Leading Night-Time Station.

IN PHILADELPHIA
52%
"Listen Most" to the Leading Night-Time Station.

Now, pause to consider these facts. NBC's survey, "A Tale of 412 Cities", established these two conclusive *firsts* for KSD:

First in St. Louis! *KSD was named by 70% of those who replied as the favorite night-time station.*

First Nationally! *No other radio station in any of the major markets (cities over 600,000) equalled this percentage dominance of the night-time listening audience. Percentages for the leading station in each of the twelve largest cities are detailed to the left and below.*

These two definitely established *firsts* rate KSD one of America's *first radio buys* for top night-time percentage of coverage of its city at lowest cost.

KSD

ST. LOUIS' DISTINGUISHED STATION

Owned and Operated by the **ST. LOUIS POST-DISPATCH**

Represented Nationally by Free and Peters

IN SAN FRANCISCO
51%
"Listen Most" to the Leading Night-Time Station.

IN LOS ANGELES
50%
"Listen Most" to the Leading Night-Time Station.

IN BALTIMORE
50%
"Listen Most" to the Leading Night-Time Station.

IN WASHINGTON, D. C.
49%
"Listen Most" to the Leading Night-Time Station.

IN NEW YORK
35%
"Listen Most" to the Leading Night-Time Station.

IN BOSTON
33%
"Listen Most" to the Leading Night-Time Station.

Los Angeles

By JAC WILLEN

DON E. GILMAN, vice-president in charge of Western Division of Blue Network off to San Francisco to supervise Blue net station KGO's management until new station manager is installed after departure of William G. Ryan, now in charge of Earle F. Anthony, Inc. stations KFI-KECA at Los Angeles.

Carroll O'Meara, Young & Rubicam's West Coast business manager, resigning his post, effective April 1, to take berth in OWI-San Francisco offices. Appointment will call for his supervision of Overseas Division of Pacific theatre of war's English language broadcasts.

The Minter Field Jive Bombers who introduced their own show, "Flying High," a few weeks ago over the Don Lee net, have been selected to represent the Army Air Forces in a series of overseas broadcasts to be released to English speaking people in Australia, New Zealand, Alaska, Hawaii and other parts of the Far East by Mort Werner, Chief of Special Events for the Office of War Information.

Behind-the-curtain excitement at the Lux Radio Theaters dress rehearsal last Monday of the "This Is The Army" presentation, was caused by the announcement of the birth of a nine-pound boy to wife of Sergeant Anderson, son of playwright Maxwell Anderson, in New York. Entire company obliged with an unexpected and not-in-the-script version of "Rockabye Baby" rendition which practically stopped the rehearsal.

Paul Whiteman's triumphant Gershwin concert for the San Francisco Philharmonic Society, which raised close to $40,000 for that organization will now be followed by a concert in behalf of the Los Angeles Philharmonic group as soon as the Maestro returns from his East Coast tour with the Burns and Allen show.

Strictly as a gag on a recent Burns and Allen broadcast, Gracie said she was going to knight her butcher so she could get some bacon, and dub the manager of a fashionable women's shop, "Sir Schwartz." The next day, Gracie received through the mail, a pair of Nylon stockings from "Sir" Schwartz!

Chuck Lewin, Blue Network producer of the Gracie Fields program, has returned to his duties following a week's tussle with pneumonia.

City Slickers' noisemaker and Bob Burns program orchestra leader Spike Jones dislikes dictators and Shicklegruber so vehemently that he is always breaking his whistles—"Right in der Feuhrer's Face." In that tune last Thursday on the "Arkansas Traveler" program, Spike blew his nineteenth whistle to bits!

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

MAIN STREET OL' SCOOP'S DAILY

A Reporter's Report Card! ! !

● ● ● JACK BENNY: Your eastern tour has been completely successful and you and your radio troupe return to Hollywood March 14.... S. J. MICHELSON: That little card you received is just a reminder that after March 8, you'll be singing, "I Just Got An Army Hair-cut".... SAMMY LERNER: Sandy June, your old friend of Mineola days, became an entry in the Canine "Last Round Up" sweepstakes....ED GARDNER: Rumor-mongers around Kilocycle Korner have it that you may run for "Mayor of Radio City," claiming that you talk more like a mayor than the incumbent, Lemuel Q. Stoopnagle.

☆ ☆ ☆

● ● ● BING CROSBY: Soldiers in the San Francisco area say that you've made several unpublicized visits to their camps—Bravo. ...LEN DOYLE: Are you auditioning singers and actors for a new show?....EARL GODWIN: Do you realize that this month you celebrate your 45th anniversary as a reporter? (How Tempus does fugit)....JAMES R. WATERS: Accept our apology—what we meant to say was that "Jake" of the "Goldbergs" and "Morris" of the "O'Neils" would make a swell "Potash & Perlmutter" team.... DAMON RUNYON: Johnny Gibson is the new "Joe" on your "Joe & Ethel Turp" CBShow which is now heard 5 times weekly. Patsy Campbell continues as Joe'spouse....DICK STARK: You will do the announcing on the "Abie's Irish Rose" NBCharacter series on and after March 13....RALPH EDWARDS: Your "Truth Or Consequences" show goes on a Bond-selling tour for the Treasury Department, starting March 13 at Providence, R. I.

☆ ☆ ☆

● ● ● GIOVANNI MARTINELLI: You will guestar on Milton Berle's CBS-Campbell's Soup-er duper, March 10....HARRY JAMES: After four consecutive full moons on the coast, you come east with the band and will "Clarinade" the cash customers at the Paramount Theater in mid-April....FRED VOSBERG: Are you readying a "Special Treasury Hour" that will be tied up on a simultaneous broadcast by ten New York independent stations?....BILL PENNELL: Understand that when that NBC show is Westing-housed at the Sunset & Vine studios, you'll also be there to continue its announcements....MARY MARGARET McBRIDE, HELEN HAYES, KATHARINE CORNELL, CORNELIA OTIS SKINNER, ANNE HUMMERT, JANE CRUSINBERRY and GLADYS SWARTHOUT: Isabella Taves, associate editor of Look Magazine, "has you covered" in her book, "Successful Women" just published by Dutton....MARK WARNOW: When you entered that 57th street temple of music for your Friday night broadcast, brief case in hand, a wit remarked, "There go the best tunes of all into Carnegie Hall"....JANE COWL: You will be starred this Friday, 9 p.m. in Charlie Martin's radio adaptation of "Proof Through the Night," marking the first time in two years that the WABC Playhouse has deviated from its policy of presenting anything but adaptations of screen plays.... NADINE CONNOR: You will do "Sophie" in the Opera "Rosenkavalier" next Saturday at the Met.

☆ ☆ ☆

● ● ● MORTON GOULD: Fritz Reiner and the Pittsburgh Symphony Orchestra will world-premiere your youngest brain-child "Symphony No. 1" Friday....ALLEN A. FUNT: These three stations, WROL, WCSC and KBUR have added your "Funny Money Man" to their logs....FRAZIER HUNT: Today's broadcast over CBS, marks your first year as a newscaster....BEATRICE KAY: G. Robert Vincent, head of the National Vocarium, whose recordings of famous voices are filed in the library at Yale, has selected yours as the most authentic Gay 90's voice and has recorded it for posterity.

☆ ☆ ☆

—Remember Pearl Harbor—

Chicago

By FRANK BURKE

THREE new shows were laun... early this week by WGN. "... From the Barracks" featuring ... Love, singer and emcee and emi... ing idea of relaying messages ... service men to their families, st... Sunday morning, Feb. 28, and "... Your Onions," war garden ... gram conducted by Ben Marl... was also launched Sunday as qua... hour morning show.

"Pat and the Mike" featuring ... Pat Burns as commentator on ... of interest to women started ye... day and will be heard at 10:15 ... Monday through Friday. Walt ... ton is announcer and Len ... Organist.

As a result of a short annou... ment by Eddie and Fannie Cavan... and Harold Isbell on the ... "Rhymster Time" mail totaling ... than ten thousand pieces has ... received by a 32-year-old wo... victim of infantile paralysis in ... veston, Indiana.

LeRoy Staults, formerly of W... Kansas City and Ray Streeter ... WHA, Madison, Wisconsin have j... ed WGN as announcers succee... Jerry Kaufherr and Frank Swel... who have entered the services. W... also has added Edward Gardner, ... to its continuity staff.

Starting March 6, WLS will c... a new program called "Betty M... Day" sponsored by the Benja... Moore Co. (paints). Scheduled fo... weeks the quarter-hour show ... be heard at 9:45 a.m., CWT, Sa... day.

James H. Wright, formerly ... Lord & Thomas, New York, m... recently with Maxon, Inc., Detr... has joined the Kastor Agency ... as account executive.

FCC Ruling Tomorrow On NBC-KOA Petiti...

Washington Bureau, RADIO DAILY

Washington—The FCC tomorr... will decide on a petition for an ... definite continuance of the heari... not yet assigned any date, in ... NBC intervention, on behalf of KO... Denver, in the matter of app'icati... by WJW, Akron, Ohio, for use ... the 850 kc. band. This band former... was a clear channel for KOA.

Continuance is sought by NB... pending the Supreme Court decisi... on the legality of the Commissio... granting use of the 850 kc. band ... WHDH, Boston, two years ago. NB... was at first denied the right to inte... vene in the WJW case, but the Co... mission recently reversed itself.

RADIO ARTIST? Call LExington 2-1100 FIRST AND FOREMOST

GUEST-ING

AMIRAL B. F. MORRELL, head ... construction battalions of the ... Navy, on the Pure Oil newscast, ...nit (WEAF-NBC, 6:45 p.m.).

MADELEINE CARROLL, on Eddie ...nor's "Time to Smile," tomorrow ...F-NBC, 9 p.m.).

ALAN A. MICHIE, author of "The ...ffensive Against Germany," and ...IAM B. HUIE, author of "Fight ...ir Power," discussing "What ...d Be Our Air Strategy Against ...ny," on "America's Town Meet... the Air," Thursday (WJZ-Blue ...rk, 8:30 p.m.).

CARMEN MIRANDA, on the Abbott ...d Costello program, Thursday ...F-NBC, 10 p.m.).

"ARCHIE" GARDNER, SHIR...BOOTH, HARRY CAREY and ...DI MENUHIN, on the "Stage ...or Canteen" program, Thursday ...C-CBS, 9:30 p.m.).

JIMMY DURANTE, on the "Comedy ...an" program Friday (WABC-...0 p.m.).

DR. ESTHER BATCHELDER of the ... of Home Economics, on the ...n Gate," Saturday (WABC-...30 p.m.).

NORMAN SHORE, on "Soldiers with ..." Saturday (WABC-CBS, 10:15

DR. C. C. LITTLE, managing direc... the American Society for the ... of Cancer, discussing "Scopes ...ends of Cancer Research," on ...ventures in Science," Saturday ...C-CBS, 1:30 p.m.).

LOIS E. BURNHAM, organiza... secretary of the Southern Negro ... Congress, on "Wings Over ..." Sunday (WABC-CBS, 10:30 ...).

CAPT. EDDIE RICKENBACKER ... SAN HAYWARD, assisting on ...ern's coast-to-coast War Bond ... part of the "Colgate Sports ...el." Saturday (WEAF-NBC, 10 ...

KAY SMITH and TED COLLINS, ... the People," Sunday (WABC-... 30 p.m.).

EL BARTLETT and RAY ...RTSON, duo-pianists, and ... MARTIN, vocalist, on the ...ola program, Sunday (WABC-... 30 p.m.).

REEVES
...ound Recording Studios Inc.
Most Complete Sound Recording Service in New York City
...Broadway New York City
16mm. Film, Acetate and Wax ...ding Facilities. Complete Location Equipment.

WAR-PROGRAM IDEAS

Vet Flier On WCAU

Captain Robin Flynn, RAF flier in World War 1, newspaperman and radio commentator, started a new program over WCAU, Philadelphia, Monday nights 11:25-11:30 p.m., EWT. Titled "People and Places," it will offer nightly vignettes of names in the news and surveys of the places mentioned daily in the war dispatches.

War-Plant Tieup

Twelve major war plants in Rockford, Illinois, are participating in the sponsorship of a worker-morale program titled "Soldiers of Industry" over WROK, Rockford.

As a tribute to leading employees, the 30-minute program goes on the air every Sunday at 2 p.m. (CWT) with repeat broadcasts on the following Monday at 9:15 p.m. and Tuesday at 6:15 a.m. The three presentations of each program are deemed necessary to assure an audience of workers on various shifts.

Developed by John J. Dixon, commercial manager, the program combines news and drama. The first quarter-hour is devoted to flash news of personnel activities in each of the plants. There are reviews of bowling and other sports activities shared by employes as well as "personal" items about individual workers. The news portion also includes letters from former employes now in service. Factory personnel managers supply the news from each plant.

The last fifteen-minute portion of each program is in the nature of a dramatic tribute to the workers of one of the participating factories. The story traces the use of the plant's principal product from the time it is shipped from Rockford until it is doing its duty on land, on the sea or in the air. Based on actual happenings, the drama provides an answer to the factory worker's question of how his seemingly insignificant task at a machine applies to winning the war.

"Your Air Force"

"Your Air Force" is the name of a new series of broadcasts to be heard over WLW, Cincinnati. The purpose of the new series is to acquaint listeners with eye-witness accounts of our air force as it fights on the world battle fronts.

Through arrangements made by James Cassidy, station special events director, the broadcasts will bring to the mike those air men who have seen action on the battle fronts and who are now on leave in the U. S.

The first broadcast will originate at Wright Field, Dayton and will bring to the airwaves R. J. Watson, 26-year-old combat pilot, just back from action against Rommell in Tunisia.

"Calling All Women"

"Calling All Women," a new half-hour program for women, was introduced to Northwest listeners last week by WCCO, Minneapolis.

The program includes "Views and Interviews" by Darragh Aldrich, Minnesota author; information on menu planning in spite of rationing and other suggestions for women struggling with war restrictions in their homes by Jeanette Campbell, home economics expert; and music by "Two Boys and Two Girls" and "Twenty Flying Fingers."

This expanded service to women supersedes the old program, "Yours Truly, Darragh Aldrich," which was heard at 2:15 p.m., CWT, Monday through Friday.

Newspaper Ownership "Not Pressing"—Fly

(Continued from Page 1)

recent applications from newspapers have been dismissed without prejudice along with other construction applications. No new newspaper-owned stations have been licensed since the inquiry was recessed, but several stations have been transferred from one newspaper to another.

The Commission apparently decided to abandon its efforts at curtailment when President Roosevelt indicated that he felt whatever policy might come out of the inquiry would apply only to future applications, rather than to the status of existing stations owned by newspapers.

Newspaper Radio Committee is planning to hold a meeting sometime during the course of the annual American Newspaper Publishers Association meeting here at the Waldorf-Astoria Hotel, NRC tentatively setting April 20 as the date. Harold Hough of KGKO is chairman of the committee..

Union Oil Sets Barrows For Strip On Don Lee Net

(Continued from Page 1)

Mutual system. The program will originate in the study of Gen. Barrows' home in Berkeley, across the bay, where a complete printer news service and broadcast equipment have been installed for his convenience. Gen. Barrows served with the American forces which operated in Siberia in 1918.

Mme. Chiang On NBC

Madame Chiang Kai-Shek, American-educated leader of China's millions, now visiting in this country, will be heard in an exclusive NBC broadcast when she addresses the students and faculty of Wellesley College, her alma mater, on Sunday, March 7 at 1:30 p.m.

Madame Chiang, in whose honor Wellesley has established a foundation, appeared before Congress last week to call for more aid for her nation in its gallant fight again Japan.

AGENCIES

DR. S. CHANDRA-SEKHAR, member of the India National Congress, Hindu writer and friend of Mahatma Ghandi, will discuss the situation and problems of his country at the regular weekly luncheon of the Advertising Club of New York to be held tomorrow at the club house, Park Avenue at 35th Street.

JAMES D. KYSOR, former Detroit advertising executive, has been named manager of the research and media department of Griswold-Ashleman Company, Cleveland advertising agency.

BENTON & BOWLES, INC., has "adopted" Company A of the 399th Infantry, Fort Jackson, S. C., by assuming the job of equipping the outfit's recreation room. An office memo from Clarence B. Goshorn, president of B & B, started the ball rolling. Members of the agency brought in more than 500 books and magazines, 400 phonograph records, a radio, ping-pong table, pictures and games, all of which were shipped to Fort Jackson. A cash fund also was collected and sent to the Army post.

ADVERTISING WOMEN OF NEW YORK will hold their annual dinner at the Hotel Biltmore on Tuesday evening, March 9. Roy Henderson, director of the Food Distribution Administration will be the principal speaker and will be introduced by Toastmaster Clarence Francis, president of General Foods Corp.

JOSEPH S. LAWRENCE, vice-president of the Empire Trust Company, will deliver an address today at the luncheon of the Sales Executives Club in the Hotel Roosevelt. His subject will be "Has the Common Stockholder a Future?"

OLIVER M. PRESBREY, has joined the New York office of Edward Petry & Co., Inc. He formerly was associated with The American Weekly.

ADVERTISING FEDERATION OF AMERICA has announced the following as having been added to membership: KVOO, Tulsa, Okla.; Whiting-Plover Paper Company, Stevens Point, Wis.; Post Publishing Co., Bridgeport, Conn.; WPTF, Raleigh, N. C.; Liebmann Breweries, Inc., Brooklyn, and Sutton Publishing Co., Inc., New York.

WBNX NEW YORK
WITH THE MOST INTIMATE AND EFFECTIVE PROGRAM APPROACH TO AMERICA'S LARGEST MARKET
5000 WATTS Directional
OVER METROPOLITAN NEW YORK

NEW BUSINESS

WOKO, Albany: Home Savings Bank, thru Hevenor Adv. Agency, 52 weeks, daily anns., three each day; The Evangelist, 18 Catholic newspaper advertisements weekly; Chamber of Commerce, 18 weekly anns.; City & County Savings Bank, 13 weeks, three daily anns.; General Baking Co., thru BBD&O, 18-minute periods five days weekly; Green's five-minute news periods, twice weekly; Beaver Economy Shop, daily anns., 13 weeks; John W. Brasure & Sons, 15-minute Sunday periods, 13 weeks; Mayfair, Inc., daily anns., six weeks; Morton Salt Company, thru J. Walter Thompson Co., Chicago, 40-minute anns.; RKO Radio Pitcures, Inc., thru Foote, Cone & Belding, 35 anns.

WIND, Chicago: Peter Hand Brewery Co., Chicago, six 15-minute programs a week for 13 weeks, thru Mitchell-Faust Adv. Co., Chicago; Canada Dry Ginger Ale, Inc., (Spur), New York, 18 anns. a week for 13 weeks, thru J. M. Mathes, Inc., New York; Allied Florists Assn., Chicago, 25 anns., thru Brookes & Sons Co., Chicago; 40 Fathom Fish, Inc., 56 anns., thru Alley & Richards Co., Boston; Street & Smith (Servicemen's Book), New York, eight five-minute broadcasts, thru Victor Van der Linde, Inc., New York; Medinah Shrine Circus, Chicago, 12 anns., direct.

Kermit-Raymond Signs Enric Madriguera Band

Ray Green, general manager of Kermit-Raymond Radio Productions, yesterday announced that the firm had been appointed exclusive managers for Enric Madriguera and his newly augmented orchestra. The appointment is to apply to radio only.

Madriguera is using a completely new orchestra of about forty men, which is to be used for a new packaged radio show now in preparation by Kermit-Raymond.

The firm will also handle Patricia Gilmore (Mrs. Enric Madriguera) for radio. In addition to being featured with Madriguera, she will be starred in a packaged show of her own.

National Sewing Contest In 'Martha Deane' Tieup

National Sewing Contest, which heretofore had been conducted exclusively through publications, has arranged a radio tie-up this year with WOR's "Martha Deane" for the metropolitan area. This marks the first time contest is conducted in any part of the country by radio.

Contest began yesterday, and will run through April 15, with the blessings of the OPA and the National Conservation Program. Prizes within Martha Deane's area will amount to $500 in war bonds. Winners in this sectional phase, will compete in the national finals in May for additional war bond prizes awarded in six groups covering designing, remodeling, etc.

PROGRAM REVIEWS

Fred Allen—"Take It or Leave It"

Probably radio's first "double feature" this combination studio audience for both shows gave the folks a run for their money, as well as those listening at home. Texaco and Allen both appear to be a couple of good eggs who figure there isn't much gas and oil to sell so why not spread the good cheer around and the usual thing is to mention five or six other commercials on competing networks. Sunday 9:30-10:30 p.m. the Allen troupe tied up with the show following it on CBS network to wit "Take It Or Leave It," piloted by Phil Baker. Originally it was planned to do this last December or so, but Baker's appendix got in the way.

Baker and his crew moved in early, seeking to make up for the half-minute inroads into "Take It Or Leave It" time, appearing about eight minutes before Allen's half-hour was up. Allen hopped in toward the close of Baker's show, but Eversharp made sure to clinch things with a strong commercial—just for itself.

Funniest thing that developed to this listener was visualizing David Ross Eversharp's five-foot nothing announcer-poet lighting into Texaco's Jimmy Wallington something over six foot tall. This could be built up (photos etcetera) into a Madison Square Garden battle. Anyway, there were plenty of laughs and all hands had a good time. It's one of those things however, where repetition too soon will kill the gag until there's another buildup—and there's no reason why it shouldn't work. All depends on how the respective sponsors feel about it.

P.S. "The Lone Ranger" didn't fair so poorly either.

"Day of Reckoning"

First of series of broadcasts by NBC in cooperation with the Council for Democracy was heard Saturday 7-7:30 p.m., EWT. Apparently when Raymond Massey was brought down from Canada to do Abe Lincoln as the prosecutor and Monty Woolley as attorney for the defendant (Adolf Hitler) plus a script by Moss Hart it seemed that everything was sure fire. However the "People vs. Adolph Hitler" played more like a take-off on what might have been, with so powerful a subject.

Massey was in good voice and in his best Lincolnish style built up his case against Hitler. Woolley as the spoofing representative of Hitler laughed everything off, which might be expected if the trial was being heard in Germany. Yet the listener was led to believe that sometime before the half-hour was up there would be a strong rebuttal by Massey which would once and for all show Hitler and his "attorney" that they didn't have a leg to stand on. The close as it happens, merely left a righteous prosecutor and a smug lawyer for the defendant. Woolley had a good time no doubt and some of his followers probably loved it. Future stanzas of this series, let us hope, will chuck the fantastic note at the climax for something more real. Mebbe we just didn't ketch on even if most of it might be chalked up to easy listening.

WPB Moves To Ease Radio Battery Shortage

(Continued from Page 1)

see what the possibility is of obtaining more zinc for radio batteries.

A spokesman for consumers durable goods told RADIO DAILY last week that he could not foresee production of batteries to permit use of more than one set per year for each user. He admitted yesterday, however, that although he knew of no change in the zinc situation, his office is prepared to go "higher up" with the matter if it is unable to get satisfaction today.

"We're certainly going to see what we can do," he said. Referring to the radio section, he added, "We had a definite misconception of the extent of their interest in civilian batteries." He admitted also that there has been considerable pressure from numerous Congressmen to step up battery production, these demands coming particularly from the farming areas, where radio has become an integral part of the inhabitants' lives.

Farm radio batteries, he said, require more zinc than all the other types—telegraph and telephone; railway, industrial and flashlight.

Release Muscovite Mica For Shipment To States

Montreal — The Department of Munitions and Supply announced that strategic quality Muscovite Mica, used largely in radio precision instruments, and other forms of electrical devices, may now be sold to either the United States or Canadian Governments. Premium prices for Muscovite Mica are higher than U. S. ceiling prices and any supply shipped to the U. S. will come from Canadian properties.

McBride Adds 2 Sponsors

Two more participating sponsors have been added to Mary Margaret McBride's program, heard Mondays through Fridays on WEAF at 1 p.m., EWT. The new sponsors are Allen V. Smith, Inc., for Puritan Brand Split Peas, which started today. S. R. Leon, Inc., 1775 Broadway, is the agency.

Spool Cotton Company, for Spool Thread Booklet, will start participation on Monday, March 8. Kenyon & Eckhardt, Inc., is the agency.

Both of these new contracts are for one year.

To the Colors

HARRY HARTWICK, for[merly] with Young & Rubicam as a radio copywriter on the Jack Benny, Aldrich Family and other General Foods sponsored shows, graduated Feb. 20 from the Technical Training School of the Army Air Forces, Lowry Field, Colorado. He was designated honor graduate of his class of 600 and received a special diploma signed by Major General [illegible] commander of all Technical Training Schools for the Air Forces.

—VVV—

OTTO BRANDT, of the Blue's station relations staff, will report for duty as an aviation cadet in the U. S. Army Air Forces, Friday, March 5. Brandt has been associated with the Blue for nine years.

—VVV—

MEIGS BARTMESS, a member of the research department of Benton & Bowles, Inc., for the past five years, has been commissioned an ensign in the U. S. Navy and has left for the Naval Training School at Quonset, R. I.

—VVV—

MARCELLA BILLUPS, had charge of bookkeeping and accounting department of WCBI, Columbus, Miss., has joined the WAVES and will report to a training center for an officer rating in March.

—VVV—

LIONEL BAXTER, program director of WAPI, Birmingham, reports for Officer's Training in the U. S. Field Artillery.

—VVV—

GENE RUBESSA, WNEW, N[ew York] announcer, reports to the Army in two weeks.... LOUIS FROST, secretary to the managing director, has been accepted in the WAAC's and is awaiting orders to report for training.

17th "E" Award On Blue

The 17th broadcast celebrating special war production award will be aired over the Blue today at 12:30 p.m. (EWT), when Jenkins Brothers, Bridgeport, Conn., returns to the Blue for the second time to receive the valve manufacturers ceremony of the "M" award from the Maritime Commission.

Jenkins used radio advertising for the first time on Aug. 19, 1942, broadcast over the complete Blue Network the ceremony marking the receipt of the Army-Navy "E" award. Today's broadcast will also be heard on the complete network. Horton Noyes, Providence, R. I., is the agency.

Charles E. Walsh, director of procurement of the Maritime Commission; Governor Raymond Baldwin of Connecticut; Mayor Jasper McLevy of Bridgeport; and DeWitt Mackenzie, war editor of the Associated Press, will participate in the ceremony.

Dudley On Kennedy Show

The announcing post on the new General Motors "John B. Kennedy" program has been awarded to Bernard Dudley, CBS staff announcer. In addition to his regular duties for the network, Dudley also does the Barbasol "Paul Sullivan" programs.

Another CBC Probe Sought In Parliament

(Continued from Page 1)

h provoked the calling of the o mittee last session apparently has again. Many months ago there resignations from CBC of offic- al, who complained bitterly of ad- istrative faults. This time there re- esignations but the reasons are o pparent for the letters are not a public and two officers have in the past few days. First it Hugh W. Morrison, Director of a for the national network with e quarters in Toronto, and yester- t was learned that Beatrice Bel- who for five years has done ble work for the French net- o is severing her connection with B this week-end. Miss Belcourt the corporation in June, 1938, nd as been closely associated in her k with Maj. Gladstone Murray hip to last fall was General Man- ge and who very recently also quit e orporation. It may be that the pe al Committee this session will le to discover the underlying u for the frequent losses of ex- e gly valuable officers associated th BC.

Language" Listeners Proportionately Men

(Continued from Page 1)

the male element is 15.8 per nd women 84.2 per cent. Where- ong the foreign language audi- hereabouts, the male listeners 22.9 per cent, and the female, r cent. Foreign language pro- included in this checkup were Yiddish, Polish and German V, WEVD, WHOM, WBNX and . English checkup covered all New York outlets.

n explanation advanced by the is the possibility that more of eign language listeners are still loyed because of the war or k of proof of citizenship re- for many jobs.

e Labs Renew Putnam

Grove Laboratories have re- the fifteen-minute news pro- over WEAF on Tuesdays ays and Saturdays at 6:15 p.m., vith George Putnam, through 3. Grove Laboratories is a l account.

WANTED

ager for successful Yankee-Mutual Radio Station. Must have executive-sales and general operation ability—draft exempt. Write full background. Compensation $4000 plus bonus per annum.

Write Box 122 Radio Daily
150 Broadway N. Y. C.

Radio Standard Equipment In Education, Says Farley

The old copybooks are gone and the raido receiver is now a standard piece of classroom equipment, according to Dr. Belmont Farley, co-ordinator of radio activities for the National Education Association. Dr. Farley was addressing 400 teachers and students gathered Sunday, Feb. 28, in NBC's Radio City studios at dedicatory ceremonies for the first courses based on radio programs, to be accepted by New York City's Board of Superintendents for teacher in-service training. The programs on which the courses are based are NBC's "Lands of the Free" and "Music of the New World."

With from 50,000 to 100,000 teachers now out of class rooms because of the war emergency, the need of in-service courses has become intensified for those teachers replacing the absentees, Dr. Farley added.

The importance of a keener insight into the history, geography, culture and institutions of our American neighbors was cited by Dr. Jacob Greenberg, associate superintendent of the city's schools.

"Pioneers in New Field"

Asserting that both he and Dr. John E. Wade, superintendent of New York schools, were hopeful that the courses would result in "a wider use of radio as a medium of teaching and learning," Dr. Greenberg hailed the teachers enrolling in the course as "pioneers in a new field for teacher training."

Dr. Farley paid tribute to Sterling Fisher, director of NBC's Inter-American University of the Air, "whose years of service in this field have been an outstanding contribution."

"Fisher's long experience in radio and the notable experience in education of Dr. James Rowland Angell, president emeritus of Yale University and NBC Public Service Counselor," Dr. Farley told the assembled guests, "are being drawn upon to make the Inter-American University of the Air the outstanding adult-level educational program in the world."

Besides being the first approved courses based on radio programs, NBC's in-service courses are the first which can be attended in part at the teacher's homes.

KFBI Appoints Lindsay New General Manager

Wichita, Kan.—Robert K. Lindsay, former publicity director of the Farmers & Bankers Life Insurance Company, was appointed general manager of KFBI, it was announced by the Farmers & Bankers Broadcasting Company.

Change Schaefer Time

"Schaefer Revue," which has been heard on WEAF on Mondays, Tuesdays and Wednesdays at 7:30 p.m., EWT, will hereafter be heard over the same station on Mondays, Wednesdays and Fridays at 7:30 p.m. The program heard in behalf of the Schaefer Brewing Co., features Alan Roth, his orchestra and chorus. There are also guest stars on the program.

Swope's Report Outlines G. E. Business For 1942

Preliminary results of General Electric Company's operations for the year 1942 have been announced by President Gerard Swope.

Orders received amounted to $2,003,000,000 or 77 per cent more than the previous record of $1,132,800,000 received during 1941. Shipments during 1942 amounted to $1,047,000,000, or 54 per cent more than in 1941, the previous record year, and more than three times the average for the five years ended with 1940. This amount, which was on the basis of original contract prices, was reduced by $69,360,000 to provide for voluntary price adjustments, applicable to the year 1942. on war contracts.

Two Dividends Listed

The net income available for dividends was $45,082,000, or $1.56 a share of common stock for 1942, compared with $57,197,000. or $1.98 a share for 1941, a decrease of 21 per cent. Cash dividends declared and paid in 1942 totaled $1.40 a share, the same amount as was paid in 1941.

The gross amount of all taxes payable for 1942 was $223,697,000 compared with $144,978,000 for 1941, an increase of 54 per cent. Federal income and excess profits taxes payable for the year 1942 amounted to $193,000,000, compared with $120,000,000 for 1941. The estimated post-war refund of excess profits tax for 1942 was $17,000,000 and that amount was credited to income and carried as a non-current asset on the company's balance sheet.

AFM Confab March 16 To Answer Disk Letter

(Continued from Page 1)

wherein the record companies explain why they cannot accept the proposal had been sent to all members of his board. Presumed they are givin gthe manuscript much thought, to be ready for opinions at the Chicago session. Petrillo is expected in New York later this week.

Cresta Blanca To CBS Effective Mid-April

(Continued from Page 1)

tions totalling somewhere between 66 and 70.

Program represents the fourth in the wine-beer category to sign for CBS since it closed the deal with P. Ballantine & Sons. (RADIO DAILY, January 21, 1943). Others are Roma Wine, same sponsor, which starts a series Thursday, March 4, and featuring Ransom Sherman. and Pabst Beer featuring Groucho Marx.

William Paley was reported as handling the Schenley account himself, stopping off recently in Tuscon, Arizona, to confer with the firm's execs. Oddly enough. when show was first mulled, William Weintraub agency tried to place it on CBS, but was turned down. Schenley is sponsoring also Alex Templeton on the Blue, in behalf of its Dubonnet wine.

TOMORROW - 12:30

Luncheon of the

RADIO EXECUTIVES' CLUB

OF NEW YORK

at the Loyale
521 Fifth Ave., New York City

MAX HILL — charge of Tokio Bureau of AP, will discuss his experiences. Mr. Hill wrote the book titled "Exchange Ship."

Come on down. All radio people welcome—every Wednesday at 12:30. Bull Ring Bar. Members $1.00—Guests $1.50.

☆ ☆ Coast-to-Coast ☆ ☆

AFTER a two years absence Dick Johnson returned to KOB, Albuquerque. He has been with Pan-American Airways in Central America during the interim. Johnson returns to the announcing staff, taking up where he left off when he left the station....Alice Brasie joined the bookkeeping department.

* * *

Fulton Lewis, Jr., now on a fact-finding tour for WOL, Washington, and Mutual, has been extended an invitation to speak before a joint session of the Texas State Legislature on Friday, March 5.

* * *

The relative merits of two schools of thought as advocated by former heavyweight boxing champ, Gene Tunney and Lt. Commander Tom Hamilton, former Annapolis football coach, was discussed by Father Hubbard, the Glacier priest, in an interview conducted by Si Burick, editor of the Dayton "Daily News," over WHIO, Dayton.

* * *

Norm Davis, KOIN-KALE, Portland, Ore., account executive, has been drafted by the War Manpower Commission to act as assistant regional director of the Training-Within-Industry division. His wife—"Margaret Allyn" to thousands of Northwest dialers who hear her as mistress of KALE's daily "Hello Again" matinee—has stepped into his shoes to service his radio accounts.

* * *

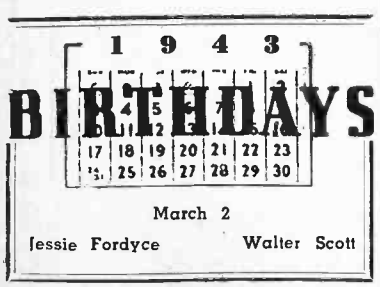
WTAG, Worcester, is reaping a publicity harvest because of the reception given to the dramatic stage effects achieved in the station's Studio A. It was conceived by managing director E. E. Hill, and emphasis is placed on stage lighting effects, with various combinations of colors transforming the room to make it harmonize with the type of program in progress.

* * *

The hillbilly Boone County Jamboree show, one of the WLW, Cincinnati, favorites, moves into the Emery Auditorium in Cincinnati for a full 2½-hour Saturday night broadcast and stage show, March 6. The broadcast portion will be one hour, with the Pinex-sponsored jamboree taking half the air time.

* * *

KROW, Oakland, recently broadcast the Alameda Victory Bond show. The half-hour show which included an auction to stimulate the sales, and several variety acts. Music was supplied by the United States Coast Guard band.



Jimmie Wilson has been named program director of WAPI, Birmingham, Ala. He succeeds Lionel Baxter. Before coming to the Alabama station, Wilson had served for 8½ years as program director of WWL, New Orleans, and later with the Atlantic Coast Network....Two new additions on the announcing and production staff include Ralph Rogers and Burt McKee.

* * *

Grady Cole's Time, aired over WBT, Charlotte, has been selected by Public Relations Offices of Army Camps in the WBT area as the official program on which information of service men's citations, awards, and promotions are made public. Cole notifies families of the men who have been cited, in order that they may listen to the ceremony when it is aired.

* * *

WBYN, N. Y., sinks its foot in radio history on March 8, by broadcasting from 2:00 p.m. and continuing intermittently until 2:00 a.m., the next day from the Hotel St. George in Brooklyn, the activities of the War Bond Auction and Rally sponsored by the King's County War Savings Staff, in conjunction with the "Brooklyn Bombs Berlin" campaign.

* * *

Sam H. Kaufman, director of sales promotion and publicity for WCCO, Minneapolis, has been named chairman of the Public Relations Committee of the Nutrition Council of the American Red Cross, Hennepin County.

* * *

By making available to Ohio farmers, the valuable live stock market report that is put on the air daily over WMRN, Marion, in cooperation with the Producers Co-operative Commission Association, 6,822 farmers in the Northern Ohio region rendered a testimonial to the station for the service it renders.

* * *

WCBI, Columbus, Miss., preparing for full emergency operations, has completed a program of repairing and adding a new portion to the transmitter building. The new addition will enlarge the living quarters at the transmitter and chief engineer Maxwell Williams and wife will soon occupy the redecorated apartment. Additional storage space has also been added to the building. In addition to the building construction, WCBI has also completed installation of equipment that will allow complete operations from the transmitter in case of line trouble or studio trouble. All equipment was made up of salvaged parts and scraps from the transmitter workroom by the engineering staff.

* * *

As one part of its effort to aid the Red Cross Drive this month, WIBG, Philadelphia, has placed the use of its large main-floor auditorium at the disposal of the Red Cross. The auditorium had been used by the Navy League and the March of Dimes Campaign...."Stage and Screen" program dips into the talent bag of the Ziegfield Follies now playing in Philly to bring Sue Ryan and Jaye Martin to the program's mike.

The first girl in the KNX-CBS, Los Angeles, sound effects department actually to do sound work on a broadcast got her chance on the most recent airing of Arch Oboler's "Lights Out" over the Columbia network. She is Barbara Meyer, who after several weeks of intensive coaching by chief sound engineer Al Span, graduated to the real thing.

* * *

When the March 1st New Haven Advertising luncheon went on the air over WELI, New Haven, it carried a martial air with it. Lt. Robert Flemming formerly affiliated with the station, now connected with the Army Paratroop Force at Ft. Benning, Ga., gave an insight to the type training paratroopers go through. Also on the broadcast were three Lieutenants of the WAAC's.

* * *

On March 1, WNYC, N. Y., aired three Market Department and one CDVO broadcast daily. The station augments its schedule to meet the demand for information regarding the point ration system and instructions on budgeting ration coupons and rationed foods.

* * *

Margaret Leppert Peterson, only woman member of the Montana State Legislature, and former woman's program director of KGVO, Missoula, Montana, acted as mistress-of-ceremonies, at a recent mass induction of WAAC's before a special session of the Legislature.

* * *

The recent appeal made over WWL, New Orleans, "Dawn Buster" program for radios to be distributed among Army camps and hospitals for soldiers in the Crescent City area was answered by an overwhelming number of offers. The radios were picked up by Louie Bono (Dixie Buckeroo) and Paul C. Ott, war program manager and then shipped as far west as San Angelo, Texas, and as far south as Miami, Florida.

* * *

Bill Moshier, farm and public affairs director of KIRO, Seattle, has been named a member of the State of Washington Farm Mobilization Committee. The committee was organized at the request of the President to aid in reaching the 1943 food production goals.

* * *

Everett Jarrett has joined the sales staff of WHK-WCLE, Cleveland, replacing William Brusman, who has been granted a leave of absence for the duration to take a position with the new Fisher Body bomber plant near Cleveland airport....Milton Hill, publicity director for the dual stations, has resigned to accept a position in the advertising department of the Weatherhead Company.

* * *

Peter Arnell, program manager of WJLS, Beckley, W. Va., and Bill Barrett local sports editor were appointed co-chairmen to carry out the "Smokes for the Yanks" campaign throughout Raleigh County, W. Va. All the proceeds of this campaign will be used to furnish cigarettes for the Yanks of Raleigh County.

"Labor News Reviews with N. Dennis" aired over WJSV, ington, D. C., which alrea achieved eighteen assorted including the title of "The Old gram of its kind in the world, on the air last Saturday, Feb. the 450th consecutive week.

* * *

Bob Hope is a new annour WOR....Charles Woods, newsc WOR, handled the running com in the Universal short, "Roar Na which is current in a New York

* * *

CKLW, Windsor, Ontario, fa provided with good Saturday noon listening when "Navy B Board" featuring Glen Gray Casa Loma Band takes the 5:30 p.m., EWT. The show is d as a tribute to the fleet.

* * *

When Dick Tucker, announcer-p of WEIM, Fitchburg, Mass., was called to the colors he was repla Bob Asher, a local boy and rad

* * *

When Roddy McDowall, the ile film celebrity, appeared "Open House Program" aired WCAU, Philadelphia, he compl job that he started when h came to this country. Two yea he was scheduled for an appe on the station's "Children's program, but before he had a c to make his mike debut he was to Hollywood, where he has bee ured in several films, chief which was "How Green Was M ley," a story of life in the coal of Wales. And therein lies th of his most recent appearance.

Vogel Wins Decision On Old Song Copyr

Federal Judge John C. Knox, terday dismissed the copyrigh fringement action brought by Ed B. Marks Music Corp. against Vogel Music Co., Inc., for an a infringement of the song "I W Who's Kissing Her Now?"

The Marks Music Corp. claimed Joseph E. Howard wrote the in 1909 and renewed his copy in 1936.

The defense agrees that Ho wrote the music but claims that M. Hough and Frank R. Adams the lyrics and thus constitute collaboration.

Howard assigned his rights to Marks Music Corp. and Hough Adams assigned theirs to Jerry V Both music houses published the in 1936.

Judge Knox in his opinion aw ing the suit to the Jerry Vogel M Company, Inc., said, "Hough Adams have collaborated on the position 'I Wonder Who's Kis Her Now?' and when renewa copyright was issued it did not main in the hands of Howard or assignees to exclude Hough Adams from their rights."

IND ANA ... LIBRARY MAR 5 1943

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 22, NO. 41 NEW YORK, N. Y., WEDNESDAY, MARCH 3, 1943 TEN CENTS

Agree On 10% AFRA Rise

Okay WEMP Transfer; LaFollette An Owner

Washington Bureau, RADIO DAILY

Washington—The FCC yesterday approved transfer of the license for WEMP, Milwaukee, from the Milwaukee Broadcasting Co., a corporation, to a partnership which will retain the same name. The partners include Robert M. La Follette, Wisconsin Senator, and Alien Property Custodian Leo. T. Crowley.

James T. Markham, Crowley's deputy, is also listed as a partner, along with Evelyn H. Dolph, wife of William Dolph, owner of WOL, Wash-

(Continued on Page 6)

Come Across for the Red Cross

"Yanks To Yanks" Tieup Includes RCA Tele Set

First RCA television set off the assembly line after the war will be presented to the service man who, Friday night, will receive the milliionth cigarette given away on the broadcast "Thanks to the Yanks" program, March 6, CBS, emceed by Bob Hawk. Tie-up was arranged this week between RCA and R. J. Reynolds Tobacco Co., sponsor.

Approximately 988,000 cigarettes

(Continued on Page 6)

Come Across for the Red Cross

Borge Follows Stoopnagle On M-G-M 5-Min. Series

Actor Borge, Danish comedian, will replace Lemuel Q. Stoopnagle effective next Monday as star of "The Lion's Roar," five-minute program sponsored on the Blue Network by Loew's, Inc., for M-G-M pictures. The program is heard Monday through Friday at 7 p.m., EWT, on 51 stations

(Continued on Page 2)

One of the Family

Local dailies in New York gave considerable space to the exploits of Lieut. William J. McClintoch, one of Major General Doolittle's crack bombardiers, with NBC unintentionally basking in the reflected fact that Lieut. McClintoch was a former NBC page boy and receptionist after leaving Cornell University. He joined the Air Force upon leaving the web.

No Kiddin'!

Mark Woods, president of the Blue Network, won first prize of $100, Monday night, on the "True or False" quiz show which originated in Milburn, N. J., for a Red Cross benefit. Woods along with a few other distinguished Jersey residents were pitted against six Red Cross workers among whom was Lucille Manners, soprano. Woods donated his prize to the Red Cross.

Feb. Audience Rating Gets New CAB Highs

Record breaking audience ratings for half-hour programs and 5 times a week daytime show airing in cities were reported yesterday by CAB for February. One was set by Fibber McGee & Molly which achieved an all time high for half-hour programs by making the 44.5 grade last month. Program airs over NBC, Tuesdays, 9:30 under the sponsorship of S. C.

(Continued on Page 2)

Come Across for the Red Cross

WLW Completes Plans For Special BBC Shows

Cincinnati—A plan for an extensive series of London to WLW broadcast pickups was announced yesterday by James Cassidy, special events director. According to Cassidy's announcement the feature of the programs will be a presentation tailored for a specific area, in this instance

(Continued on Page 2)

Minimum Scale For Sponsored Shows Sought 19% Cost-Of-Living Boost But Work Out Compromise

39 CBS Commercials Now Using Full Web

With the addition of Campbell Soup Company's Milton Berle show and the Quaker Oats Company's "The Brewster Boy," a revised study of clients taking the full CBS network shows that 39 individual commercial programs are now using the network's full facilities. Of this total, 21 separate sponsors are represented.

Originally scheduled for a 63-sta-

(Continued on Page 6)

Come Across for the Red Cross

Am. Tob. Signs Another Self-Perpetuating Pact

In renewing its contract with WNEW, American Tobacco Co., through Foote, Cone & Belding, has set up its second self-perpetuating contract which automatically renews itself at the end of each 13 week

(Continued on Page 2)

Come Across for the Red Cross

Mutual's 'American Forum' Conducted By Femmes Sun.

For the second time in the conduct of Theodore Granik's "American Forum of the Air," women will take over the entire personnel of the dis-

(Continued on Page 2)

Agencies and networks have agreed to a ten per cent increase in the commercial minimum scales for radio talent, in negotiations with AFRA. Union, as per the cost-of-living clause in its commercial code, sought 19 per cent, the government's official index figure representing the increased cost of living in past two years. Board

(Continued on Page 7)

Come Across for the Red Cross

Re-Group Frequencies Into 7 Major Bands

Washington Bureau, RADIO DAILY

Washington—The FCC yesterday announced a new classification of radio frequencies into seven major bands, effective at once. This move extends "The Useful Radio Spectrum," and means a change in Section 2.5 of the general rules and regulations. That section hereafter reads as follows: "Useful Radio Spectrum" means

(Continued on Page 6)

Come Across for the Red Cross

Hearings Open In Omaha To Halt Lease Of WOW

Omaha—District Judge Rine has opened hearings on a suit brought by Dr. Homer H. Johnson of Lincoln, Neb., seeking to prevent the Wood-

(Continued on Page 2)

Woods Lauds Network Clients For Making War-Aid Possible

NAM Chooses Two More For Shortwave Series

Melvin H. Baker, president of the National Gypsum Co., and Paul W. Litchfield, board chairman and president of the Goodyear Tire & Rubber Co., have been chosen to speak on forthcoming programs in the "Industry Looks to the Future" series broadcast over shortwave station WBOS;

(Continued on Page 2)

Comprehensive survey made by the Blue Network revealed yesterday that radio programs devoted exclusively to the War Effort, and presented in cooperation with various agencies of the army, navy, and other governmental agencies from Jan. 1 of this year through Feb. 15, totalled more than 270 network hours. Mark Woods, president of the Blue, in announcing the survey pointed out that American business organizations,

(Continued on Page 7)

Crazy-Quilt

Hollywood—When Hal Styles recently brought a Chinaman, a Negro, an American Indian, a Hindu, an Eskimo, an Ethiopian, and a genuine Albino to the KFWB mike on his "Facing Facts" program, he did it in the name of color. But when he unwittingly commented that the Albino was the only white man present he turned pink himself!

RADIO DAILY

Vol. 22, No. 41 Wed., March 3, 1943 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. Merserreau, 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

(Tuesday, Mar. 2)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	143½	143	143⅛	— ¾
CBS A	18	18	18	— ⅛
Crosley Corp.	11¼	11¼	11¼	.....
Gen. Electric	35¼	34⅞	35⅛	— ⅜
Philco	18⅜	18⅛	18¼	— ⅜
RCA Common	7¼	7	7¼	+ ⅛
RCA First Pfd.	63¾	63⅜	63¾	.....
Stewart-Warner	9⅛	9	9	— ¼
Westinghouse	84¾	83	84¾	+ ¼
Zenith Radio	25	24¾	24⅞	— ⅛

NEW YORK CURB EXCHANGE

Hazeltine Corp.	28¼	28¼	28¼	— ¾
Nat. Unino Radio	1⅛	1⅛	1⅛	.....

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	6	6¼
Stromberg-Carlson	8⅞	9⅞
WCAO (Baltimore)	17	20
WJR (Detroit)	21	..

NAM Chooses Two More For Shortwave Series

(Continued from Page 1)

Baker will be heard Sunday, March 14, and Litchfield on Sunday, March 21, at 2.12 p.m., EWT.

"Industry Looks to the Future," presented by NBC in cooperation with the National Association of Manufacturers, is designed to familiarize our overseas fighting forces with the complete story of how industry, working with the government, is preparing for the post-war world.

Am. Tob. Signs Another Self-Perpetuating Pact

(Continued from Page 1)

period. American Tobacco has been operating such a plan on its CBS contract for about a year.

The WNEW deal, covering Martin Block's "Make Believe Ballroom" and involving close to $70,000 annually, went into effect as of Feb. 24. Advantages of such a deal, agency exec explained, were at least two-fold.

Everyone is spared the work and fuss of having to draw up new contracts. The broadcaster is assured of greater continuity in income and doesn't have to worry about selling the deal to the sponsor periodically.

Psychological factor of not having to remind boards of directors, treasurers, etc., who might have to okay advertising budgets, of the outlay is in favor of the medium.

Hearings Open In Omaha To Halt Lease Of WOW

(Continued from Page 1)

men of the World Life Insurance Society of Omaha from leasing its radio station, WOW, to a corporation, WOW, Inc. Under the lease, WOW, Inc., agrees to pay $97,000 a year for three years, $68,000 a year for 12 years. Total rental for the 15-year period, the law suit charges, would be $3,388,104 less than the station would earn in that time, assuming its earnings at $300,000 a year.

Answer filed by the society states the station had gross receipts of $652,303 and net receipts of $287,437 in 1942.

Feb. Audience Rating Gets New CAB Highs

(Continued from Page 1)

Johnson & Co., and is handled by Needham, Louis & Brorby, Inc.

"Kate Smith Speaks" on CBS, noon, for General Foods, five times a week, achieved the record breaking 13.5 to outdo all others in the same category. Account is handled by Young & Rubicam Inc.

Borge Follows Stoopnagle On M-G-M 5-Min. Series

(Continued from Page 1)

through Donohue & Coe, New York.

Borge has been appearing on the "Kraft Music Hall" starring Bing Crosby since December, 1941. He will be entertaining at the Waldorf-Astoria in New York beginning Friday, March 5.

Lombardo From Phila.

Debut of Ballantine Ale on CBS, Monday, March 8, at 10:30 p.m., EWT will originate from Philadelphia, instead of New York as had been originally planned. Guy Lombardo, featured attraction on the new radio series, is currently appearing at the Earle Theater, Philly, and is unable to get out of his contract before its regular expiration. J. Walter Thompson handles the account.

Mutual's 'American Forum' Conducted By Femmes Sun.

(Continued from Page 1)

cussion session, Sunday, March 7, 8-8:45 p.m., EWT, on Mutual. Four of them will debate the Equal Rights Amendment now pending in both houses of Congress. Susan B. Anthony, 2nd, grandniece of Susan B. Anthony who fought for women's rights, will oppose the measure, and will be joined in that opposition by Gertrude Lane, general organizer of the Hotel and Restaurant Workers' Union (AFL.) Miss Anthony is a reporter for the Washington "Star," and a magazine writer. Support of the amendment will be argued by Dr. Lena Madesin Phillips, international president of the Professional and Business Women's Clubs, and Molly Maloney, a working woman, member of the International Brotherhood of Bookbinders. Series originated via WOL.

The first time women took over the program occurred during the Roosevelt-Willkie presidential campaign.

WLW Completes Plans For Special BBC Shows

(Continued from Page 1)

the Middle West, instead of the country as a whole.

Cassidy, who recently returned from conferences with New York officials of the BBC stated that, the London pickups will be shortwaved to New York and then relayed to the WLW studios here.

The first series of shortwave pickups will be heard in a few weeks and aired on Gregor Ziemer's "Background" programs and will form part of his regular broadcasts since all British pickups will be incorporated into the standard station programming.

The series is planned to furnish midwest listeners with a better understanding of Britain.

Stephen Fry of the BBC staff in New York is acting as liaison agent between WLW and the BBC staff in London.

Ed Fields To WINS

Ed Fields, brother of Shep Fields, orchestra leader, has joined the sales staff of WINS, marking his debut in the radio industry. He had owned his own carpet manufacturing business, but had to wind up his enterprise because of the shortage of materials.

COMING and GOING

DALE ROBERTSON, general manag... WARM, Blue Network outlet in Scranto... WILLIAM DAWSON, sales promotion m... of the station, are in town on network busi... ness.

HAROLD E. FELLOWS, station mana... WEEI, Boston, in New York yesterday fo... ferences at the headquarters of CBS.

RUTH ARNOLD, Pacific Coast manag... C. E. Hooper, Inc., has left for Los Angel... lowing three weeks in New York.

HAROLD C. BURKE, station manag... WBAL, Baltimore, arrived from Marylan... terday for a few days on station and n... business.

SYLVIA KALIEL, traffic manager of th... lantic Coast Network, has returned from ... to Detroit.

DAVE BAYLOR, program director of ... Cleveland, and HARRY CAMP, sales m... of the station, are in New York this we... business.

BENNETT LARSON, general manage... WWDC, Washington, has returned to the C... after a short visit here.

I. R. LOUNSBERRY, executive vice-pre... of WKBW, Columbia affiliate in Buffalo, ... spending a few days in New York.

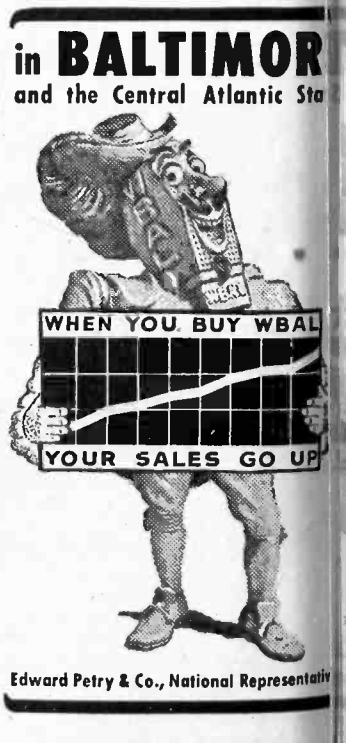
JOHN DE RUSSY, sales manager of ... Pittsburgh, Pa., visiting yesterday at the ... sales department of NBC.

MILES INGALLS, radio and theatrical ... leaves for Hollywood this week to discuss ... for a commercial show featuring Sara ... McCabe, vocalist.

CHARLES DENNY, station manager of ... CBS affiliate of Erie, Pa., on another ... brief visits here.

T. S. MARSHALL, president and comm... manager of WOLF, Syracuse, is in New ... for conferences with the local represent... of the station.

JOSEPH BURWELL, president of WMBC, ... town, Pa., is in New York. Paid a call y... day at the CBS headquarters.



NEWS

THAT BRINGS IN REVENUES

the FOUNTAIN OF YOUTH Broadcasting Company

RADIO STATION WFOY C.B.S.

ST. AUGUSTINE FLORIDA

Mr. Walter Rundle
Promotion Manager
United Press Association
News Building
New York, New York

February 5, 1943

Dear Mr. Rundle:

A 94% INCREASE in sponsored United Press Shows!

That's the record established by our sales department during the first month of the new year. When 1943 rolled around the WFOY weekly schedule showed 33 sponsored news and newsfeatures. Before the month ended the weekly schedule had 31 additional sponsored news programs. A total of 64 such shows. A 94% increase in less than 31 days!

When such splendid features as those released by United Press are offered to a client with enthusiasm a signed contract will most assuredly be the results.

We rely on United Press as a revenue-getter inspite of the fact that a major portion of our news originates on a sustaining and commercial basis with the Columbia Broadcasting System.

With every good wish, I am,

Cordially yours,

FOUNTAIN OF YOUTH BROADCASTING COMPANY

J. Allen Brown

J. Allen Brown, General Manager

JAB/bb

U. P. RADIO NEWS PROVIDES

Largest world-wide staff of trained radio writers . . . Coast-to-coast wire for radio news exclusively . . . 24-hour service . . . Nine daily 5-minute news digests, seven daily 15-minute news summaries, ready for broadcast and delivered precisely on fixed schedules.

Included with the news service, the following year-round features—the most varied and widely sponsored in radio: Daily Chuckles . . . Design for Wartime Living . . . Highlights of Week's News . . . In Movieland . . . In the Woman's World . . . On the Farm Front . . . Speaking of Sports . . . Time Out . . . Today's American Hero . . . Today's War Commentary . . . We Cover the Battlefronts . . . Week End Business Review . . . Women in the News.

Plus such highly saleable, seasonal features as: Wartime Spring Training (pre-season baseball analysis and reports direct from the camps) . . . Facts about Taxes (programs of instruction for Uncle Sam's 50 million income tax payers) . . . Your Football Prophet (weekly football predictions and sidelights) . . . Year-End Reviews (nine 15-minute scripts summarizing the year's biggest news) . . . Soldiers of the Press (a 15-minute transcription dramatizing war-front news coverage).

FOREMOST BECAUSE IT OFFERS MOST **UNITED PRESS**

Dominant NBC Basic Red Network Station on the Delmarva Peninsula

WDEL

1150 K. C. • WILMINGTON • DELAWARE

A Better Sales Buy Than Ever

5,000 Watts day and night.

In one of the country's foremost war production areas.

At exceptionally low cost, covers the Delmarva Peninsula and southern New Jersey. Write direct or to:

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

MAIN STREET OL' SCOOPS DAILY

Notes from A Ringside Seat! ! !

● ● ● Andre Kostelanetz received a phone call from a music lover after his recent "Pause That Refreshes On The Air" program, who told "Andy" how much he liked his music—the caller's name was Fiorello H. LaGuardia....Zero Mostel, at the conclusion of his next appearance on the Cresta Blanca Carnival, this week, dons Khaki....Harry James' Chesterfield program heard over CBS, will emanate from the east beginning with the April 13th stint—he's just completed an MGMovie "Best Foot Forward." ...Pat C. Flick's comedy on WMCA is fast getting to be a Sunday 1:30 p.m. must....J. Walter Thompson can use a good sports announcer in a hurry.... Seems that due to Allen Hale wire from Seattle that his wife's illness will prevent him coming East the agency seeks a spieler to handle the Dodger games on WHN with Red Barber.

☆ ☆ ☆

● ● ● Al Rinker, one of the production directors at the Blue Network, resigned and moves over to Wm. Esty....Bob Kerr has sold a third client (in one week) to a commercial show, this latest being a mixed quintette that will be heard regularly on the Milton Berle CBShow Wednesnites....Enoch Light, the Ork Pilot, back in town after a four-month tour on Theater and College dates—an ace musician and conductor who could easily enhance a musicommercial program....Jeri Sullavan, radioriole, currently singing in Nashville, Tenn., comes to New York, on the fifteenth to be screen-tested by MGM....Roy Porter and Mort Lewis have collabbed on a novel news-quiz which sounds at least, to this reporter, like a honey....Herb Shriner would have you believe that an important cinepic of the great outdoors, has been delayed because the leading man fell out of his wheel chair on the way to the studio.

☆ ☆ ☆

● ● ● A Low Bow: To Conrad Thibault, who wrote the song "Soldiers of Fighting France," and is donating all his royalties to the Fighting French Relief Fund....to Bettie North and George (My Blue Heaven) Whiting for the laugh-meter quality of their story editing for the "Can You Top This?" program....to "Oscar of the Waldorf" on completion of a half-century world-famous association with that hostelry....to the many "small names" of radio, who, despite daily auditions and pursuits of parts in shows (toughest job in the business) yet find time to appear at camps, canteens, etc., to do their individual bits.

☆ ☆ ☆

● ● ● Paul Harmon, first of sixteen of Johnny Long's musicrew to join the Colors, is in Africa and there at a local movie house, viewed for the first time Paramount's "Beauty and the Beach" in which he saw himself as a member of Long Orchestra which was featured in the picture—just goes to show to what lengths (and distances) a musician will go to see himself....Mike Special talent booker has opened a new department to handle transcriptions and live radio shows....Charlie Spivak is slated for that coveted "Bix Beiderbecke" role in the film based on the life of that Jazz Immortal. ...On the recent initial commercial broadcast of "The Better Half" on WOR, Tom Slater asked one of the contestants, a sailor, how long he was married and was told seven weeks. Tom then queried, "Where did you meet your wife?" to which the dispatcher of enemy subs to Davey Jones' locker replied, "I met her right here on a 'Better Half Program,' when we sat next to each other." (move over Cupid, make way for Slater).

☆ ☆ ☆

—Remember Pearl Harbor—

Los Angeles

By JAC WILLEN

THE Ken Murray radio deals p ing these last few weeks f the inimitable Ken accepting a K Columbia Pacific net quiz show Grayson's dress shops rather th t.c. program in the making. which will be heard Sundays 8 p.m. will allow Ken his nece time arrangements for his show pearances at the El Capitan "Blackouts" is still in the hit c fication.

Joe Walters, of KNX-CBS annc ing staff, has been given the annc ing assignment on the new "O tunity PDQ" program of amateu ent. The new show will hav initial airing over KNX, Sun March 7.

Lucky Hal Peary. He's able to to work these days. RKO has t "Gildersleeve's Bad Day," Pe current flicker, on location to RKO ranch, located in Encino, no blocks from Peary's home.

Abbott and Costello have bee to do a guest turn on Bill Lawre Screen Guild theater show on M

Joseph Kay of the NBC Hollyw engineering department has bee pointed field supervisor, succee M. S. Adams, now of the Mar Harold R. Platt comes from K San Francisco, to replace Kay.

Orson Welles will address the C fornia Association of Adult Ed tion's annual regional conference radio over NBC on Sunday, Marc at 1:15 p.m., PWT. His subject be inter-American affairs.

Ray Kemper, of KHJ-Don L transcription department had a g reason for turning down those te ing screen offers....He was indu into the U. S. Army.

Harry W. Flannery, who is in viewing visiting war correspond on his daily CBS program, this w brought famed writer H. R. Knick bocker to the mike for an infor airing.

WDRC
CONNECTICUT'S PIONEER BROADCASTER

BONUS IN HARTFORD

WDRC's Primary Area fans out from Hartford to include dozens of Connecticut cities and towns. You get this bonus circulation at no additional cost. WDRC has one low rate for local, regional and national adcasters. Basic CBS for Connecticut.

"Town & Farm"

WITH
EVERETT MITCHELL
6:15 - 6:45 A.M.

AT THE BEGINNING of every new day, Monday through Saturday, Everett Mitchell, famous farm commentator, greets his many friends in the cities, towns, rural communities and on the farms in the great Chicago Market, with rollicking songs, smiles and a bit of cheer in the form of helpful information and suggestions.

He is the Handy Man of the Air—the genial, helpful neighbor whose hearty salutation is welcome in the homes of the early risers all over the vast WMAQ listening area. Radio listeners invite him into their homes because he is such good company —because he is sincere—because he renders real assistance to his friends—both men and women.

Everett brings to the men farm news from the various farm organizations, U. S. Department of Agriculture and breed organizations, and Home Economist Lois Schenck, a real farm girl, brings to the women practical help in the preparation of nourishing, inexpensive meals so necessary in these days of conservation and rationing.

This is a program for town and farm people. So, if you have a message for them, whether it be to increase your sales or conserve your output, let Everett Mitchell give it to his millions of friends during his attractive early-morning program.

"Town & Farm" ON... WMAQ

THE CHICAGO STATION MOST PEOPLE LISTEN TO MOST

50,000 WATTS · 670 KILOCYCLES
CHICAGO KEY STATION OF THE NBC NETWORK

Represented Nationally by the NBC Spot Offices
NEW YORK BOSTON CHICAGO WASHINGTON CLEVELAND
DENVER SAN FRANCISCO HOLLYWOOD

GUEST-ING

JULIE HAYDEN on the "Manhattan at Midnight," program, today (WJZ-Blue Network, 8:30 p.m.).

WILLIAM M. JEFFERS, Rubber Administrator, and GEN. T. J. HAYES, chief of the conversion bureau of the Army Ordnance Department, on the "March of Time" program, tomorrow (WJZ-Blue Network, 10:30 p.m.).

LT. JOY BRIGHT HANCOCK, USNR, in charge of all WAVES in the Navy's bureau of aeronautics, on "Men of the Land, Sea and Air," tomorrow (WJZ-Blue Network, 4:30 p.m.).

MAYOR FIORELLO H. LA GUARDIA of New York and BOGOLJUB JEVTIC, formerly Prime Minister of Jugoslavia and now Minister without Portfolio, on the "Opera Victory Rally" betweeen the acts of the Metropolitan Opera performance, Saturday (WJZ-Blue Network, 2 p.m.).

REV. CLEVELAND KLEINHAUER, of the Hollywood-Beverly Christian Church, on Columbia's "Church of the Air," Sunday (WABC-CBS, 1 p.m.).

39 CBS Commercials Now Using Full Web

(Continued from Page 1)

tion hook-up, Campbell announced that tonight Milton Berle would bow in over the full CBS network. Broadcast Wednesday evenings from 9:30 to 10 EWT, the show is for Campbell Soup. Ward-Wheelock handles the account.

Quaker Oats' first renewal of "That Brewster Boy," effective Friday and scheduling the full CBS network, continues the show in the Friday 9:30 to 10 p.m., EWT niche. The program was first heard over Columbia on 66 outlets. The agency handling the account is Ruthrauff & Ryan, Inc.

Discount Plans Shows Gain

Revised survey of CBS' 15 per cent Discount Plan also reveals that it has added 413 hours and 40 minutes weekly to the network's commercial schedule. Eighty-six individual stations have benefited by this plan with one or more programs, Five stations have added 11 hours and 55 minutes or more weekly; 28 stations have received 7 hours or more weekly; 37 have added 5 hours or more weekly and 68 outlets have received 5 or more new program periods weekly.

The addition of "That Brewster Boy" and Milton Berle brings to 39 the number of individual commercial program periods weekly heard over the full U. S. CBS network.

Twenty-three CBS programs have increased their stations to the full network: two Lever Brothers' shows, Lionel Barrymoore's "Mayor of The Town," and "Burns and Allen"; R. J. Reynolds' "Thanks to The Yanks"; General Foods' "Those We Love"; General Motors' "John B. Kennedy"; Philco's "Our Secret Weapon" and Campbell's Milton Berle scheduled the full network with the beginning of broadcasts.

It is impossible to calculate how many additional stations the networks of these programs utilized as there was no old network for comparison.

Frequencies Re-Classified By FCC Into 7 Major Bands

(Continued from Page 1)

the total number of frequencies or wavelengths which may be used for the transmission of energy, communications or signals by radio.

At the present development of the art, the "Useful Radio Spectrum" is considered to extend from 10 kilocycles to 30,000,000 kilocycles or 30,000 meters to 0.01 meters. These frequencies are classified into bands with designations and abbreviations as follows:

FREQUENCIES (In Kilocycles)				DESIGNATION	ABBREVIATION
	10	to	30 inclusive	Very Low	VLF
Above	30	to	300 "	Low	LF
"	300	to	3000 "	Medium	MF
"	3000	to	30000 "	High	HF
"	30000	to	300000 "	Very High	VHF
"	300000	to	3000000 "	Ultra High	UHF
"	3000000	to	30000000 "	Super High	SHF

Okay WEMP Transfer; LaFollette An Owner

(Continued from Page 1)

ington, and Hope D. Pettey, wife of Herbert Pettey, owner of WHN, New York. The other three partners are Wellwood Nesbit, a Milwaukee physician, and Glenn D. and Melva Roberts. Roberts was a member of the old corporation.

The Commission action follows acquisition during the last ten days of December, 1942, of a major share of the WEMP stock by La Follette, Crowley and the others. Both Markham and La Follette have insisted that their buying into the station has no political significance. It is merely an investment to him, said La Follette.

"Thanks To Yanks" Tieup Includes RCA Tele Set

(Continued from Page 1)

have already been sent to service men from contestants on this program. Million mark will be reached in the next program. Contestant who wins the right to send the millionth cigarette to a service man, will have his or her name attached to the 100,000 additional cigarettes the sponsor will distribute as an additional token at that point. Bulk will be divided into 5,000 packages for overseas distribution.

Still A Good Record

Kathryn Cravens, commentator on WNEW, missed her first broadcast in 14 years on the air, yesterday, when because of a heavy cold and laryngitis she was forced to withdraw for the day. Station substituted Morton Gould recordings in Miss Cravens' usual 4:45 p.m. spot.

File White-Wheeler Bill To Alter FCC Procedure

Washington Bureau, RADIO DAILY

Washington—Reorganization of the FCC, changes in its operations and extension of the rules regulating political broadcast are provided in a bill introduced into the Senate yesterday by Wallace H. White, Jr., Maine Republican, and Burton K. Wheeler, Democrat, of Montana.

The bill, according to Senator White, is not to be construed as a general revision of the 1934 Communications Act but its does propose amendments to a number of important sections of the act. It provides, as does the Holmes Bill now before the House, for division of the FCC into two parts, one to handle broadcast matters and the other to have authority over common carriers.

This division was called for by the ill-fated Sanders Bill during the last session of Congress and also was sought in an action White tried to have approved during the 76th Congress. This division was provided for in the original Senate version of the 1934 Communications Act but was eliminated in conference between representatives of the House and the Senate.

Political Addresses Treated

Senator White said in a 15-page explanation of the 25-page bill that it will provide a firmer basis for the review of Commission actions. If the new bill is adopted there will be nothing to prevent district courts from overruling the FCC.

The new bill also goes into the matter of political addresses which has been uppermost in the minds of former members in Congress throughout the present session. The present ruling requiring broadcasters to grant equal time to candidates for public office would be extended, Senator White said, to cover all sorts of subjects. Thus if a radio station carries an address on any public issue it is then obliged to grant equal time to a speaker who will present opposing views on the same subject.

This approach is carried further in a provision to require "identification" of all speakers on such subjects. Senator White explained that just as the present law requires naming of sponsors for commercial progr anyone who wishes to speak "issues of the day" must make kn the organizations which he repres

Another provision concerns s clearance by radio stations. It w make it common practice for an who is to speak on the air to sul to the station a full script before broadcast. Broadcasters, howe would not be allowed to make deletions from these scripts ex to eliminate possibility of libel tion or to conform with censor regulations.

AGENCIES

DORIS DAVENPORT SMIT merly with Compton Advertis joined Kenyon & Eckhardt, In radio commercial writer.

ROYAL TYPEWRITER COM through Young & Rubicam, assisting the WPB drive to 600,000 typewriters for the forces by featuring the requ the machines in a series of tisements, sans the Royal firm

DR. GEORGE H. GALLUP, tor of the American Institute lic Opinion; James H. Fulton, dent of the Home Life Ins Company, and James E. Ruth executive vice-president of t tional Association of Life writers, will deliver addresses round table discussion of th Insurance Advertisers Asso which will be held at the Pennsylvania, New York, on 18 and 19.

EXPORT ADVERTISING AG INC., has been appointed to the advertising in foreign m for Fisk tires.

Mrs. Roosevelt On CBS For Girl Scouts M

Columbia network brings lis a talk by Mrs. Eleanor Roo speaking at the thirty-first an sary banquet of the Girl Scou at the Waldorf-Astoria in New City, Tuesday, March 9. (W CBS, 10:30 to 10:45 p.m., EWT topic of the First Lady's addr "Voluntary Leadership and Yo Wartime."

During her recent trip to En Mrs. Roosevelt, a recognized d of the work of the Girl Sco America, displayed considerabl terest in the work of the Englis Guides. (Girl Guides in Englan the equivalent of Girl Scouts in ica).

In her talk, Mrs. Roosevelt wil cuss her recent trip to Englan scribe volunteer leadership by in that country and emphasiz need for additional volunteer le ship in America.

On Sick List

Charles Oppenheim, trade representative in WOR's pub department, has been confine bed with the grippe.

Woods Lauds Sponsors For Aiding War Effort

(Continued from Page 1)

...gh the sponsorship of broadcasts ...ng the war effort messages, are ...rating with the government in ...nner never before attempted. ...sults of this survey, while im...ive, present only a part of the ...le," Woods said. "The Blue is ...ne of the four major networks, ...addition there are hundreds ...all stations not affiliated with ...etwork. All of these networks, ...ll of these stations, are doing ...ally timely and important job." ...s only fair to point out," Woods ...lued, "that under the American ...m of broadcasting in which there ... license fee on receiving sets ... tax on listening, that it is ...can business organizations, ...h the medium of advertising, ...ake this contribution possible.

Two Sections In Survey

...erican radio has been given ...dition and great credit for the ... has played and is playing in ... in the prosecution of the war," ...d. "It is only too easy to forget ...en and women, and the or...ions they represent, who are ...ity 'the men behind the man ... the gun'."

...survey was broken down into ...lassifications, and considered ...me devoted to programs and ...es dealing solely with the ...ort. The broad general phases ...ertainment and morale build...e not considered in making it. ... total broadcast time, 123 hours ... minutes of sustaining time— ... in which expenses were met ... network—were devoted to ...rograms; 39 hours and 1 min... commercially sponsored time ... messages and programs.

...did the survey take into ac... ther than network time. Time ...y the one hundred and forty ...tions affiliated with the Blue ...k, or by local sponsors over ...ations was not included.

WJZ Cited As Example

...g WJZ, the Blue Network ... in New York, as a typical ..., however, some idea of the ...ous amount of time devoted ...rican stations to the war ef... be obtained. During the ... period WJZ, in both sustain... sponsored time exclusive of ...; time, devoted 18 hours and ...utes to war effort programs. ... emphasized two points: ... the fine talent, providing ...tainment, relaxation and infor... through the medium of broad... is arranged for and paid for ...erican firms which, because ...lants are converted to war ...lon, have no products to sell ...lic. In addition, it is revenue ... from this commercially spon...me (on the Blue Network it ...ximately 22 per cent of total ...hat makes possible the pre...n of war effort programs on ...g time.

...Fred Allens, Jack Bennys, ... 'Archie' Gardners," Woods pointed out, "are the result of thinking, programming and expenditures by commercial clients. The network and the station is the medium through which these morale builders are presented to a war working public. Never before, in any war, has private industry been given such an opportunity to do its share in a nation at war.

"No broadcaster and no group of broadcasters, on their own initiative could afford to take over this highly important phase of war activity. When programs such as 'The Victory Parade of Spotlight Bands' travels hundreds of thousands of miles to entertain soldiers, sailors, marines or war workers in the war plants, it is the result of planning and expenditures by private business. American broadcasting can be proud of the fact that it can cooperate in this great campaign carried on at its own expense and on its own initiative by American business."

☆ PROMOTION ☆

WISN Brochure

"If Columbus Operated a Radio Station in 1492...." is the title given to the latest promotional brochure sent out by WISN, Milwaukee, and devoted to an account of the part radio is playing to promote the War Effort.

The promotion is designed as a small booklet that is presented plainly but factually.

The cover of the brochure contains a picture of Columbus seated before a radio sending set and a microphone bearing the call letters COL. To the left of Columbus is an antennae sending out a message.

The anachronistic tie-up with Columbus is that if he broadcast "a one-minute announcement promoting America every ten minutes without interruption, twenty-four hours a day right down to the present time....he still could not have done what American radio stations have already accomplished" since December 7, 1941.

The first page carrying the above message is embellished by a series of drawings that act as a redundant explanation. (Redundant not used in a deprecating way). For example: In using the term broadcast a drawing of a microphone in interspersed between the word broadcast and the next word. It follows that pattern for the remainder of the article.

The rest of the booklet is a resume of the facts and figures of the time that has been donated by the radio industry as a whole to the War Effort. And a final paragraph expresses the feeling of pride in what the industry has accomplished.

Info. For Retailers

Information announcing the fact that WAPI, Birmingham, Ala., had shifted its dialing position from 1170 to 1070 was publicized in a brochure the station sent to all grocers and druggists in the WAPI coverage area.

The brochure is made up of the plain open-spread type that uses little color. What color there is consists of a wide blue border on the top of the frontispiece of the brochure and a simple blue band on the bottom. The blue band is carried through both top and bottom on the remaining three sections of the folder.

The frontispiece emphasizes the moving and the ultimate benefits by the simple expedient of showing a horse moving the station's call letters to their new position. It is captioned "The Voice of Alabama has moved."

Three paragraphs, headed by "WAPI," informative of what the station has done in five years, for whom it has accomplished things, and what the new clearer spot on the dial will mean as far as National accounts are concerned takes up the second section. The third and fourth half of the brochure contains a listing of food and drug products currently being advertised over WAPI.

Biscuit Firm Renews Over 7 NCBS Stations

North Central Broadcasting System announced this week that the Manchester Biscuit Company have renewed their contract for an additional 26-weeks on seven NCBS stations calling for a schedule of five quarter-hours weekly. It is the third renewal.

The account is handled by George H. Hartman Co. of Chicago.

Blue Web Reorganizes Script Routing Division

Marcella Garvin has been placed in charge of script routing on the Blue Network in a reorganization of this division of the continuity acceptance department. Louise Lentz, as her assistant, replaces Helen Mazurek, who has been transferred to the sales department, and Jean Logan replaces Jean Wilkinson, who has been transferred to sales service.

The reorganization, effected by Dorothy Kemble, continuity acceptance editor, includes the separation of network from local and spot business and electrical transcriptions in order to expedite clearance of business and services to clients, agencies, studios and all others interested in scripts. Network material will be handled by Miss Garvin and local and spot material and electrical transcriptions by Miss Lentz.

Pres. Roosevelt Hit 48 On Recent Radio Speech

President Roosevelt scored 48, according to a Cooperative Analysis of Broadcasting rating, for his address on the four major networks, on Washington's Birthday, Feb. 22, 10:30-10:45 p.m. He had hit 67 in his first radio report on his trip to Casablanca, made on Lincoln's Birthday, Feb. 12, when he addressed the Washington correspondents' dinner.

Okay 10% AFRA Rise For Sponsored Shows

(Continued from Page 1)

of directors of union's locals in New York, Chicago, Los Angeles and San Francisco, as well as the national board, are being polled on the acceptance of the compromise. Union's final disposition should be ready before the week is out. If the boards approve, union will not have to meet again with the employer groups except to clarify language in the contract. Union obtained a 10 per cent increase on its sustaining scales recently. Matter is in hands of WLB for approval.

In addition to the increase, the conference which was held Monday in the offices of the New York City Bar Association, agreed to follow pretty much other highlights negotiated in the sustaining deal. Union extended term of the code one year, and obtained another cost-of-living clause which provides that increases may be sought if at any time after November 1, 1943 cost of living rises ten points or more.

Though union's request for increase is based on the two-year interim, commercial minimums have had no adjustments since February 12, 1939.

Agency, Web Executives Attend

Attending the Monday session were these agency and network executives.

I. S. Becker, Assistant Director of Operation, CBS; Emanuel Dannett, attorney for Mutual; Julius F. Seebach, Jr., vice-president in charge of programs of WOR; Phillips Carlin, vice-president-in-charge of programs, and Robert Swezey, attorney, Blue Network; John MacDonald, vice-president-in-charge of finance, and Robert Myers, attorney, NBC; A. K. Spencer, chairman of the Four A's radio committee, and talent buyer at J. Walter Thompson Co.; Leonard T. Bush, secretary-treasurer, Compton Advertising, Inc.; Carlos Franco, manager radio time buying bureau, Young & Rubicam, Inc.; John Aucera, Young & Rubicam, Inc.; Diana Bourbon, Ward-Wheelock Co.; James Sauter, Blackett-Sample-Hummert; John Hymes, Foote, Cone & Belding, and C. T. Ayers, business manager, Ruthrauff & Ryan, Inc.

AFRA will meet with the transcription companies this week also, regarding increases in the code operating for the discs.

NEW BUSINESS

WALB, Albany: RKO Radio Pictures, Inc., thru Foote, Cone & Belding, 10 anns.; Spector's Clothes Shop, 52 weeks, 10-minute daily news periods; Gillette Safety Razor Co., thru Maxon, Inc., Friday night fight periods; Mill End Shop, daily anns., 13 weeks; Colgate-Palmolive-Peet Co., thru William Esty, 26 weeks; minute anns., 10 each week; Harry Phillips, Inc., five-minute news periods, four weeks; H. Z. Kudon, daily anns., two weeks; Scott's Curtain Shop, daily anns., eight weeks; Music Bar, 13 weeks, 30-minute programs daily thru April 24th; Warner Bros. Circuit, 54 anns.; Industrial Government Party, 13 15-minute Sunday programs; American Glass Co., daily anns., 13 weeks; Gospel Tabernacle, 30-minute programs, Sundays, 13 weeks; Kenmore Hotel, nightly anns.; J. H. Weiss, five anns. daily, 13 weeks.

WBBM, Chicago: Vick Chemical Co. (Vatronol), thru Morse International Inc., New York, renewal of contract for "Fahey Flynn and the News," Mondays, Tuesdays and Thursdays, for 13 weeks; Standard Brands, New York), thru Ted Bates, Inc., New York, 10 anns. weekly for 13 weeks; Andy Lotshaw & Co. Chicago, (Gorjus and Andy Lotshaw Body Rub), thru Arthur Meyerhoff & Co., Chicago, five-minute afternoon newscast Mondays, Wednesday and Fridays for 13 weeks; Grove Laboratories, Inc., thru Russel M. Seeds Co., Chicago, renewal of contract for "Alvin J. Steinkopf and the News" on Saturdays and Sundays; Prima-Bismarck Brewing Co., Chicago, (Prima Beer), thru Newby, Peron & Flitcraft, Chicago, 52-week renewal for sponsorship of "So the Story Goes," Mondays, Wednesdays and Fridays.

Southernaires Booked

"The Southernaires" negro radio quartet, heard regularly over the Blue on Sunday mornings have been booked for seven concert appearances during the last three weeks of March by NCAC.

While making their concert swing through the Middle West the quartet will be heard in Scranton, Akron, Detroit, Pittsburgh, Columbus and Owensboro, Ky. And their regularly scheduled broadcasts will originate from Akron, Detroit, Columbus and Chicago in that order.

March 3

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

Coast-to-Coast

KATHARINE DARST, news commentator on KMOX, St. Louis, is now sponsored five days a week. Through the Young & Rubicam, Inc., New York office, she will be sponsored by the John F. Jelke Company every Tuesday and Thursday, heretofore sustaining periods. Her Monday and Friday broadcasts are sponsored by Vick Chemical Company. She was formerly woman's news editor for the St. Louis Globe Democrat and joined the station last September.

* * *

Coincident with the start of Canned Food Rationing, Penny Prudence, the WKRC, Cincinnati, food advisor, started a new series of "Food Scout" programs Monday through Friday to advise each day which fresh foods are in season and most abundant. A significant feature of Her programs will deal with the preparation of foods. Her program is directed at the Cincinnati food wholesalers and retailers. The new program will be given in addition to her "Pantry" program which deals with marketing and food preparation in general.

* * *

Katherine Clark, conductor of "Today's News for Children," aired over WCAU, Philadelphia, is kept pretty busy these days. Recently she inaugurated a morning show, "Today's News for Women," which is heard at 10:45 a.m., and has been added to the station's Sunday features to give a straight news and analytical program that is comprehensive in scope.

* * *

Mildred Simons has been doing a conservative guesting business lately. At present she's pinch-hitting for Kay McKee on the "Are You Listening" show, and has also filled in for Darragh Aldrich on "Yours Truly"..... Albert Loehlein, a veteran of the present World War is now an apprentice transmitter operator. He was brought to the attention of the station by the Grey Ladies organization of Minneapolis, and WCCO arranged for him to take the radio engineering course at the University of Minnesota.

* * *

KPO, San Francisco, has been on the receiving end of visitations from officials who have come up from the NBC War Clinic in Hollywood so often that studio officials have decided to leave the royal welcoming carpet out as a permanent fixture. The most recent collection of NBC bigwigs to show up at KPO were: Vice-President Clarence L. Menser, Roy C. Witmer, Charles B. Brown, Noran Kersta, J. V. McConnell, John Swallow and Frank Berend. The carpet will be well worn when NBC president, Niles Trammell, shows up.

* * *

The Seattle Junior Chamber of Commerce conferred its highest honors of the year on Jerry F. Crollard, account executive of KIRO, Seattle, when it named him "The Man of the Year for 1942." Crollard, who has been with the station since August 1, 1942 was chairman of the "Salvage for Victory" committee as well as the chairman of the "Share the Ride" committee during the past year. The award marks Crollard's participation in Americanism, Traffic Safety, and Civic Affairs.

* * *

Katherine Fox, director of public service and war programs for WLW-WSAI, Cincinnati, reports that the station's drive for Red Cross blood donors is paying big dividends. She has gotten a large group of volunteers from the Cincinnati Enquirer and Shillito's large Cincinnati department store. Arrangements have been made for the WLW bus to take a load of volunteers from the store to the Red Cross Blood Donor Center each week .....Carroll D. Alcott, WLW's Far Eastern commentator is in N. Y. C. completing arrangements for the publication of his book, tentatively titled "My War With Japan." Alcott, Shanghai newscaster for four years, is near the top of the Jap's list of undesirables for revealing Jap plans ahead of time.

* * *

At WJSV, Washington, D. C., outdated publicity stills have achieved the same importance as old razor blades. While the razor blades have been given to the salvage drives the "stills" have been distilled into a different form of salvage. They are being sent to the McFarland Jr. High School where students mount them in albums and send them to Army camps.

* * *

"AM" a news program that carries different characteristics from its parent "newscast" was aired over WIBG, Philadelphia, Monday, March 1, at 11:00. The program, sponsored by the Erlanger Brewing Company, is spotted in the middle of "Danceland," and presents for fifteen-minutes daily. Roy Neal doing a straight news and the commercial; Esther Morris, special features, the woman's page and rationing news, and Douglas Arthur, editorials.

* * *

Jill Jackson, Hollywood reporter on WWL, New Orleans, interviewed two celebrities before the mike on successive days. Her first celebrity was Lieutenant (J.G.) Frances Rich, daughter of movie actress Irene Rich, who spoke about the WAVES and the advantage of "V-Mail." Her second celebrity was Frank Buck who gave the inside dope on "how to bring 'em back alive."

* * *

A special "World Day of Prayer" program will be presented over WHIO, Dayton, at 9:15 a.m., CWT, Friday, March 12. The broadcast designed as part of the celebration of the annual "World Day of Prayer" will tell how prayer can be of aid in times of great stress, particularly during times of war.

* * *

The staff of CKWS, Kingston, Ont., stepped from behind the mikes recently to entertain the soldiers at Barriefield Army camp. An hour-long show kept the boys amused with song and nonsense .....From Timmins, Ont., comes word of a new weekly half-hour quiz show over CKGB. Participants are students from the Timmins High and Vocational School and winners receive war saving certificates.

To the Color

DONALD HALE resigne... WOR, N. Y. recently for activ... with Navy as an ensign.

—VVV—

BOB HERVEY, announc... chairman of the CHEX... borough, Canada, Fourtee... Club, left the station for the ...

—VVV—

JIM MURPHY, sounds effe... neer of KNX, Los Angeles, is ... est member of the staff to ... armed forces. He reported ... Santa Ana Army Air Base ... training as a flying cadet.

—VVV—

RALPH NARDELLA, JR., ... WOV's sales manager, has joi... Army and is currently stati... Camp Upton.

—VVV—

RALPH A. McLOUGHLAN ... tor of special events for the ... Network, left to go to Washi... a Lieutenant (j.g.) in the Na...

—VVV—

BILL GORDON, KHJ, D... Los Angeles, writer-produce... has been associated with ... Rhodes' "This Is The Hour" ... for the past six months, and ... been a station staffer for t... five years, left for Fort Dou... induction into the Army.

—VVV—

HENRY MAGEE, operato... JERRY KEITH, announcer, of ... Jackson, Miss., have reported ... with the Army Air Corps.

—VVV—

BILL THIEMAN, continuity ... for WCAE, Pittsburgh, recent... the station to put on a unifo... Uncle Sam.

—VVV—

CLYDE J. WHITE, for twelv... senior supervisor of the engi... department of WGN, Chica... ported for duty as a senior gr... in the aviation branch of the ... Reserve Feb. 25.

—VVV—

PAUL ARNOLD, vocalist ... WLW, Cincinnati staff, has join... armed forces. Arnold feature... gious songs, and, 23 at the time ... induction, was one of the yo... major singers in radio.

"Famous Father" Serie... Now On 83 Stat...

Kermit-Raymond Radio P... tions report that to date 83 st... have signed for the entire ser... "Famous Fathers" programs.

The deal offered to stations i... selected markets includes an ar... ment whereby the station re... the program gratis and is per... to sell it to a local advertise... station retaining all revenue de... from the sale. In return for the ... Liberty Magazine receives a ... spot either before or after the ... gram.

In setting up the details o... offering, Kermit-Raymond, the ... agement of "Life With Father" ... Liberty Magazine all cooperate...

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 22, NO. 42 | NEW YORK, N. Y., THURSDAY, MARCH 4, 1943 | TEN CENTS

FCC Appeals KOA Case

Clear Channel Status To High Court For Adjudication; Gov't Avers NBC Had No Right To Intervene

Washington Bureau, RADIO DAILY

Washington—Declaring that FCC failed properly to implement its petitions for intervention in the matter of application by WHDH, Boston, to broadcast on the 850 kc. band which was formerly a clear channel for NBC-owned KOA, Denver, Solicitor-General Charles Fahy yesterday filed with the Supreme Court the government brief on the case. The government has asked the High Court to review the decision of the District Court of Appeals, which last Sep-

(Continued on Page 6)

Se WMC Revising 'Essential Job' Lists

Washington Bureau, RADIO DAILY

shington—Revisions in the listing of essential activities" and "essential o" by the War Manpower Commis- was predicted here yesterday by s Stocking, chairman of the Es- al Activities Committee of the W

"e must be realistic," said Stock- n "with the huge manpower de- ds of the armed forces, the farms war industries, it's only logical the lists will have to be revised. revision may mean the elimina-

(Continued on Page 6)

SC Asks Kc. Change; Other Activity By FCC

Washington Bureau, RADIO DAILY

shington — An application has received by the FCC from C, owned by the State College shington, in Pullman, Wash., to its band from 1250 to 1030 kc., e its power from five kilowatts e kilowatt nights and five days, change from hearing time with to unlimited. KWSC seeks also te over the facilities of KOB. W, Crosley Corp. station in

(Continued on Page 2)

"e Or False" Renews n Blue Effective Apr. 5

. Williams Co. renewed "True se" effective April 5 on the Blue rk and has increased its lineup oast-to-coast net of 83 stations. half-hour quiz show, aired on lue since July, 1938, is heard ay at 8:30 p.m., EWT, in behalf

(Continued on Page 2)

War Song

olden Gate Quartet, of Cafe iety Uptown, who introduced lin Wasn't Stallin'" a little r four weeks ago, will sing it the first time on a national kup tonight on the "March of e" program, 10:30-11:00 p.m., T, over NBC. "March of Time" troducing it as "one of the atest songs written during the thus far."

Didn't Miss

Fort Wayne—Again "truth is stranger than fiction." A woman passenger on a bus heard an announcement over a portable radio carried by Sgt. Richard Ramsell that Jane Weston, in real life Barbara Barnhardt, conductor of the WOWO "Modern Home Forum," was going to be married. "I wonder who the man is?" she asked. "I am," Ramsell replied. The woman just shrugged it off. Actually Ramsell was the benedict.

AFRA Boards Accept 10% Compromise Offer

Three of AFRA's four major local boards of directors, as well as the union's National Board, have accepted the 10 per cent increase in commercial minimums as proposed on Monday by the agencies and networks. The fourth, New York, is meeting tonight. Indications are that the New Yorkers will complete the acceptance expressed by Chicago, San Francisco, and Los Angeles.

Figure represents a compromise in-

(Continued on Page 3)

Laborite Press Charges FCC Probe Political Move

Washington Bureau, RADIO DAILY

Washington—Charge that the Cox investigation of the FCC is to be used not only to discredit the New Deal but also to "seize control of the radio

(Continued on Page 6)

Pix Co. Chain-Breaks To Plug Show On 'Lux'

Chain-break announcements preceding or following the broadcast of the "Lux Theater of the Air" on CBS Monday, March 8 have been purchased by Paramount on 19 stations spotted across the country. Time buy is capitalizing on the presentation of Para's "Reap the Wild Wind" on next

(Continued on Page 2)

Dictograph Returning After 10 Years Absence

Dictograph Corp., returning to network radio after a 10-year absence, will launch a five-minute dramatic program on the Blue Network March 20, to promote its Acousticon hearing device. The program will be heard Saturday at 9:55 p.m., EWT, over at least 105 stations. Ruthrauff & Ryan handles the account.

Prayer Day Program Sked On CBS March 12

CBS in co-operation with the United Council of Church Women has arranged a special broadcast in observance of The World Day of Prayer,

(Continued on Page 2)

Asserts 'Victory Line' Assures Set Repairs

Washington Bureau, RADIO DAILY

Washington—Frank H. McIntosh, in charge of production of foreign and domestic radios for the WPB, yesterday assured the nation's listeners that, regardless of the make and vintage of their sets, they will be able to keep them in repair when the "Victory Line" of replacement parts gets into full production.

The "Victory Line" substitutes a few

(Continued on Page 3)

Stromberg Carlson Service For Employee Income Tax

Stromberg Carlson Telephone Mfg. Co., Rochester, N. Y., has instituted a special income tax aid service for its employees, and estimated that the in-

(Continued on Page 2)

Concert Bureaus Now Booking Under Jurisdiction Of AFM

Concert bureaus are now operating under license of the American Federation of Musicians according to communications forwarded to the various AFM locals, by James C. Petrillo, president of the union. Locals in turn report that "President Petrillo is arranging to issue special booking licenses covering the engagements of artists to such organizations as Judson's" and the former affiliates of NBC, CBS, etc. These latter how-

(Continued on Page 6)

"Calling Alaska" Okayed By American Servicemen

San Francisco—"Calling Alaska," the weekly salute by KQW, local CBS station, to American soldiers stationed in the far north, has caught on and is now receiving requests from the service men who dial the program. One letter, from a Corp. Van Gilder stationed in a village formerly the home

(Continued on Page 2)

Debut

For the first time in nearly twelve years they have been a team, Lum and Abner recently permitted the voice of Elizabeth, Abner's wife, to be heard on the broadcast series as an actual voice. "Liz" was portrayed by Marjory O'Neill, veteran actress who once was the toast of Broadway musicals. Incidentally, in real life, Abner's wife is named Elizabeth, too.

RADIO DAILY

Vol. 22, No. 42 Thurs., March 4, 1943 Price 10 Cts.

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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. Merserau, 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

(Wednesday, Mar. 3)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	143	142⅝	142⅝	— ½
CBS A	18	18	18	.. ..
Crosley Corp.	11½	11¼	11¼	.. ..
Gen. Electric	35½	35	35¼	+ ⅛
Philco	18⅜	18	18	— ¼
RCA Common	7⅝	7¼	7⅝	+ ⅜
RCA First Pfd.	64½	64¼	64½	+ ¾
Stewart-Warner	9⅜	9¼	9¼	+ ¼
Westinghouse	85⅞	85¼	85⅜	+ ⅝
Zenith Radio	25⅜	25⅛	25⅜	+ ½

NEW YORK CURB EXCHANGE

Hazeltine Corp.	29	28¾	29	+ ¾
Nat. Union Radio	1⅜	1¼	1⅜	+ ¼

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	6¼	6½
Stromberg-Carlson	8¾	9¾
WCAO (Baltimore)	17	20
WJR (Detroit)	21	..

Higgins On Income Tax To Be Heard Over WEAF

"How to make out your income tax and what exemptions you may claim" under the present tax laws will be explained in detail by Joseph T. Higgins, Collector of Internal Revenue for the Third New York District, next Saturday afternoon at 4:00 p.m., EWT, over WEAF.

Collector Higgins, in charge of the largest Internal Revenue district in the country, will advise radio listeners during his program of the "do's and don'ts" in making out their 1943 tax returns. He will also tell them how to get further information about income tax returns from the various information offices that have been set up by the Treasury Department to give such service between now and March 15.

YOUR SALES TARGET

WCOL COLUMBUS BLUE

in Central Ohio's Richest Market

WRITE OR WIRE WCOL FOR STATION DATA

Pix Co. Chain-Breaks To Plug Show On 'Lux'

(Continued from Page 1)

week's presentation of the "Lux Theater of the Air" program.

List of stations carrying the Para business folows: WNBF, Binghamton, N. Y.; WMMN, Fairmont, W. Va.; KGDM, Stockton, Calif.; WNOX, Knoxville, Tenn.; KRLD, Dallas, Tex.; WPAR, Parkersburg, W. Va.; WRDW, Augusta, Ga.; WDAE, Tampa, Fla.; WTAD, Quincy, Ill.; WLAW, Lawrence, Kans.; KARM, Fresno, Calif.; WKZO, Kalamazoo, Mich.; WFBL, Syracuse, N. Y.; WCKY, Cincinnati, O.; KOIN, Portland, Ore.; WCSC, Charleston, S. C.; WMBR, Jacksonville, Fla.; WKBN, Youngstown, O.; WJNO, West Palm Beach, Fla.

Cecil B. DeMille, producer of the film and the Lux programs, will play himself in the radio adaptation, Paulette Goddard and Ray Milland will carry their picture roles on the broadcast also.

Stromberg Carlson Service For Employee Income Tax

(Continued from Page 1)

novation will save 6,000 man hours or three man-years of production time on its army and navy contracts. Fact that a large number of war workers are paying their first income tax this year, are understandably confused, and may seek advice outside causing absenteeism, prompted firm to establish its service.

Plan, put into operation Feb. 1, consists of a simplified questionnaire which employees fill in at their leisure. Based on the information thus received. Roy C. York, chief of Stromberg Carlson's statistical department, and his staff make out each tax return, and the workers have only to sign them and turn their money in to the company. Company attends to issuing checks and mailing to the Collector of Internal Revenue. Same procedure is being followed for the New York State tax.

Company also owns WHAM, Rochester, New York.

Prayer Day Program Sked On CBS March 12

(Continued from Page 1)

Friday, March 12, from 9:45 to 10:00 a.m., EWT. Mrs. Frances Bowes Sayres, wife of the former High Commissioner to the Philippines will be the principal speaker and the prayer on the program will be delivered by Margaret Applegarth, chairman of the World Day of Prayer committee of The United Council of Church Women.

Decca Sets Dividend

Board of Directors of Decca Records, Inc. established a new regular quarterly dividend rate of 25 cents per share on the company's capital stock. The new dividend rate of 25 cents per share for the first quarter of 1943 will be paid on March 30, 1943 to stockholders of record on March 16, 1943.

KWSC Asks Kc. Change; Other Activity By FCC

(Continued from Page 1)

Cincinnati, is seeking to delay the hearing scheduled for next Tuesday on its application for permission to operate on 700 kc., its present band, with 5 kw. nights and 500 kw. days, using the experimental transmitter licensed to W8XO.

Voluntary assignment of the license for KFQD, Anchorage, Alaska, from the Anchorage Radio Club, Inc., to William J. Wagner, doing business as the Alaska Broadcasting So., also was announced.

Permission was granted WKEU, Griffin, Ga., to use 100 watts unlimited on 1,450 kilocycles, subject to installation of a radiating system which complies with the Commission standards of good practice. Action was delayed on WKEU's application to increase its power to 250 watts night, 100 day.

WCHI, Columbus, Miss., was granted permission to shift from 1,400 to 1,340 kilocycles.

"Calling Alaska" Okayed By American Servicemen

(Continued from Page 1)

of Aleuts, says the Wisconsin boys in his regiment would like Ernie Gill's orchestra to play them a lively Norwegian polka. The show is the result of correspondence between KQW manager Ralph Brunton and Major Bill Adams, former local radio producer and "Farm Reporter." Heard on the program each week, with Gill's band, are Clarence Leisure as emcee, and others. Guest stars already heard include Dorothy Lamour, Shirley Ross, and Gertrude Niesen. Ken Craig produces.

Three New Spot Accounts Among WJZ New Business

Manufacturers Trust Co., will launch a 26-week campaign on WJZ this Sunday, the company using one transcribed one-minute announcement weekly through McCann-Erickson. The Savarins, Inc., will promote its five restaurants in New York with a 13-week campaign on WJZ also beginning Sunday. Savarins will use one live chain-break weekly through Kenyon & Eckhardt.

The Smiling Irishman which buys used cars throughout the country to sell to California defense workers, has launched a 13-week campaign on WJZ. Seven one-minute transcribed announcements are being used weekly through Carl Calman, Inc.

E. Fougera & Co. has renewed for four weeks, as of March 4, its participation for Magitex dog shampoo in "Breakfast in Bedlam" on WJZ. Fougera participates five times weekly through Bermingham, Castleman & Pierce.

Jaspert To WPRO

George H. Jaspert, general manager of WPAT, Paterson, N. J., will leave the station to become commercial manager of WPRO, Providence, R. I., tomorrow.

COMING and GOIN

CAPT. JOE THOMPSON, of the War De[partment's] radio branch, is back at his Washin[gton] D. C., headquarters after covering four "Pa[ratroop] Review" programs which originated at [Fort] Devens, Mass.; Fort Snelling, Minn.; Lowry [Field], Colorado, and the Air Force School in Chi[cago].

E. E. HILL, managing director of WTA[G] expected from Worcester today for a [short] visit on station and network business.

G. W. "JOHNNY" JOHNSTONE, directo[r of] news and special events for the Blue Net[work] left last evening for Washington, D. C., [where] he will confer with government officials.

MAJ. EDWARD BOWES is at Camp Bla[nding] in Jacksonville, Fla., for the broadcastin[g of] tonight's "Amateur Hour" over CBS.

MILTON W. STOUGHTON, commercial [man]ager of WSPR, Springfield, Mass., is in [New] York. Visited yesterday at the offices of [the] Blue Network.

HAROLD E. FELLOWS, station manage[r of] WEEI, Columbia's Boston affiliate, left [yes]day for Massachusetts.

CLARK BROWN, of Lake, Spiro & Sher[man] Memphis agency, is here on a short business [trip].

KATE SMITH, TED COLLINS, HENNY YOU[NG]MAN and other members of the program [com]pany travel to Rome, N. Y. tomorrow for [the] broadcasting of the CBS show from the [Army] Air Base.

J. F. JARMAN, JR., commercial manage[r of] WDNC, Durham, N. C., who has been spen[ding] a few days in New York, leaves today for h[ome].

BERT GEORGES, general manager of WH[EB] Portsmouth, N. H., in town this week on st[ation] business.

DALE ROBERTSON, general manager of WA[RD] Scranton, and WILLIAM DAWSON, sales [pro]motion manager of the station, have left [for] Pennsylvania after a few days spent in con[fer]ence at the Blue Network offices.

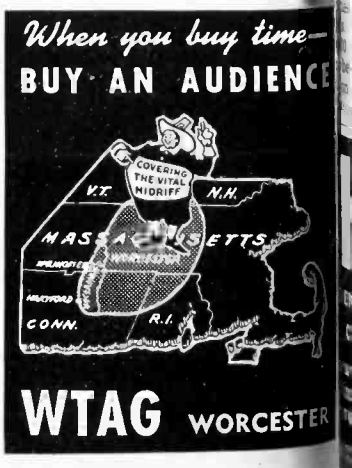
LYLE ENGEL, editor of "Song Hits Magazi[ne] off on another trip to Washington to dis[cuss] song lyric publications for the armed forces.

JACK FIELD, JR., sales manager of WP[TF] Raleigh, N. C., who has been visiting net[work] and station representatives here for almos[t a] week, left last evening for his home offices.

"True Or False" Renews On Blue Effective Apr.

(Continued from Page 1)

of Williams shaving cream. The ne[w] lineup will carry the program acro[ss] country to the Pacific Coast, where the current network reaches as far [west] Des Moines, Ia. J. Walter Thompso[n] Company handles the account.



sserts 'Victory Line' Assures Set Repairs

(Continued from Page 1)

s of each receiving set component o the great number produced in e time. For example, the 350 s of electrolytic condensers were ced to nine. In addition to such ensers, the "Victory Line" in- es fixed paper dielectric con- ers, volume controls, power and o transformers and chokes.

Intosh pointed out that the smaller ber of replacement parts will ly step up production. Dealers experience an even quicker turn- of their entire stock. The great plicity of designs in the past d them to hold inventories of slow lines.

Personnel Lacking

e major problem of repair in sections of the country remains of personnel to perform the sary service. The demands of rmed forces for servicemen have many communities sadly under- d. Here in Washington, for in- e, about 100 servicemen are do- the work formerly done by 400 trying to do it. Your reporter has without adequate radio service 0 weeks, and is still unable to ervice although he requested it in December from the firm with h he has dealt for more than two

ise Sets 2-Hr. Debate For Debt Limit Measure

Washington Bureau, RADIO DAILY

shington—Two hours has been the limit for debate on the debt bill, which includes the Disney partially nullifying the Presi- s salary limitation order, when easure comes before the House, ibly next week. Indications are the rider will be retained as a of the bill, despite Administra- fforts to exclude it.

Ways and Means Committee rday voted approval of the bill stands, reaffirming its action of weeks ago, when it approved the y rider by a vote of 15-10. The calls for the pegging of high es at their pre-Pearl Harbor s. No salaries of more than 0 annually, after income taxes, be allowed unless the recipient n as large a salary before Pearl or.

KLZ
ENVER
CBS
NVER'S
ENDLY
ATION
Practical
Intelligent
Merchandising
Cooperation

☆ PROMOTION ☆

RCA Tube Campaign

"Do It Electronically," is the theme of RCA's 1943 tube advertising campaign, which is designed to reach every potential user in the country. The campaign, which will carry RCA's message monthly to industrial users of electronic tubes, jobbers, engineers and others whose business is, or will be, affected by radio tube development, includes various specialized trade publications. Realizing the importance of electronic tubes in the future, RCA believes in doing a constructive selling job now.

In conjunction with the campaign, the RCA Tube and Equipment Department has issued a booklet, "Tips on Making Transmitting Tubes Last Longer," which is designed as an aid to all users of electronic tubes in the industrial field as well as among broadcasters. Pointing up its message with the analogy of the good motor car tire that will stand up under the strain of operating at 100 miles an hour, but won't last as long, the booklet describes how radio tubes also wear out sooner when they are operated at maximum voltage capacity. It gives instructions for the right method of putting tubes into operation.

WQAM's "Summary"

WQAM, Miami, has again compiled, in booklet form, its yearly record of public service. The prospectus is divided into two sections: "War Effort—1942" and "Service to the Community."

Beginning with a numerical summary of the number of programs and announcements devoted to each branch of the war effort, there follows a breakdown and description of the various approaches and programs used. Manpower (recruiting for all branches of the service), Defense Financing, Morale, and Home Front activities (Red Cross, Salvage, Rationing, OWI, etc.) have been covered by WQAM, and reports on each category are interspersed with letters of gratitude from many officials and photographs of the station in action.

The "Service to the Community" section is compiled in the same manner, with divisions on news, weather, time, education, religion, culture, and miscellaneous community activities.

The sixty-five page brochure consists of both mimeographed and photo offset pages of the station's two-color letterhead, and the cover carries a view of the city of Miami.

"In the Heart of Texas"

NBC calls attention to the fact that a week ago Mert Emmert, WEAF's "Modern Farmer," heard Mondays through Saturdays at 6:30 a.m., EWT, offered, in cooperation with Cornell University, a pamphlet prepared by Cornell to aid farmers in making out their income tax returns. He told his listeners to mail him a post card and the booklet would be sent them free.

A farmer, in Whitney, Texas, population 824, was one of those tuned in on WEAF when Emmert made his offer, and his card was among the first received asking for the income tax information.

Since then Emmert has received hundreds of replies from all over the East, Middle West and South for the Cornell income tax pamphlet. Cards have come from farmers in Cedar Rapids, Iowa, Argyle, Wis., Eaton Rapids, Mich., Franke Wings, Tenn., Marshall, Ill., Beusenville, Ill., Lexington and Kirksey, Ky., Kummill, Ind., Dudley, Ga. and Profit, Va., to name just a few, in order to emphasize the country-wide character of the response.

Sen. Judiciary Committee Okays Arnold Nomination

Washington Bureau, RADIO DAILY

Washington—The nomination of Thurman W. Arnold to the District Court of Appeals was approved yesterday by the Senate Judiciary Committee. The committee's recommendation should be transmitted to the full Senate next week, where a favorable vote is believed to be certain.

AFRA Boards Accept 10% Compromise Offer

(Continued from Page 1)

asmuch as the union had originally asked for 19 per cent. Negotiations were conducted as per the cost-of-living clause in the commercial code. Attorneys will get together, now, and draw up the contracts for presentation to the WLB.

Union will meet Monday, 10 a.m., at its own offices, with representatives of the transcription companies, to negotiate increases covering transcription and record productions. AFRA is asking for a 10 per cent hike.

Under Consideration By WLB

The 10 per cent increase in the sustaining contract is before the Washington office of the WLB, because, as explained by Emily Holt, executive secretary, network radio is a national matter and more properly within jurisdiction of the Washington office, rather than anyone regional branch.

Don Gardner On B & H Program

Don Gardner on Sunday, March 7, will begin as announcer on "Songs America Loves" on WJZ. The program is sponsored by Benson & Hedges.

THE STORY IS TOLD

of a company president who sponsored a radio program for more than ten years. He was asked why he continued to renew his radio contracts.

"After all these years", he said, "I'm *afraid* to go off."

Many of your contract renewals will be coming up soon. Consider Station ***WHN*** . . . its tremendous advertising power, its established programs, its vast coverage and its success records.

Buy ***WHN.***

Each 13-week period brings definite and tangible results to warrant a contract renewal.

You will be in the enviable and comfortable position of renewing because you know your programs have brought heavy returns . . . and never because you are "afraid to go off!"

50,000 WATTS
1050 ON YOUR DIAL

WHN
NEW YORK

Los Angeles

By JAC WILLEN

JOE GRANBY'S readings of "Letter To Hitler" by K. M. Greer, hit the mark with listeners at his Wilmington guest spot....and is now going to be heard at the "Victory House" next week. Letter packs a wallop and would make good radio listening.

Horace Heidt's "Treasure Chest" radio band may have been the hardest hit of all radio bands, according to indications. To date Heidt has lost 32 men to the armed services of the nation.

Rudy Vallee on March 15, switches over to CBS between broadcasts of his own program and plays his riotous comedy role of "John D. Hackensacker III," in the Screen Guild Players' presentation of the Paramount Pictures' "Palm Beach Story," appearing with Claudette Colbert and Randolph Scott.

The day before the Burns and Allen troupe left for New York, tenor Jimmy Cash took his first motion picture test at Republic Studios. If a deal is consummated, Jimmy will make his bow before the cameras when he returns to Hollywood, March 20.

Arthur Q. Bryan will be heard on the Red Skelton show Tuesday in the role of "Mr. Careless,' the guy who throws burning cigaretes around in majestic timberland, causes accidents in war production plants and succeeds in making a general nuisance of himself and a decided handicap to everyone he comes in contact with.

A national music magazine this week announced a poll of its readers had proclaimed Kay Kyser's the most popular "sweet" orchestra of the nation. Kyser's singer, Harry Babbitt, won Number One honors among male vocalists.

Don Woods, "Dr. Foster" on "Those We Love," gave his ALL to his Victory garden last week. He turned up at rehearsal so stiff that each short jaunt to the mike was a major accomplishment.

Alton Alexander's one-man-job of "What's Your War Job" program, which last week was broadcast from Consolidated Aircraft's plant at San Diego, and will be heard from various West Coast spots during the following seven weeks, is credited with doing an outstanding job for the War Manpower Commission in labor shortage areas where the program heralds recruiting of jobs for the United States Employment Service.

The scrap metal drive will get an unusual boost from Bob Burns' Arkansas Traveler show tonight, when Spike Jones and His City Slickers cut loose on a new treatment of "Old MacDonald Had a Farm." Spike's arrangement will make use of junk and odds and ends to bring home the point of the scrap metal drive.

Barkentin Takes New Post

Slater Barkentin, WOR continuity editor, will leave the station tomorrow, to become affiliated with the North Eastern Air Lines as a navigator.

Radio Is My Beat....!

● ● ● **Victor Seydel has been appointed to take the place of Al Rinker on the Blue Network directorial staff.....Gary Moore, NBComedian on the "Everything Goes" program, will guestar on the CBStellar "Comedy Caravan" tomorrow night.....Cole Porter will be "Hour of Charmed" Sunday, when Phil Spitalny devotes the entire program to Porter Compositions on NBC.....This rates more than a mention—the fine spirit that prompted Bill Koblenzer, who gave up a swell position with the Wolfe office to enlist in the C.A.A. and who, on a five week furlough between courses, utilized the time to work in a defense factory—Bill doesn't know we know this until he reads it here.....Helen J. Sioussat, CBS Director of Radio Talks, whose book "Mikes Don't Bite," is chock-ful of amusing radio anecdotes, received a request from a snake charmer for air time—when asked by Miss Sioussat how snakes could be heard on the air, the reply was "They can Hiss-s-s." If snakes will hiss fellow snakes we'd like to have them listen in, the next time "Gimp" Goebbels smells up the radiozone.**

☆ ☆ ☆

● ● ● Romance has descended on the "Crime Doctor" CBCast—Gertrude Crippen will soon say "I Do" to Lee Moore, Quartermaster 2nd Class U. S. Navy and Edwin Jerome, (who also portrays George Washington in Sidney Kingsley's Broadway success, "The Patriots") will "Lohengrin it" with Helen Freeman in May.....His Stoopnaggleship, Lemuel Q. Esq. joins Mary Martin and Dudley Digges in the musical "Dancing in the Streets" now being prepared for Broadway.....A low bow to Gertrude Berg and the entire cast of the "Goldbergs" who have signed to donate to the Red Cross Blood Bank en masse.....Fred Allen knows a man who makes shoe laces six feet long so that people who throw shoes at weddings could pull them back.

☆ ☆ ☆

● ● ● **Bennett Kilpack, CBS' "Mr. Keen, Tracer of Lost Persons," closed a recent broadcast with an eloquent bit of advice to a wealthy girl, with no useful occupation, to the effect that she could do her Uncle Sam and herself a service by joining the WAAC's—A few days later, Keen received a Fan letter which read, "Your excellent and stirring talk on the importance of becoming a WAAC convinced me too, so I enlisted, passed all my tests and I leave in two weeks for camp. Sincerely, Mrs. Bennett Kilpack."..... Benny Rubin, comic dialectitian, once auditioned for "Abie's Irish Rose," making a recording as an "Irish" and another recording as a "Hebrew" character—The sponsor did not know whose voices he was listening to and liked both of Rubin's records—So what happened? Benny didn't get either assignment.....Portland Hoffa just invented a dim-out highball—two drinks and you hear sirens—then everything goes black.**

☆ ☆ ☆

● ● ● Jimmie Lunceford will repeat on the Coca-Cola "Spotlight Bands" entertainment, March 16.....Olga Coelho, Brazilian Ambassadress of song, featured on CBS, will do a repeat stint of guestrilling on Wednesday's "Cresta Blancapades".....Joseph Dunninger, Mind Reader, will arrive at KYW Philadelphia at 6 p.m. tomorrow evening just in time to read the mind of the one man who will know the name of the purchaser of a $1,000 War Bond and its serial number, said Bond to be triple-enveloped and sealed before the program goes on the air. Good trick if he can do it.....Dick Gilbert WHN disc jockey, received a letter from the Treasury Dept. yesterday, containing a citation for his having sold $1,000,000 worth of Bonds in his Nov.-Dec. drive; the second mail brought Dick another letter from the Treasury Dept., asking him to visit his local Internal Revenue Bureau to "explain" his income tax report.

☆ ☆ ☆

—Remember Pearl Harbor—

Chicago

By FRANK BURKE

IN A drive to raise $40,000,000 to buy a new cruiser "Chicago" to replace the one sunk off the Solomon Islands, local radio stars are contributing of their treasures to be sold at auction. Josephine Antoine, Metropolitan and Chicago Opera star featured on the "Carnation Content" program, has given the brooch she wore in "Mignon" in her "Met" debut. Paul Rhymer, author of "Vic and Sade," is donating the original "Vic and Sade" script autographed by himself and members of the cast.

The Danny Thomas Blue Network show will originate at Great Lakes Naval Training Station, Great Lakes, Ill., on Saturday, with WAVE Lieutenant Nancy Fursman as special guest.

The Landt Trio, popular network artists, are now heard over WIND Monday through Friday in a new program series titled "Swing Along."

James C. Matheny, engineer at the WGN transmitter for 15 years, has resigned to join the Army as a First Lieutenant and has been assigned to the Air Force.

"That Brewster Boy," CBS show broadcast from WBBM, celebrates its first anniversary Friday. The show written by Pauline Hopkins and produced by Owen Vinson, has become a favorite family program, the cast being headed by Eddie Firestone, Jr., and includes Louise Fitch, Hugh Studebaker, Connie Crowder and Jane Webb.

It's a girl, born March 1, to Mr. and Mrs. Billy Foy. Billy is an entertainer on the "Suppertime Frolic" on WJJD.

A radio version of "Cry Havoc," starring members of the all-woman cast currently appearing at the Studebaker Theater will be aired on WGN Sunday. Mary Afflick will handle the direction. Adaptation has been written by Frances Coughlin.

Marjorie Hannon, of WBBM-CBS "Bachelor's Children," is off the show for a few days because she has measles.

"Morning Musical," Monday through Friday recorded musical series, has been renewed for 52 weeks on WGN by Dr. W. B. Caldwell, Inc., through the Sherman & Marquette agency.

Whitey Ford, the Duke of Paducah, will be guest on the Purina "Grand Ole Opry" Saturday.

Marilou Neumayer Revoing, announcer on WGN's "Shot the Works" program, has been designated as the WPB's official "Jalopy Queen." For several weeks she has presided at parades in towns throughout the Middle West, exhorting young people to junk their jalopies for war salvage.

Renewals Prove Results
WTBO
820 Kc. Cumberland, Md.

GUEST-ING

CPT. BURR LEYSON, U. S. Army camouflage engineer, on the Mary Margaret McBride program, today (WEAF-NBC, 1 p.m.).

KENNETH POST, of the floricultural department of Cornell University, on the "Modern Farmer" program tomorrow (WEAF-NBC, 6:30 p.m.).

J. AMECHE, on "Armstrong's Theater of Today," Saturday (WABC-CBS, 12 noon).

GEORGE CARDAMONE, SAMUEL GOLDMAN and MILTON SPIRO—pianists—and VIRGINIA CORRIGAN, DOROTHY MAXFIELD and LILLIAN SCHAEFFER—cosmetic salesgirls—on the Crumit-Sanderson quiz program, Saturday (WABC-CBS, 5 p.m.).

ARTHUR ALLEN and PARKER O'NEILL, on "Nellie Revell Presents," Saturday (WEAF-NBC, 10:30 a.m.).

ROBERT P. PATTERSON, Undersecretary of War, on "Washington Goes on Rationing," Sunday (WEAF-NBC, 3 p.m.).

M. I. KARKER, chairman of the Price Adjustment Board; DE WITT CARR, founder and president of the National Small Business Men's Association, and RAOUL E. DESVERNINE, New York attorney, discussing "Business Making Too Much Money Out of the War," on "Wake Up, America," Sunday (WJZ-Blue Network, 3:15 p.m.).

PAUL V. McNUTT and MIRIAM HOPKINS, on the "Radio Reader's Digest," Sunday (WABC-CBS, 9 p.m.).

LAWRENCE TIBBETT, lyric soloist, JOHN BAKER, baritone, and EVELYNE JOHNSON, contralto, on the Metropolitan Auditions of the Air, Sunday (WJZ-Blue Network, 3 p.m.).

PETER LORRE, on the "Inner Sanctum Mystery," Sunday (WJZ-Blue Network, 8:30 p.m.).

ROGER EDDY TREAT, of the Central Congregational Church of Boston, on Columbia "Church of the Air," Sunday (WABC-CBS, 10 a.m.).

THIS LITTLE BUDGET WENT TO

WORL BOSTON MASS.

WAR-PROGRAM IDEAS

Re Point Rationing

With point rationing looming large in the minds of listeners and with thousands of Victory Gardens soon to be planted, gardening programs are much in demand. WLW, Cincinnati, is helping to supply the demand with its "Three V's" (Vegetables, Vitamins and Victory) show, planned by its Farm Department. The series begins with such topics as preparation of garden soils, what to plant and the selection of seeds.

Continuing features of the series will be a planting guide for each week, past control and the answering of the most frequently asked questions by listeners. Provision is being made for the appearance of noted authorities on gardening from agricultural schools in the WLW area.

"Food For Freedom"

Responding to the rapidly growing interest in food problems today, and in keeping with the trend of broadcasts for consumer benefit, KGNC, Amarillo, Texas, has inaugurated a program, "Food For Freedom," which provides information on food rationing, victory gardening, and the part food plays in maintaining good health. The show is written and narrated by Margaret King.

"Enemy" Cavalcade

Word pictures from the lips of people who have come in direct contact with our enemies—people from all walks of life who have had an unusual experience or have witnessed some unusual event in the theater of the war—as well as news of the active underground in the various countries, make up "Cavalcade of United Nations," new nightly show on WINS, New York.

The format of the show is an interview for ten minutes with the last five minutes devoted to the reading of underground news from occupied territories. The news, although unpublished prior to its broadcast, is cleared by the OWI.

"Unsung Heroines"

Unsung heroines of the home front—women from city and hamlet, upstate and down—are unearthed by local California Chambers of Commerce, and saluted weekly by Jane Lee on her KPO Women's Magazine of the Air. First woman to appear in the new feature was Mrs. Manley J. Clark of Livermore, who organized her town into defense units. She recently has been named to chairmanship of the Red Cross Home Service and Foreign Message Department, in the central California valley area.

"Happy Birthday" Owners Sue Postal Telegraph

The Hill Foundation Inc., filed suit yesterday in Federal Court against the Postal Telegraph Cable Company charging infringement of the copyrighted song "Happy Birthday to You" asking damages and an accounting. Plaintiffs allege that the song was originally written in 1893 by Patty and Mildred Hill and was known at that time as "Good Morning to You." Later the song was copyrighted in the name of Clayton Summy, agents for the Hills, and included in a book "Song Stories for the Kindergarten" under the changed title "Happy Birthday to You."

The suit claims that the song acquired nation-wide popularity in radio, motion pictures and stage, and allege that in 1938 Postal adopted the idea to be used for a fixed tariff and estimate that the Cable Company derived remuneration from more than 50,000 messages delivered as the "singing telegram."

Signs For First Radio Use

Rose Manufacturing Company, using radio advertising for the first time will launch a campaign over WABC, CBS New York City outlet, on Tuesday, March 9. In its initial campaign, the client will advertise Tri-ogen rose spray on Adelaide Hawley's "Woman's Page of the Air." Its participations will be heard on the program Tuesdays, Thursdays, and Saturdays from 8:45 to 9:00 a.m., EWT. Picard, Inc., is the agency.

Negro Newspaper Week Gets Hour Show On CBS

Observance of the fifth annual National Negro Newspaper Week and the 116th anniversary of the American Negro Press will be marked by CBS with a special full-hour program for Saturday, March 6, from 2:30 to 3:30 p.m.

Titled "Negro Press-Special Edition," the program is being aired in co-operation with the Negro Newspaper Publishers Association and the Delta Phi Delta Journalists Association.

Earl McGill is producing the program and Guy della Cioppa acts as director for the broadcast which marks the end of Negro Press Week.

Fernandez Aldana Joins CBS

Fernandez Aldana, former radio and newspaperman in Spain and Mexico, has joined the CBS short-wave publicity department, Edmund Chester, director of broadcasting to foreign countries has announced. Most recently, Aldana has been New York correspondent for a number of Mexican publications and syndicates. He has also been handling feature writing assignments for the Office of the Coordinator in Inter-American affairs. He is a former radio editor of "La Voz de Aragon," a newspaper published in Zaragoza, Spain and has worked on programming for several Spanish radio stations. Aldana's new duties will begin immediately.

Wil Marcus is director of publicity for the CBS Latin American Network.

AGENCIES

STEWART-WARNER CORP., through McFarland, Aveyard & Co. of Chicago, is sponsoring an advertisement which will appear around the income-tax-paying deadline and will stress the theme, "In No Other Land Is the Price of Freedom So Small."

JOHN A. CAIRNS & COMPANY, New York, N. Y., has been elected to membership in the American Association of Advertising Agencies, as has the Bayless-Kerr Co., of Cleveland, Ohio.

DONALD E. GIBBS, formerly of Buchanan & Co., has joined the copy department of Arthur Kudner, Inc. Porter Bibb, Jr., formerly project director of the Advertising Council, has joined the Kudner organization as a member of the service department.

McCANDLISH LITHOGRAPH CORP. of Philadelphia will award $1,000 in prizes in a competition among artists for War Bond and Red Cross posters.

ARNOLD ENGINEERING COMPANY, Marengo, Ill., manufacturers of magnets for aircraft, marine, radio and electrical instruments have placed their advertising with Burton Browne Advertising, Chicago.

THAYER RIDGEWAY has been elected vice-president of Lennen & Mitchell, Inc. He joined the agency approximately a year ago.

Cassel To Sing At Garden

Walter Cassel, Metropolitan Opera baritone and star of the "Keep Singing, Keep Working and Fight For America" program (CBS:—Mon., Wed., Fri., 6:30-6:45 p.m.) will sing at the National Figure Skating Championship to be held at Madison Square Garden on March 8, for the benefit of the American Flying Services Foundation.

SALESMAN WANTED

Basic NBC affiliated station located in large Mid-West city, has an attractive opening for experienced radio salesman on salary basis. Give all essential information in first letter, including draft status. Our organization knows of this advertisement.

Write: RADIO DAILY
Box 113 1501 Broadway N. Y. C.

See WMC Revising Essential Job Lists

(Continued from Page 1)

tion of some of those industries and jobs presently included."

It is believed here that the revisions will be far-reaching. It seems reasonably certain that the radio industry will not pick up any additional listings, it being more likely that it will lose some.

Laborite Press Charges FCC Probe Political Move

(Continued from Page 1)

for their brand (Anti-New-Deal Democrats) of politics before 1944 rolls around" was carried in a story by the Federated Press yesterday. The Federated Press is a national news service catering mainly to labor papers.

"Is Rep. Eugene E. Cox's so-called investigation of the FCC actually a grand manoeuver to put over James A. Farley as the Democratic party's Presidential nominee in 1944?" the Federated Press asks in its first paragraph. It then outlines several "straws in the wind:"

Cox has appointed Eugene L. Garey chief counsel for the investigating committee. Garey, a partner of Raoul Desvernine, former chief counsel for the Liberty League, has long been a friend of Farley and Alfred E. Smith. "His firm is also known in Wall Street as the Tammany firm."

Cox, avowed new deal hater, said "in his home state of Georgia Feb. 23 that Jim Farley is my man for President in 1944, the article charges."

If the "attempt to discredit the FCC and to oust Chairman James Lawrence Fly" is successful, said the Federated Press, "replacing of Fly with a reactionary Democrat could mean control of the air waves in the all-important 1944 campaign." Just how the identity of the FCC chairman would affect political broadcasts in 1944 is not explained.

Federated Press' story reports that Garey's firm "specialized in bankruptcy cases but it has also acted in anti-labor cases." It remarks that Garey was "such a close friend of Alfred E. Smith that Al took him and Mrs. Garey with him when he visited Ireland and the Vatican in 1938."

Garey could not be reached for comment yesterday. His assistant, Fred E. Walker, former assistant U. S. District Attorney in Detroit, said no additional employes of the committee have been chosen.

Wedding Bells

Freddie Robbins, sports announcer of WITH, Baltimore, and Lucille Griesser were married recently.

Del Parker CKLW, Canada, vocalist, is engaged to Phil Bresthoff, Michigan Theater orchestra leader, who graced her "third finger left hand" with a good sized rock.

John Finstere, sales promotion director for WNEW, N. Y., is now a married man.

FCC Appeals KOA Decision; Case Now Before High Court

(Continued from Page 1)

tember overruled the FCC in ambiguous terms.

The government told the Court yesterday that NBC had no legal right of intervention and that the hearing which NBC did receive was sufficient consideration under the circumstances.

The fundamental question involved in the case is, according to the government, whether the granting of the WHDH application for night use of 350 band formerly clear for KOA constitutes "a substantial modification of the license of KOA or otherwise affects KOA's rights as a licensee so as to require under the Communications Act that KOA be permitted to intervene in the proceedings on the WHDH application before the Commission could lawfully grant that application."

Commission Favorable to WHDH

The Commision issued proposed findings of fact and conclusions favorable to the WHDH application in December, 1940, and the final order adopting those findings was entered the following March, with two commissioners dissenting. The Commission found that granting of the WHDH application would not mean interference with the primary service of any other station and that interference with the KOA signal would be limited to "interference with the intermittent reception upon receivers located in the eastern part of the United States, remote from the station."

This decision was announced after two petitions by NBC for intervention on behalf of KOA had been denied. A month later KOA was denied a petition for rehearing. In June of the same year KOA filed its appeal with the court.

In its argument the Commission sets forth its requirements for intervention, claiming that KOA failed to comply. These requirements are in the public interest, the brief claims, because "the variety and number of interests which in some manner may be affected by the grant of applications make it appropriate that intervention be limited to instances where the Commission will be aided in applying the statutory standards." Under the present rule, it continues, "petitions for intervention have been granted in more than half the cases where they were filed, and only about one-fifth have been denied outright. No constitutional consideration require that respondent be permitted to intervene. The action of the Commission (in this case) does not interfere with any of repsondent's legal rights. Apart from statute there is no right to be free of increased competition and no right to be made a party before such competition is authorized. At best respondent's position is essentially no different from that of a newspaper or advertising agency whose revenues may be affected by the grant or extension of a license to an applicant."

The Commission found, the brief states, that prior to imposition of these limitations intervention was frequent, hearings protracted and records voluminous. "Effective dispatch of the Commission's business was impossible, and the interest of the public and of applicants in having new facilities licensed was effectively thwarted."

"Interest Alone" Insufficient

The government then points out that "interest alone" was found to be an insufficient reason for intervention. "Because of the nature of radio broadcasting, virtually every application for a new station or increased facilities involves many persons who claim to be interested....The situation is aggravated by the fact that in practically every instance the persons who claim interest in the proceedings are existing licensees whose private interests are promoted by protracted proceedings which delay as long as possible the establishment of competing facilities."

At this point the government includes a footnote charging that intervenors frequently presented no affirmative evidence, being content "apparently to impede the progress of the hearing, to increase the size of the record, and to obfuscate the issues by prolonged and confusing cross-examination....The purpose....was, in many cases to frustrate the licensing and operation of a competing station for as long a period as possible. It was believed that the cost of maintaining proceedings before the Commission and the courts could easily be covered by the continued revenues from sponsors who might be lost if a competing station were in existence."

As to the effect of the WHDH grant on the KOA license, the government states that assumption by KOA that its license has been modified by the grant "rests on an untenable view of the license." The brief points out that "there is nothing in the license which guarantees KOA against operation by others of electrical equipment for the purpose of transmitting radio signals or for some other purpose, though the result of such operation is to interfere with reception of KOA's signals at some point."

Quote Communications Act

The following two sentences are then quoted from the Communications Act: "The station license shall not vest in the licensee any right to operate the station nor any right in the use of the frequencies designated in the license beyond the term thereof nor in any other manner than authorized therein. No station license shall be granted by the Commission until the applicant therefore shall have signed a waiver of any claim to the use of any particular frequency or of the ether as against the regulatory power of the United States because of the previous use of the same, whether by license of otherwise."

The NBC brief has not yet been filed, although it is expected late week or next week. Oral argum may be heard the latter part of month.

AFM Issues Licens To Concert Burea

(Continued from Page 1)

ever, have been separated fr networks for some time.

Concert bureaus booking art any engagement whatsoever a carrying licenses of American of Musical Artists and Americ eration of Radio Artists as that of the AFM.

Letter to all locals from reads in part, as follows:

"In the past, booking agenc solo concert artists, accompani were not licensed by the An Federation of Musicians.

"This is to advise you ... su concert artists, accompanists, e cepting engagements through may use for that purpose only ers who have a license therefo the American Federation of cians. They will not be permi accept engagements through who have no such license fr American Federation of Music

"These solo artists includ violinists, solo pianists, sympho ductors, grand opera conducto the like. Keep in mind also t strumental accompanists of ever must be members of the Am Federation of Musicians. If th not members of the American F tion of Musicians, such licensed ers cannot book them. If th their license will be revoked.

Navy And War Offici Warn Re Time Cha

Washington Bureau, RADIO DAI

Washington—Alarmed at the dent trend toward abandonm "war time" in several states, P. Patterson and James V. For Under Secretaries of War and respectively, yesterday warned change from war time would t trimental to increased producti 1943. They pointed out that time meant a saving last ye one and one-half billion kil hours. Any change would w question result in serious detri to production," they said, addin would slow down our mar h t tory."

Stork News

Born to Mr. and Mrs. Carey mire, a girl, at Women's Hos Washington, D. C. Longmire NBC commentator.

Gaylord Avery, announcer KMOX, St. Louis, announces the of his daughter, Jo Ann, born Fe

A daughter, their second child, born to Mr. and Mrs. George Scr Feb. 25. Scriven is an engine WNEW, N. Y.

The Red Cross has Problems like your own

—*of Planning*

Your Red Cross operates a vast planning program to enable it to be ready for any disaster or emergency anywhere—whether it comes in the Americas, Europe, Australia, Asia, or Africa.

—*of Organization*

Your Red Cross is responsible for the smooth operation of 3,750 chapters and 6,000 branches, all engaged in the same enterprise of helping all who need help.

—*of Personnel*

Your Red Cross has tripled its staff since Pearl Harbor and has had to enlist the aid of and train over 6,000,000 volunteers in the principles of First Aid, Water Safety, Accident Prevention, Home Nursing, Nutrition, Nurse's Aideing, Mass Feeding, Motor Mechanics, and other subjects allied to our country's war effort.

—*of Production*

Your Red Cross is not only one of the world's foremost purchasers of supplies, but it has the immense distribution job of collecting millions of items from 10,000 different communities in the United States, assembling and storing them, and then shipping them to practically every country in the world. Last year your Red Cross shipped some $60,000,000 worth of food, clothing, and medical supplies to over 20,000,000 homeless people in foreign countries.

—*of Finance*

Your Red Cross, whose war-time and post-war expenses will run well into hundreds of millions, must account to the public for every penny it collects and puts to work. Its accounts are audited annually by the U. S. War Department.

The Red Cross faces the same problems as are in your business. With your support it can successfully meet them.

The Second War Fund is greater than the First, but no greater than the increased needs.

Business men can help with time and with money, as organizations and as individuals.

March is the Red Cross month . . . Cooperate with your Red Cross Chapter.

Your Dollars help make possible the

AMERICAN RED CROSS

This space contributed by RADIO DAILY

☆ ☆ Coast-to-Coast ☆ ☆

BASEBALL is getting an early start at WHIO, Dayton. Recently Warren Giles, vice-president and general manager of the Cincinnati Reds, was brought to the mike by Bill Hamilton for an interview on the Coca-Cola sports program. Giles answered questions regarding prospects for baseball in general during the war, and prospects for the Cincinnati Reds in particular....Baseball fans in the Miami Valley will again listen to the Red's baseball games this season. The station recently made arrangement to broadcast the games for the seventh consecutive year. Negotiations were completed by Robert H. Moody, general manager.

* * *

The personnel at KYW, Phiadelphia, recently came in for some changes, when Irving N. Eney, engineer, replaced George Hagerty as technical studio supervisor and Gary Linn, of the program department, became traffic manager. Linn replaces H. L. Stephens who has transferred to the Baltimore plant of the Westinghouse Radio Division.

* * *

"The Victory Gardner" the new ten-minute program aired over WSBA, York, Pa., reflects the trend towards radio's campaign to increase the food production of the nation. The program, sponsored by the York Paint and Hardware Store, is a combination of advice and music.

* * *

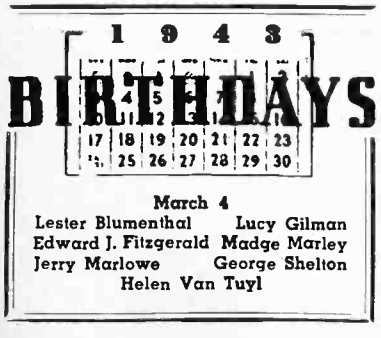
"Twilight Symphony" went back on the air at 7:05 Monday evening, March 1 at WHEB, Portsmouth....Hazel Manson has been added to the commercial staff.... An orchestra composed entirely of members of the sheet-metal shop of the Portsmouth Navy Yard is heard every day from 2:00 to 2:15 p.m., during the first week of March in special Red Cross programs.

* * *

R. L. Rose, general manager of KWOS, Jefferson City, Mo., has announced the acquisition of the AP radio News Wire from Press Association, Inc.

* * *

WIJD, Chicago, is enabling its listeners to hear a more comprehensive account of the news by airing a continuous 60-minute newscast from the AP wires. Two announcers, Norman J. Kraeft and Joe Wilson, take turns at the mike during the 7:00 to 800 a.m., broadcasts.



March 4

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

Newest addition to the CKBI, Prince Albert, Canada, schedule is "Our Fighting Navy," held Thursday nights at 7:30. It is sponsored by the British American Oil Company, Ltd. Mail received to date shows that it is being well received.

* * *

In preparation for the Philadelphia performance of the "Quiz Kids" WFIL, Philadelphia, secured the cooperation of hundreds of Philly Bond Sellers to ensure the success of the Bond Promotion which will be held March 21 at Convention Hall. The station's staff is working in cooperation with the Treasury Department ....Erwin O. Groer joins the studio orchestra....Hal Arnoff is now on the announcing staff of W53PH, WFIL's FM station.

* * *

The five-minute quiz, "Answer Me This," which asks answers from listeners to a single question is getting to be a strong mail puller at WCKY, Cincinnati. Sponsored by the Dorsel Flour Company, prizes come in the form of bags of flour which are given to the first 25 correct answers.

* * *

Lt. Earl R. Kelly, former announcer at WWNY, N. Y., helped the station formally become an affiliate of the Columbia Broadcasting System by taking his trick at the mike. Kelly was a member of the announcing staff when the new CBS outlet first went on the air in 1941.

* * *

WIP, Philadelphia, is airing a new soldier program Saturday, March 6 from 9:30 to 10:00 p.m., from the Army Reception Center at New Cumberland, Pa. Andy Tomasic, former All-American football star at Temple University will be the first guest star on the program.

* * *

Members of the Congressional delegation from Connecticut are presented to listeners of WELI, New Haven, every Saturday night during Congressman Ranulf Compton's broadcasts direct from Washington. Senator John Danaher was guest last week and Congressman-at-Large B. J. Monkiewicz will be heard this coming Saturday.

* * *

Commercial manager William F. Malo of WDRC, Hartford, this month observes his 13th anniversary with the station; he joined it March 1, 1930....Crawford Clothes has contracted for an extensive schedule starting March 10 for a 13-week period. The clothing outfit has taken the 7:15 to 7:25 a.m. period three times weekly; the 5:30 to 5:35 p.m. spot, five times weekly, and the 11:05 to 11:10 period three days a week. The account was handled by J. Eric Williams of the station's sales force.

* * *

Activity in the sponsor field at KNX, Los Angeles, shows that the California Prune & Apricot Association, sponsors of Dock Joy's five-times-a-week news broadcasts over the CBS Pacific Network, has renewed its contract for the program for the next 52 weeks. The contract is handled by the Long Advertising Service of San Jose, California.

* * *

A special broadcast dedicated to 119th anniversary of Bedrich Smetana was presented over WLIB, N. Y. Dr. Jan Lowenbach, editor of the N. Y. Listy, the Czech newspaper, was the narrator during the musical tribute.

* * *

Charles Crutchfield, program director at WBT, Charlotte, disclosed that the Public Relations Division of the Maxton Army Air Base at Laurinburg, N. C., has invited station personalities to appear in common performances at the base for the entertainment of the personnel. Those specifically named were Grady Cole, the Briarhoppers, Rangers Quartet, Ma Johnson's Family, and Larry Walker.

* * *

Carl Hohengarten, former musical director of WBBM, Chicago, has been made musical director of KWK, St. Louis. Hohengarten, a former St. Louisian, worked as a musician some years ago, and was also connected with KMOX as musical director.

* * *

Robert F. Fidlar, formerly chief announcer and assistant program director of WHIO, Miami, Fla., as program director ....Henry Cassidy, AP's correspondent in Moscow for the past several years recently made his first radio appearance in the U. S. on Frank Malone's program

* * *

Charles Harrell, formerly public service director of WBEN, Buffalo, left the station last Sunday to join the OWI in Washington as an executive in the radio division....Ed Reimers relinquishes most of his announcing chores to take over Hurrell's job and the program director's spot left vacant when George Torge left for the Army.

* * *

L. M. Sepaugh, manager of WSLI, Jackson, Miss., who was recently made chairman of the Hinds County War Savings Publicity and Speakers Board just received a citation from the Treasury Department for distinguished services rendered in behalf of the national effort to ensure success to the War Savings program.

* * *

Soldiers from Portsmouth, N. H., now in the Guadalcanal area are now receiving local news via the transcribed method. WHEB, is complying with an OWI request that the station cut the news and mail it to San Francisco...."Smilin' Bill" Walters, station's singing cowboy leaves radio for the duration to tend his farm in North Carolina.

* * *

George C. Biggar, WLW, Cincinnati, program director, was elected for the second year to head the Savings & Loan Association, with a membership of 1,600 employees of the Crosley Broadcasting and Manufacturing Divisions.

An Oregon division of the [illegible] tion for Education by Radio h[illegible] formed, with Mary Elizabeth C[illegible] director of KBPS, Portland, [illegible] as charter president, and Allen [illegible] program manager of KOAC, C[illegible] vice-president ....KOIN, P[illegible] Oregon, became the first instit[illegible] member. Luke Roberts, edu[illegible] director of the station, prese[illegible] check from KOIN to the ass[illegible] through Sally Bechill, sec[illegible] treasurer.

* * *

More Red Cross news: As pa[illegible] War Fund drive, WTAG, Worces[illegible] scheduled interview with promine[illegible] bers of the local chapter, who [illegible] scribe services performed by the [illegible] zation. Herb Edman will emcee.

* * *

The Lawrence Lion's Clu[illegible] celebrate its 266th consecutive [illegible] cast over WLAW, Lawrence, [illegible] the second week in March [illegible] special program dedicated to t[illegible] tion and the officers of the clu[illegible] are responsible for the reco[illegible] Lever Brothers have purchase[illegible] spot announcements coming [illegible] the Fred Allen show on S[illegible] nights and after Kate Smith [illegible] formance on Friday nights.

* * *

The Spanish University of the A[illegible] open its Spring Session, in the mi[illegible] March, with a tri-weekly, quart[illegible] evening program, broadcast every[illegible] day, Wednesday and Friday over [illegible] N. Y.

* * *

Recent personnel changes at [illegible] Denver, have brought the foll[illegible] new assignments: Velma Mic[illegible] former continuity supervisor, [illegible] into position of Director of Wo[illegible] Activities. Patricia Sterling, [illegible] assistant becomes continuity s[illegible] visor. Catherine Linscott, sales s[illegible] tary-moves into traffic assistan[illegible] Sybil England is new sales secr[illegible]

Higgins To MBS Sales; Makes Eighth Salesm[illegible]

In engaging Charles M. Hi[illegible] this week, as another member o[illegible] sales staff, Mutual brings its [illegible] personnel to a total of 8, the la[illegible] force net has ever maintained in [illegible] York. Two of the staff are class[illegible] as sales service and other six, reg[illegible] salesmen.

Higgins is the third salesman [illegible] gaged within past ten days, [illegible] the other two having been Ro[illegible] Strand and Jess Barnes. As Bar[illegible] Higgins had been with Outdoor [illegible] vertising, Inc., before joining Mut[illegible] Prior to that he had been mana[illegible] of the Wichita branch of the Hals[illegible] Humphrey Advertising Agency. S[illegible] additions are in keeping with po[illegible] enunciated few weeks ago by Mi[illegible] McClintock, president, when he sta[illegible] that the force would be considera[illegible] augmented.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 22, NO. 43 | NEW YORK, N. Y., FRIDAY, MARCH 5, 1943 | TEN CENTS

INDIANA UNIVERSITY LIBRARY MAR 6 1943

OWI Regional Clearance

F. Hits Adv. Claims f Lorillard Products

Washington Bureau, RADIO DAILY

Washington—A sweeping indictment of the advertising claims for Old Gold cigarettes is contained in a complaint announced here by the Federal Trade Commission.

Part of the complaint against the Lorillard Company relates to the radio advertising it has conducted following publication, in the July, 1942, issue of a monthly magazine of nationwide and international circulation, of a report of laboratory tests of "seven leading cigarettes," which the re-

(Continued on Page 5)

Frisco Stations Combine In Red Cross Campaign

San Francisco—Nine San Francisco radio stations are co-operating in the current $1,560,000 drive for funds of the local chapter of the American Red Cross. Ed Franklin, KJBS manager is radio chairman of the campaign, which is being boosted by special shows over KGO, KFRC, KPO, KQ, KSFO, KYA. KSAN, KROW, and KJBS. The drive got under way

(Continued on Page 3)

DuPont Awards Set For Two Network Shows

Alfred I. du Pont awards to a news commentator and radio station for distinguished and meritorious performance and service will be awarded at a dinner, tomorrow night, and aired on the air during the broadcast of the dinner proceedings over CBS and the Blue networks. Awards are $1,000 each. Dinner is

(Continued on Page 2)

Talent

Gracie Allen is really looking forward to taking a whack at piano playing at Carnegie Hall, Tues., March 16 when she does a bit during Paul Whiteman's concert there. Wags are giving odds that during this particular episode "the Best Tunes" etc. won't come from CBS. Yet there are some who really believe Gracie has been reading out and can "play."

Order Of The Day

Following a conference yesterday between Phil Carlin, Blue Network V.-P. in charge of programs and Ray Knight, newly appointed production head, there will be no more whistling or stamping of feet heard on Blue sustaining programs. Practice was held to be "cheap, tawdry and disturbing to listeners." On sponsored programs—it is all up to the client.

White Lists Reasons For Bill Against FCC

Washington Bureau, RADIO DAILY

Washington—Senator Wallace H. White, Jr.. Main Republican, charged that the FCC has tended to concern itself illegally with the business operations of radio stations in recent years. In his remarks explaining S 814, to reorganize the FCC and alter the 1934 Communications Act, the bill introduced by White and Senator Burton K. Wheeler, of Montana, on Tuesday and referred to the

(Continued on Page 3)

Jack Benny Taken Ill; Pinch-Hitters Arranged

Jack Benny, who planned to take a two-week vacation following his show this Sunday, has been taken ill and will not make the show from St. Joseph, Mo., this week. Instead, Burns and Allen will pinch hit for him, the program originating from

(Continued on Page 2)

Capital Circles See Political Danger In Authority By Local Offices; Some Ask Radio War Guide Revival

Washington Bureau, RADIO DAILY

Washington—Considerable speculation exists here concerning the lengths to which the OWI should go in clearing programs for local stations. The question is an outgrowth of the OWI regional conference held recently in Boston, where a resolution was passed providing for OWI regional office clearance for any material locally requested by any government agency in connection with the war effort. The resolution stated:

"If the OWI considers any such broadcasting directly for government

(Continued on Page 5)

'43 Audience Rising Hooper Study Finds

Radio's available audience is continuing to pile up the new highs in 1943, as developed in 1942, when with the exception of but one month, the war year figures exceeded those of 1941. Report is made by C. E. Hooper Inc., which lists the following available audience index figures for 1943 as follows: Jan. 15, 82.3 per cent; Jan.

(Continued on Page 2)

Jergens Co. Renewal For Winchell-"Parkers"

Andrew Jergens Co. has renewed "Jergens Journal with Walter Winchell" and "Parker Family" on the Blue Network for 52 weeks, effective March 28. Winchell, heard Sunday from 9 to 9:15 p.m., EWT, on 112 stations for Jergens lotion, has been on

(Continued on Page 2)

CBC Still Eyes Funds For Shortwave Station

Montreal—Provision for expenditure of $640,000 on construction of a shortwave broadcasting station for the Canadian Broadcasting Corp. is made

(Continued on Page 2)

NBC Releases Figures On Listener Analysis

NBC yesterday released the third brochure based on the network's survey of the country's listening habits. Titled "A Report from the Nation," the new promotion piece supplements NBC's "A Tale of 412 Cities" which appeared in two sections covering night-time and daytime periods.

"A Report from the Nation" extends the analysis of listening habits to in-

(Continued on Page 5)

"Take It Or Leave It" To Coast For 8 Weeks

"Take It Or Leave It" and the quizmaster-star of the series, Phil Baker, will move to Hollywood for eight weeks after the broadcast this Sunday

(Continued on Page 2)

Outlet Query Seeks Elimination Of Non-Essential Gov't Scripts

A questionnaire designed to aid in the elimination of non-essential government material which rarely is acceptable for broadcast has been sent all station War Program Managers by the OWI Domestic Radio Bureau. It is designed to provide the bureau with estimates from broadcasters of the value of various government scripts emanating from Washington. "In accordance with the President's instructions, this office is concerned

(Continued on Page 3)

Sportscasters To Donate Blood To Red Cross Wed.

Members of the Sports Broadcasters Association will each donate a pint of blood to the Red Cross in a mass contribution Wed., March 10. Dave Driscoll, WOR's War Services Director, will broadcast the proceedings over WOR-Mutual. Most of the 30 members of the association will take

(Continued on Page 2)

Little Short?

St. Louis—War certainly has developed some strange values as "Pappy" Cheshire, KMOX star, can attest. When he wired an actor friend that he was coming to Hollywood to make a film, friend wired back, "We have reserved you our guest house, bedroom, dining room, two baths, kitchen, living room, fire place and rumpus room. All on the cuff if you bring butter."

RADIO DAILY

Vol. 22, No. 43 Fri., March 5, 1943 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. Merserau, 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

(Thursday, Mar. 4)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	143¼	142⅞	143⅛	+ ⅛
CBS A	17⅞	17⅞	17⅞	— ⅛
CBS B	18	17¾	18	.....
Crosley Corp.	11½	11½	11½	+ ⅛
Gen. Electric	35¾	35½	35⅝	+ ¼
Philco	18⅜	18⅛	18⅛	+ ⅛
RCA Common	7⅞	7⅝	7⅞	+ ¼
Stewart-Warner	9½	9½	9½	+ ⅛
Westinghouse	86¼	85½	85⅞	+ ⅜
Zenith Radio	25¼	25	25¼	.....

NEW YORK CURB EXCHANGE

Nat. Union Radio	1½	1½	1½	+ ⅛

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	6⅜	6⅝
WCAO (Baltimore)	17	20
WJR (Detroit)	21	23

Jack Benny Taken Ill; Pinch-Hitters Arranged

(Continued from Page 1)

New York at the Vanderbilt Theater. For the Sundays of March 14 and 21, as originally arranged when Benny planned his vacation, Orson Welles will take over.

Benny has covered over 5,000 miles in his recent tour of Army and Navy bases in the U. S. and Canada, during which time he played to over 500,000 service men. Strain of the one-night stands was felt by Benny the past week when he decided on a vacation.

in BUFFALO
and Western New York 300,000 Polish Listeners can be reached through the
POLISH VARIETIES PROGRAMS
over Station **WHLD** 1000 Watts
for further details write to:
POLISH BROADCASTING BUREAU
754 Fillmore Ave. Buffalo, N. Y.

Coming and Going

EDGAR KOBAK, executive vice-president of the Blue Network, is expected back this morning from a 12-day trip to Chicago, St. Louis and other points throughout the Middle West.

FRANKLIN M. DOOLITTLE, president and station manager of WDRC, Hartford, is in New York for conferences at the headquarters of CBS.

A. W. GREBE, office manager of WBAX, Wilkes-Barre, Pa., is here for talks with the New York representatives of the station.

DINAH SHORE will travel tomorrow to Santa Ana, Cal., where she will be heard on the CBS "Soldiers With Wings" program, which will be broadcast from the West Coast Air Force Training Center.

BARRY WOOD is expected back today from Chicago, where he has been headlining the stage show at the Chicago Theater.

RICHARD H. GRAHAM, of the NBC office in Hollywood, returns to the West Coast today after having been here about a week.

FRAZIER HUNT will be in Washington, D. C., tomorrow and will broadcast his General Electric newscast from that point.

RICHARD W. DAVIS, general manager of WNBC, Hartford, Conn., outlet of the Blue Network, a caller yesterday at Rockefeller Center.

JIMMIE LUNCEFORD and the members of his orchestra are one-nighting through the South Atlantic states.

HARRY CAMP, sales manager of WGAR, left for Cleveland yesterday after a short stay in New York during which he conferred at CBS headquarters.

JERRY LESTER, comedian soon to be heard on a new program over CBS, has left for Passaic, N. J., where he is billed for a three-day week-end engagement at the Central Theater.

HARRY D. GOODWIN, promotion manager of WBZ, Boston, is spending a few days in New York on station and network business.

W. E. JACKSON, general manager of Westinghouse Radio Stations, Inc., and FRANK WEBB, of the Westinghouse sales department, visiting yesterday at the station relations department of NBC.

RAY MAYPOLE, of "The Missus Goes A-Shopping" program on WABC, is back at his desk following recuperation from an appendectomy performed recently.

WYNN WRIGHT, eastern program manager of NBC, and AXEL GRUENBERG, program director of the network, leave today for Detroit, where they will attend the Detroit Players' Club Frolic. They plan to return on Monday.

VAN C. NEWKIRK, Don Lee program director, has returned to the home offices in Hollywood after attending the two-day program clinic held in New York by Mutual. He also sat in at the meetings of BMI.

ROBERT L. KENNETT, program manager of WHAS, Louisville affiliate of CBS, has arrived from Kentucky on a short business trip.

TED FIO-RITO and the members of his orchestra will be in Fort Des Moines, Ia., on Sunday, from which point they will broadcast the "Fitch Bandwagon" program over NBC. TOBE REED will accompany them to Fort Des Moines as master of ceremonies.

BEN LUDY is in New York. He is general manager of WIBW, Columbia's outlet in Topeka, Kans.

EDWARD E. HILL, managing director of WTAG, Worcester, arrived from Massachusetts yesterday on general station business and for conferences with the local reps.

JOSEPH MANSFIELD, of the NBC special events department, will be in Wellesley Hills, Mass., on Sunday. He will handle the special Wellesley College program during which Madame Chiang Kai-Shek will speak.

INGHAM S. ROBERTS, station manager of KGBS, Harlingen, Texas, has arrived from the Lone Star State for a brief visit on transcription and other station business.

Du Pont Awards Set For Two Network Shows

(Continued from Page 1)

being tendered by Mrs. Alfred I. du Pont at the Hotel St. Regis, to members of the award committee and leaders in the industry.

The station award will be announced on the Blue between 7:30 and 7:45 p.m. The commentator award will be presented between 7:45 and 8 p.m., and carried by Mutual. Presidents of all four networks will attend, with Mark Woods of the Blue, and Miller McClintock, of Mutual, participating in the broadcasts of their respective networks which announce the awards.

Initial Presentation of Awards

Presentations are the first awards to be made under the Alfred I du Pont Awards sponsorship, and will hereafter be awarded annually, with announcements coming during the first week in March. Committee determining the award winners consists of Dr. Francis P. Gaines, president of Washington and Lee University, chairman; Right Reverend H. St. George Tucker, president, Federal Council of Churches of Christ in America; Merlin H. Aylesworth, representing the radio industry; Mrs. Ruth H. Mathebat, national president, American Legion Auxiliary, and Mrs. du Pont.

CBC Still Eyes Funds For Shortwave Outlet

(Continued from Page 1)

in the 1943-44 war appropriation estimates, tabled in the House of Commons by Finance Minister Ilsley. Recommendation that such a station be built was made last year by a House Committee and it was subsequently announced that the station was to be built by CBC at Sackville N.B.

Recently, however, it was said that difficulties in arranging priorities for equipment had delayed work on the station.

Sportscasters To Donate Blood To Red Cross Wed.

(Continued from Page 1)

part in the broadcast. List includes Bill Stern, Ted Husing, Red Barber, Stan Lomax, Connie Desmond, Mel Allen, Marty Glickman, Bert Lee, Jack Stevens, Earl Harper, Tom Slater, Bob Harlowe, Ralph Palmer and Glen Perkins.

Anderson Recovering

William Anderson, of the sales promotion department of CBS, is reported as on the mend following an appendectomy performed recently.

'43 Audience Rising, Hooper Study Finds

(Continued from Page 1)

30, 83.2 per cent; Feb. 15, 81.9 per cent and Feb. 28, 81.2 per cent.

Each of the percentages is based on approximately 80,000 homes surveyed continuously during evening hours. As in past years, the Index is highest for January when weather, added to completed post holiday cash boxes helps to keep the public at home and provide radio's maximum opportunity for listenership.

Another conclusion noted in the Hooper study is fact that 87 homes or 72.5 per cent of the total programs reported on in the Feb. 28 period showed no significant change of listening when compared with the Feb. report. A year ago only 59.5 per cent were in this category. Difference indicates the increase in the stability of radio audiences this year.

"Take It Or Leave It" To Coast For 8 Weeks

(Continued from Page 1)

on CBS at 10 p.m., EWT. Baker due in Hollywood next week to start work in a new 20th Century-Fox picture in which he will be co-starred with Betty Grable and Carmen Miranda. "Take It Or Leave It" will emanate from Hollywood for seven weeks beginning Sunday, March 14.

This is Baker's first picture appearance in seven years, during which time he confined himself to stage and radio.

Jergens Co. Renewal For Winchell-"Parker"

(Continued from Page 1)

the Blue since December, 1932, the dramatic show, aired in the following 15 minutes on 115 stations, Woodbury soap, has been on the air since October, 1939. Lennen & Mitchell is the agency.

GIVES YOU LOW COST RESPONSE IN The DETROIT AREA
CKLW
800 kc.
MUTUAL SYSTEM
DAY and NIGHT
5000 WATTS

White Lists Reasons For Bill Against FCC

(Continued from Page 1)

ommittee on Interstate Commerce, hich Wheeler is chairman and Vhe the ranking Republican.

e veteran New Englander said endency prompted the section of ill which "spells out in black white what, it is believed, was only the original intention of ress but is also its present inten- with respect to this subject, in e ope that confusion and contro- can be eliminated."

Vite's explanation, which clearly ed to the FCC's chain broad- g rules, appeared yesterday for e first time in the Congressional ecd.

Quotes Supreme Court

Vite quoted the Supreme Court, its 1940 decision in the case of vs Sanders Brothers radio sta- "But the act does not essay to ite the business of the licensee. ommission is given no super- control....of business mana- ent or of policy."

H then said that, notwithstanding nouncement of the Supreme notwithstanding the fact that guage can be found in the act confers any right upon the ission to concern itself with the ss phases of the operation of broadcast stations and notwith- ng the further fact that Section of the act provides that a per- ngaged in radio broadcasting not be regarded as a common t, the Commission has never- concerned itself more and with such matters.

charge is made that the Com- n is attempting to control both aracter and source of program al and the contractual or other ements made by the licensee e acquisition of such material.

tlines Procedure Suggestions

new bill also revises the pro- for judicial review of Com- rulings, and would make ission actions on applications cial service permits and tem- authorization subject to judi- view. Principal changes were ummarized thus by White:

) Persons desiring to appeal orders of the Commisssion red in all cases where the mission exercises its licensing functions must appeal to the United States Court of Appeals for the District of Columbia.

(2) Language is adopted which will remove doubt as to which cases are appealable and which will extend the right of appeal to persons which should have such right but which have been excluded due to imperfections in the present act.

(3) The time in which an appeal must be taken is made 30 rather than 20 days, as at present, and the contents of the notice of appeal are specified with particularity along the lines now provided by the rules of the United States Court of Appeals for the District of Columbia.

(4) Jurisdiction is expressly conferred upon the court to which an appeal is taken to grant temporary relief either affirmative or negative in character.

(5) The Court is given authority to specify by rule what the record upon appeal should contain.

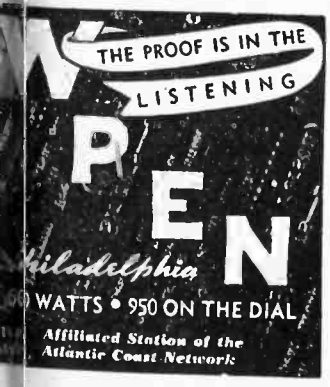
(6) The question which can be raised upon appeal and which the court must consider in determining an appeal are specifically enumerated.

(7) The Commission shall be required to comply with the mandate or decision of the Court upon the basis of the record upon which an appeal is taken unless the Court upon petition shall determine otherwise. Other provisions of the present act relating to the right of persons to intervene in an appeal are retained.

Pointing out that *certiorari* has been granted by the Supreme Court in response to all but one question by the Commission since 1927 and in no case upon the application of an individual litigant, White charged that this was a one-way road. He declared:

"We have attempted to deal with this situation and subject in such a way as to insure review by the Supreme Court in a limited but most important class of cases, namely those cases in which the Commission, on its own motion, proceeds against the holder of an existing license. This is by a provision which would make Supreme Court review in this class of cases obligatory upon the Court rather than optional with it."

This final section of the bill is "designed to curb an alleged tendency upon the part of the Commission to discriminate in a manner not authorized by the statute between applicants for broadcast and other radio facilities and to require as a condition to grants made the doing of acts which the Commission has no authority under the statute to require."



☆ PROMOTION ☆

"Chimes" Makes Debut

The new NBC house organ "Chimes" made its first appearance last week. The publication will be subsequently issued on the 15th of each month.

The house organ, prepared by a group of department representatives will be edited by Corinne Pearson.

The magazine is published for the sole purpose of promoting the welfare and activities of NBC employees. Special attention will be given in the publication's columns to material that will maintain the morale of employees now in the service. To that end "Chimes" will be mailed to each man and woman wherever his or her military unit may be stationed.

The first issue features the eye-witness story of a member of the Guest Relations Staff whose ship was torpedoed in the Caribbean. The dedication of the lounge, installed as a rest and lunch room for women workers on the 7th floor of the NBC Building, is also presented with illustrations.

According to Editor Pearson, the magazine will be published, for the time being, in four pages with prospects of eight pages and possibly 12 pages eventually. 1,760 copies of Vol. 1, Number 1 have been distributed. In the first issue, Sally Warren of the press dept. is given credit for suggesting the title of the new house organ.

WIOD Services

Once more radio steps in and helps overcome official red tape. Recently WIOD, Miami, heard about a U. S. Service outfit that wanted to equip its recreation rooms but because of government boon-doggling the outfit was unable to secure the necessary furniture. In overcoming the red-tape obstacle the station aired an appeal for the necessary equipment.

With the appeal launched, listeners responded with an assortment of equipment that helped furnish the recreation rooms. Included in that assortment were the following articles: A long library table, dining table and three chairs, a day bed, studio couch, radios and a radio table, straight chairs and a living room chair.

The response to the appeal is conclusive proof of the job radio is doing, "and will continue to do for those whom it serves."

'Frisco Outlets Combine In Red Cross Campaign

(Continued from Page 1)

with a special show broadcast over all stations. Featured were members of the cast of "Junior Miss," now at the Curran; a 23-piece orchestra drawn from personnel of all stations. Gov. Warren of California and A. L. Schafer, West Coast manager of the Red Cross, also were heard.

Renew AMP Licenses

Music licensing agreements between Associated Music Publishers Inc. and the following stations have been renewed: KARM, Fresno, Calif.; KECA, Los Angeles; KFYR, Bismarck, N. D.; KQW, San Jose-San Francisco; KTEM, Temple, Texas; WBIR, Knoxville, Tenn.

Non-Essential Scripts Subject Of OWI Query

(Continued from Page 1)

with cutting down all non-essential information material, and our intention is to stop the issuance of material which does not in one way or another find its way to the air," says an accompanying letter.

The purpose of the survey, according to the bureau, is to determine which scripts, transcriptions and background materials are being used and which are of no value or are not used. Local state or regional material from government agencies is not covered in the survey—"only materials isued on a national basis."

The questionnaire requires checks in three columns:

A. If material is being received.

B. If it is not being received but is wanted and

C. If material is received but is of no help and should be discontinued.

Twenty programs or types of programs are included, from nine government agencies.

New 'Language' Series Scheduled Over WHOM

In collaboration with the College of the City of New York, WHOM, Jersey City, N. J., will present two series of 17 German language educational programs illustrating the democratic way of life. Six subjects, under the general heading "The American Way of Life" will be heard in series 1 on successive Sunday evenings, 7:45-8 p.m., starting March 7. Series 2 will include nine broadcasts under the title "Our Stake in the War," aired Sunday evenings also, starting April 18.

Seaman Vocalist On WMCA

"Headlines on Parade," WMCA's half-hour dramatized news show of events of the week will depart from its formula this Sunday, March 7, from 8:30 to 9:00 p.m. to bring to the air an apprentice seaman, Charles Leonard Hogg, winner of an amateur contest at the Merchant Marine Naval Training Station at Manhattan Beach. Seaman Hogg will participate in the program's dramatization of the Manhattan Beach contest by singing the number that won him the honors in the competition.

AMERICA
"AMERICA AT WAR"
A patriotic program series combining a timely dramatization with an inspiring talk by nationally prominent speakers. Cooperatively sponsored and we even sell it for you. Has already made good money for 25 radio stations. Write for details to Don Searle.
SALES FEATURES CO.
1023 NO. 17TH ST. . . . OMAHA, NEBRASKA

Los Angeles

By JAC WILLEN

COAST Ascap meet at Beverly Wilshire Hotel points indication of possible return of Gene Buck as Ascap prexy when current incumbent, Deems Taylor's term of office (April) is over.

Fibber McGee and Molly's latest Crossley hit a new high with a 44.5 rating to give them undisputed top spot of any weekly radio show during the past week.

John B. Hughes, KHJ-Mutual Don Lee newscaster and commentator, will be the speaker of the Los Angeles Advertising Club on Tuesday, March 16, when he is "Radio Day" guest.

Hans Conreid, who through sheer ability made his way to the top of character actors in Coast radio, currently starred in many CBS network programs such as "Ceiling Unlimited" and "Lights Out," is repeating his climb in motion pictures. After minor roles in "Big Street" and other recent pictures, he is now appearing in a solid supporting part in the sensational "Hitler's Children" on the screen.

One of Eddie Cantor's daughters, Marjorie, is spending several days each week doing what she believes to be "part of her bit"—minding the infants of defense workers in a day nursery recently established by Joan Crawford.

KMTR has renewed a progam which for years was heard and liked over its airlane. Opus entitled "Piano Moods" retained a peak listening audience for years and features famous artists such as Ohman and Arden, Fray and Bragiotti, Carmen Cavalero, Eddie Duchin, Oscar Levant and others.

Artists from the East are heard by electrical transcription, with local artists making personal appearances from time to time. "Piano Moods" is heard at 1:15 p.m. for fifteen minutes Monday through Friday.

Don Bernard, producer of "Blondie," has a new hobby. He is busy "replanting" his New York home in California. In two months' time he has succeeded in moving his family and their champion springer spaniel west. Now he is concentrating on getting their furniture here. When his collection of records, his radio and motion picture speaker finally arrive, Bernard promises to settle back and consider himself once more "at home."

LISTEN TONIGHT
to
GARRY MOORE
Camel Comedy Caravan
CBS 10 P.M. EWT
NCAC

Reporter At Large. . . !

● ● ● Gratitude is no more abundant in Radio than in any other industry....We have in mind the case of Diane Courtney who hit the "big time" commercially Wednesday night on the new Milton Berle-Campbell's CBSouper-duper....Diane wished to run over to personally thank the boys at the Blue Network....where she first got her build-up including the press department....but was "too choked up" after the show to make the trip....instead she sent a note of thanks plus some refreshments for the press gang in appreciation of their efforts in her behalf....We caught this show, incidentally, and want to report that if Berle continues to match the quality of the material he "bowed in" with Bob Hope, Fred Allen, Jack Benny and Red Skelton will find Berle a new and strong contender for the "Best Comedian Crown" in the forthcoming annual radio polls....Peter Donald, emcee of the "Can You Top This" laugh-provoker-joker, expects a change of draft status momentarily, so Ward Wilson, groomed as his successor, (if and when) subbed for Peter earlier this week and did himself proud....Stella Unger, recuperating from a recent illness, under a Californian sun, will return east in a few weeks to resume her newscasts.

☆ ☆ ☆

● ● ● Last week, on her broadcast from the Marine Base at Quantico, Kate Smith introduced a new song, written by Marine Pvt. Paul Mills and Joseph Myrow, titled "Ode to a Marine"....the applause of the leathernecks stopped the show which prompted Kate to re-program the song this Sunday when she appears on the "We, The People" CBS'er....but the real story in this item is this.... Young Paul Mills, the son of Irving Mills, exec. of Mills Music Co., wrote the poem, originally called "What Makes A Marine," while knee-deep in mud in a fox-hole in Guadalcanal, sent it to his father who showed it to Paul's brother-in-law Myrow, a composer affiliated with Witmark's, who published the song....Falstaff Openshaw, poet laureate of the Fred Allen'ticer', has offered for posterity (or at least to the War Song library) this bit of iambic pentameter.... "Said the black widow spider to the little red ants, Oh, laudamus in Hitler's pants"....We hope Falstaff will pardon our substituting "Oh laudamus" the Latin equivalent for his original words "let's play," because the sentiment contained in his couplet touched us profoundly and stirred the Muse within us....Jack Eigen, Broadway and Hollywood reporter, livens up his "Keep Ahead," WORadio shows with "in the news" names.

☆ ☆ ☆

● ● ● Hildegarde, society's favorite delineator of song, returns to the Persian Room of the Hotel Plaza, first week in April....Studebaker Corp. has signed its eleventh renewal with WABC, retaining "Eric Sevareid and the News"....and Spratt's "dog food" has renewed for the fifth time on that station, sponsoring Arthur Godfrey's early morning cheers.... George Ansbro and Hugh James, Blue Network announcers, went to make a series of WJZ transcribed chain breaks for Perona Blade Co....at the studio they met Bob Tormey, in charge of the series' production and Slocum Chapin, salesman of the show....this is an oddity because the four men hadn't been together since they were NBC guides a decade ago....Ben Kaplan, radio columnist, whose "For the Love of Mike" is nationally released by the Bell Newspaper Feature Syndicate, will find himself on the "sending" side of the mike when he "guestars" on the "Truth Or Consequences" NBC program tomorrow night and that network's "Everything Goes" program, Monday....Lee Meyers "gets that w.k. army hair cut" today....Axel Gruenberg, producer and Wynn Wright, eastern production head of NBC, Detroit'inerary' to attend the Players' Club Frolics there....both started their radio careers in "Fordville."

☆ ☆ ☆

Chicago

By FRANK BURKE

"TRY AND STUMP US" is a new musical quiz which made its start on WBBM week and will be heard Mo through Fridays from 3:00-3:1 The series features vocalist Brown and organist Herb Foot Eddie Dunn as emcee.

John Meagher, WGN special and publicity writer, has join Navy Air Corps as cadet pilot.

Transcribed announcement b reported by WMAQ include order from All State Insurance pany for 260 one-minute anno ments to run at the rate of 10 a for 26 weeks.

Political contracts dominate W business this week. Oliver M manager of the NBC central di local and spot sales, announced Roche, Williams & Cunnyngha behalf of the Chicago Demo organization purchased six hal periods on successive Mondays March 1 through April 5 an quarter-hour periods on succ Sundays. The McKibbin for Committee also purchased a qu hour broadcast for April 3.

WBBM launches a new "war program, "The Family Goes to 10:45-11:00 p.m. on March 10, Joan Barry, conductor of "Keep ing, Chicago," and J. Charles special OPA representative, han the discussions.

Judith Waller, NBC central div public service director, leavin Oklahoma City to participate in first of a series of regional mee of the Music Educators' National ference.

NBC executives visting Chi very recently included Niles T meil, William S. Hedges, Roy Witmer and Charles B. Brown.

Consolidated Royal Chemical C oration, through the Meye Agency, has signed a 52-week tract for a WMAQ news broad from 6:55-7 a.m. Mondays thr Saturdays. WMAQ also announc 26-week extension of the five-mi news program featuring Clifton U by Quaker Oats Company.

New Tom Terriss Show

Tom Terriss has opened with program Sunday, 10-10:30 a.m., E over WJZ-Blue and shortwave armed forces. The name of the s is "Fantasy in Words and Music" Paul Lavalle and his orchestra.

THIS LITTLE BUDG
WENT TO

WOR
BOSTO
MASS.

FC Hits Adv. Claims of Lorillard Products

(Continued from Page 1)

ident corporation subsequently sented as revealing that Old was lowest in nicotine content n throat-irritating tars and resins n was, therefore "easier on the hat" than any other brand.

cording to the laboratory tests ted in the magazine, the amount cotine in the smoke of Old Golds ged 2.04 MG per cigarette and mount in two other brands was slightly higher, being 2.20 MG, the average of the cigarette g the largest nicotine content nly 3.02 MG. However, the com- t alleges, these differences in ine content are insignificant, and orillard Company in its adver- failed to disclose that the labo- y report further stated:

Other Statements Criticized

"e differences between brands practically speaking, small, and ngle brand is so superior to its petitors as to justify its selection e ground that it is less harmful."

complaint alleges that because many variable factors involved growing, blending and process- f cigarette tobacco and in the ng and handling of ciarettes, it possible for the manufacturer duce a large volume of cigar- with a standard content of nico- nd other harmful substances.

ong other representations made e respondent which the com- alleges are false and mislead- e that "Old Golds give you a fresher flavor"; that "You can't eg or borrow a stale Old Gold"; something new has been added," hat Old Golds give you "prize obacco." With respect to these entations, the complaint al- that Old Golds become stale for is reasons, they contain tobaccos than "prize crops," and "noth- s been added" which was not and used in the manufacture arettes prior to the time Old were put on the market.

r Lorillard products involved complaint are Beech-Nut and ion cigarettes and Friends ng Tobacco. Concerning these ets, it is alleged that Lorillard advertised that Beech-Nut ttes are easy on the throat, pro- efinite defense against throat tion, and that their extra length out heat and bite and complete- ls the smoke; that Sensation ttes contain extra choice im- and domestic tobaccos and are from the finest tobacco you uy"; and that rum curing en- Friends Smoking Tobacco and out bite and burn" also that is always smokes cool under fire without bite or burn.

Bennett Joins WAAT

or Bennett, WOR account ex- e, will become affiliated with , Newark, N. J., March 8, as resident and national sales man- He had been with WOR over

To The Colors

CARLYLE STEVENS continuity writer for WGN, Chicago, has entered the Army Officers Candidate School .... JERRY KAUFHERR and FRANK SWEENY, announcers, have entered the armed forces.

—VVV—

ELAINE BONLUEHRTE, secretary to Bill Robinson, service director, is the first woman of the WLW-WSAI, Cincinnati, staff to enter the service by joining the SPARS.

—VVV—

LT. DARROLD A. KAHN, secretary-treasurer of the Beaumont Broadcasting Corporation, operators of KFDM, Beaumont, has been assigned to the San Francisco Air Defense Wing.

—VVV—

HUGH BRENNEMAN, announcer at WFDF, Flint, Mich., has been commissioned an ensign in the Navy.

—VVV—

GENE AMOLE, announcer of KMYR, Denver, left the station to join the Army.

ROBERT M. PROVAN, JR., former announcer at WDRC, Hartford, was recently commissioned a 2nd Lieutenant in the U. S. Army Air Force.

—VVV—

JIMMIE HAGEMAN, staff announcer at WCHV, Charlottesville, Va., reported to the Army Air Corps Feb. 25 for induction in pilot training.

—VVV—

GORDON-LENNOX STAFFORD, mail room assistant at WFIL, Philadelphia, recently reported for service in Uncle Sam's Army.

—VVV—

RAY KEMPER, technician in the transcription department of KHJ-Don Lee, Los Angeles, donned the khaki of the Army Feb. 16.

—VVV—

LT. (j.g.) HAZEL KENYON, formerly with KIRO, Seattle, is now assigned to the Public Relations Office in Washington, D. C.

NBC Releases Figures On Listener Anaylsis

(Continued from Page 1)

clude all communities in the United States outside of the original 412 cities examined in the first two brochures. It reveals the dialing choices of the entire country according to networks and independent stations.

Two charts in "A Report from the Nation" show that NBC not only maintains its predominance in night-time listening when the country is considered as a whole but increases its lead materially in daytime preference.

Night-time Preference Greater

In the original night-time survey of 412 cities having populations of 25,000 or more, NBC programs, it was stated were preferred by 51.8 per cent. Daytime figures revealed a 30.2 per cent preference for NBC programs.

When the breakdown was applied to the entire country, outside the 412 cities previously treated, NBC was found to have a 51.7 per cent preference by night and an increase to 40.2 per cent on a daytime basis. Combining these figures with those derived from the 412-city survey shows that the nationwide night-time percentage of NBC preference remains at 51.8 per cent while the daytime preference increases to 35.5 per cent.

Rowland Joins OWI

Schenectady—Luther Lee Rowland, director of FM Playhouse since February, 1942, has resigned from the staff of W85A, G. E.'s frequency modulation station, to become a member of the traffic division of the OWI in New York City.

Rowland conducted "Stardust" a program of news in the entertainment field, created the current program "Talking It Over" and wrote scripts for musical programs as well as announcing.

Goodrich CBS News Strip Sked For Mar. 15 on 115

CBS has cleared approximately 115 stations for the B. F. Goodrich Co. five-minute news commentary which is scheduled to start March 15. As previously reported, the program will be heard 6:55-7 p.m., EWT in the East. Rebroadcasts are now set down for 11:55-12 midnight for Mon., Wed. and Thurs., Tues. 12:35-12:30 a.m. and Fri. at 12:55-1 a.m. Agency is BBD&O.

Titterton Aiding OWI

Lewis H. Titterton, manager, NBC's script division, has been appointed consultant to the Domestic Radio Division of the Office of War Information. Douglas Meservey, director of the OWI division, requested Titerton's aid in establishing procedure to clarify the relationship between government agencies and the authors who prepare scripts for the agencies.

Titterton explained that his connection with the OWI will end when the special project assigned to him has been completed.

Tomlinson Lecture Tour

Edward Tomlinson, Blue commentator, will start next week on a six-week lecture tour during which he will mount the speaker's rostrum in 15 major cities in a swing through the mid-, north- and south-west and up and down the Pacific Coast.

Max Jordan To Speak

Dr. Max Jordan, NBC Director of Religious Broadcast, will be the principal speaker at the Bedford Park Presbyterian Church in the Bronx on Sunday evening. Dr. Jordan, speaking under the auspices of the Christian Endeavor Society, will discuss "The Challenge of This War and Our Stake in the Peace."

Advisability Discussed Of OWI Local Authority

(Continued from Page 1)

agencies as important enough to get immediate distribution....in clearing for scheduling purposes on any station or stations, the OWI will indicate to such station or stations what existing or current assignments from the OWI may be deleted to make room for the special broadcasting under consideration."

Although many broadcasters have written to the OWI suggesting that it assist them in deciding how much time to assign program requests from local groups, there has been some doubt as to just how far the OWI may go in this direction without cutting its political throat. Such would be the result, one Congressman on the House floor said snortly following the Boston meeting, if the OWI were to recommend against the granting of time to a local group.

"Radio Guide" Possible Solution

Although there is real danger to making OWI the "fall guy" for broadcasters who might wish to get rid of some local groups, the Radio Bureau is none the less anxious to aid broadcasters in this problem, which has become more and more real in recent months. The best solution would seem to be a strong demonstration of desire on the part of broadcasters, this to be followed by something on the style of the old Radio War Guide.

The guide, discontinued some months ago, outlined regularly the war messages of most importance, in the order of their importance. Here, although there was reference to local requests, the broadcasters could find justification for refusing or granting time to a local group, depending upon the message they intended to present. Information as to the number of times the same or a similar message will be broadcast in the area should also be available. Although broadcasters at a number of other regional meetings have hinted at the same thing as the New England group, this was the first resolution to call for actual clearance. The Radio Bureau will doubtless, through its regional office, aid broadcasters in clearance, but it will in no way edit the script, nor will it clear with a view toward policy control.

General Aircraft Corp. Buys One-Time Shot

General Aircraft Corp. will make its debut in broadcast advertising, March 21, with a one time broadcast on the entire Blue Network. Firm will broadcast the first quarter hour of a celebration, at the Waldorf-Astoria, in honor of its 1,800 employees for their outstanding production record. Sunday airing is timed for 12-12:15 a.m., EWT. Talent on the program will include Olsen and Johnson, who will make a war bond appeal; Vincent Lopez and his orchestra, and Carole Singer, vocalist for both the band and WJZ's Victory Troop.

GUEST-ING

PEGGY HOPKINS JOYCE, on Jerry Cooper's "Keep Ahead" variety show, today (WOR-Mutual, 7:30 p.m.).

LT. NANCY FURSMAN, of the WAVES, on the Danny Thomas program, tomorrow (WJZ-Blue Network, 7:45 p.m.).

FRANCHOT TONE and DINAH SHORE, on "Soldiers with Wings," tomorrow (WABC-CBS, 10:15 p.m.).

DR. LENA MADESON PHILLIPS, international president of the Professional and Business Women's Clubs; MOLLY MALONEY, member of the International Brotherhood of Bookbinders (AFL); SUSAN B. ANTHONY, II, reporter, magazine writer and grand-niece of the famous feminist of the same name, and GERTRUDE LANE, general organizer of the Hotel and Restaurant Workers Union, discussing "The Equal Rights Amendment," on the "American Forum of the Air," Sunday (WOR-Mutual, 8 p.m.).

ELSA MAXWELL, on the "Only Yesterday" program, Sunday (WABC-CBS, 8 p.m.).

CPL. EDWARD KILENYI, concert pianist as soloist with the N. Y. Philharmonic-Symphony, Sunday (WABC-CBS, 3 p.m.'

ROBERT P. PATTERSON, Under-Secretary of War, on "Washington Reports on Rationing," Sunday (WEAF-NBC, 3 p.m.).

KATHERINE ANNE PORTER, writer and book critic, and LIONEL TRILLING professor of English at Columbia University, on "Invitation to Learning," Sunday (WABC-CBS, 11:30 a.m.).

JUDY CANOVA, on the "Texaco Star Theater," Sunday (WABC-CBS, 9:30 p.m.).

BRIAN DONLEVY and CHARLES LAUGHTON, in an adaptation of "Stand By for Action," on the "Screen Guild Players," Monday WABC-CBS, 10 p.m.).

GRACIE ALLEN, on Paul Whiteman's Carnegie Hall musical program, Tuesday (WABC-CBS, 9 p.m.).

Lt. Louis H. Utley

Former member of the NBC mail room staff, Lt. Louis H. Utley, was killed in a raid on St. Nazaire, France, Feb. 16, while acting as a navigator on a Flying Fortress, according to information just received by his parents, Mr. and Mrs. Louis S. Utley, of Forest Hills.

Lieutenant Utley, 24, joined NBC in April 1941 and enlisted in the Army Air Forces in September of that year. He is a graduate of Storm King School, Cornwall, N. Y., and Pace Institute, N. Y. C. Surviving besides his parents are a sister and a brother.

WORDS AND MUSIC

By HERMAN PINCUS

THE heroism of P.F.C. Sammy Burns of Springfield, Kentucky, who shot down at least two and damaged another enemy plane while driving a convoy truck in Tunisia, will be CBSaluted by Kate Smith on her program tonight from Ft. George G. Meade, Md. For his marksmanship and courage, Hero Burns was awarded the Distinguished Service Cross and his proud mother Mrs. Dora Cathryn Burns, who will be listening to the program, will be gifted with a special "Smith Salute" and one dozen American Beauty Roses.

☆ ☆ ☆

"Actors get applause, Directors get awards, Writers get Pulitzer prizes, pictures in the gazettes, etc,—but behold the lot of the Casting Director—whose laurel wreath invariably is a dirty look." So says Ruth Norman, Casting Director of CBS, who continues, "Someone has to separate the chaff from the wheat—encourage the good actors and diplomatically and kindly, find ways and means of informing those without talent, that they just won't do." Miss Norman's past experience qualifies her for the post she now occupies, having at one time been associated with Eva La Gallienne and later, as assistant to Gilbert Seldes, having had the job of reading and seeing well-known plays to report on their television potentialities. She holds the fate of many an aspiring radio artist in her hand, we might say a kindly hand, for Miss Norman knows actors and understands their problems.

☆ ☆ ☆

Richard Crooks, the Golden "Voice of Firestone" in spite of his fame as a Metropolitan Opera Star and Victorecording-dong-daddy, still nourishes his boyhood propensities as a prankster....Last year, in Philadelphia, Fritz Kreisler, checked out of his hotel to catch a train following an early morning recording date....When Crooks checked into the hotel, he was assigned to the suite that Kreisler had just vacated and in hanging his coat in the closet, Richard noticed a violin case and on closer inspection of the contents of the case, saw and immediately recognized the instrument as a Guarnerius, easily worth about 35,000 dollars....He hurried to the Academy of Music where he found Charles O'Connell, RCA Victor musical director who was just about to bid "good bye" to the departing Violin master, Kreisler....the truth suddenly dawned on Crooks, who, with a sly wink to the surprised O'Connell, offered to sell the latter "a fiddle he had just picked up for a mere pittance at a local second hand shop." Kreisler casually looked at the instrument, "took a double take," when he recognized his "baby" and realized that he had forgotten his violin, but that somehow it had miraculously turned up, excitedly endeavored to convince Crooks that the violin was his property and that he would pay many times what Crooks had paid for it, if only it would be restored to him.... Crooks didn't have the heart to go any further with his teasing and then and there "confessed."

☆ ☆ ☆

Radiology: 20th Century-Fox is reading Sara Ann McCabe's mystery-comedy "Stick 'Em Up" and may invest the necessary wherewithal to bring it to Broadway....Martha Kearney, publicity director of WINX, Washington, D. C., has fully recovered from an automobile accident and is back at work....to find that an outbreak of measles, felled the entire secretarial staff....Beatrice Kay says "these days shopping for canned goods is precise and to the 'point'" (no 'sharp' rejoinders, please)....Marion Hutton would have us believe that "in the Axis Cabinet, 'ill' Duce must be Secretary of the Inferior"....Frank Sinatra, who opens at the Riobamba on the 11th, phoned to tell us that "The Nazis 'take a powder' after each close shave"....And we add, "you bet, FLEE powder."

☆ ☆ ☆

—Remember Pearl Harbor—

AGENCIE

JOHN DONALDSON, JR., for with NBC, has joined the New staff of McCann-Erickson, Inc. radio time buyer.

MILTON J. BLAIR, vice-pre and secretary of Sherman K. & Co., has taken a leave of a from the agency to join the st the Advertising Council. Before ing to the Ellis Company five ago, Blair was with J. Thompson Company for 14 yea vice-president in the Chicago Previously he served with Publishing Company.

CLINICS of the Advertising Selling Course of the Adver Club of New York, will be cond in charge of the following lea Mon. Mar. 8—Sales Promotion —Carl Reimers, president, Reimers Co., "Maintaining T Identification in Wartime"; Clinic—Julian A. Field, copy e tive, Wm. Esty & Co., Inc., "The of Real People in Adverti Thurs. Mar. 11—Sales Prom Clinic—H. M. Carroll, advert manager Hyatt Roller Bearing General Motors Sales Corp., moting an 'In-Built' Industrial P uct"; there will be no Copy Clin

The clinic meetings, confine students of the course and mem of the Advertising Club, will be at the club, at 6.15 p.m.

SUMER W. SINGER, formerly RCA, has joined Buchanan & C an account executive. He will his attention particularly to amusement accounts.

CHARLES FRANCIS COE, aut and Hays Office official, will del an address at the luncheon of Sales Executives Club to be Tuesday in the Hotel Roosevelt.

THOMAS W. BATMAN has joi the copy department of J. M. Mat Inc. He formerly was associated J. Walter Thompson Company.

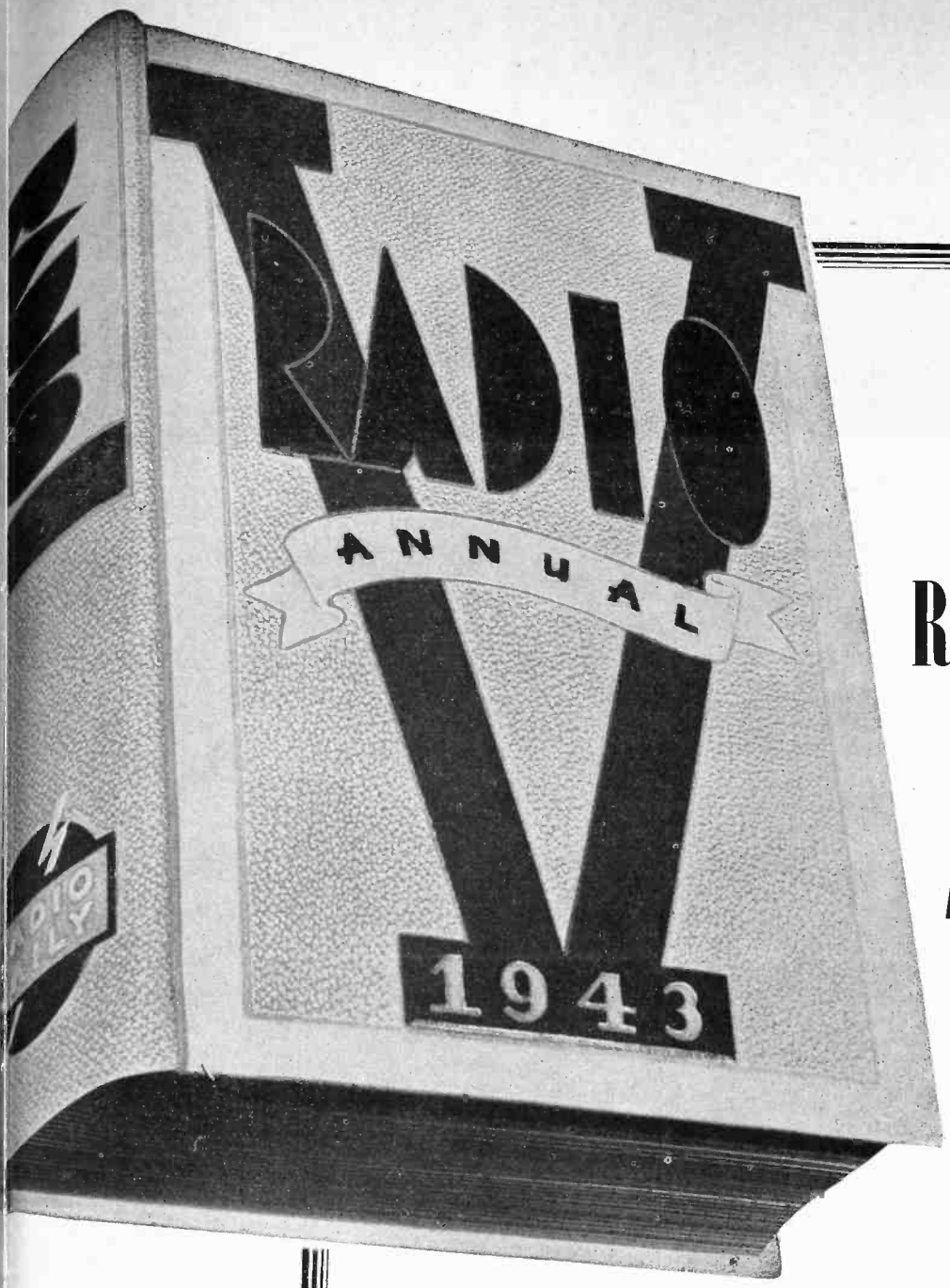
No Newsprint Reduction Before Summer—W

Washington Bureau, RADIO DAILY

Washington — Expected cuts newsprint, due originally by Apri are not to be looked for before su mer, WPB announced yesterday. curtailment of newspapers, magazin books or commercial printing is view, it was announced—at least before July 1.

Aviation Expert On Keith Sho

Frank Melville, Jr., trainer of m and women student aviators a member of the Bomber Ferrying Co mand, will appear this afternoon guest on Maxine Keith's progra which is heard over WMCA at 4: p.m. He will discuss post-war o portunities for men and women the field of air communication a transportation.



The

1943 RADIO ANNUAL

will soon be available to all subscribers of

RADIO DAILY

SUBSCRIPTION FOR ONE YEAR $10.00

☆ ☆ Coast-to-Coast ☆ ☆

WORD from CKWX, Vancouver, Canada, reveals that the station is carrying the Daily Province newscast with "Mr. Good Evening." This means that the journalistic field is pretty well covered since both the Vancouver "Sun," and the Vancouver "Daily Province News," as well The Vancouver "News Herald" take to the air waves for broadcasts.

* * *

News was always important but in these days it becomes increasingly more important. In this respect WJTN, Jamestown, conctructed and is using a new newsroom completely equipped to edit regular UP releases as well as making two fifteen-minute local news programs covering Jamestown and Warren, Pa..... "Hats In the News" is the tag of a new three-times weekly show heard at 8:30 p.m. Sponsored by a local hat shop it features the historical background and up-to-the-minute style talk in the world of hats.

* * *

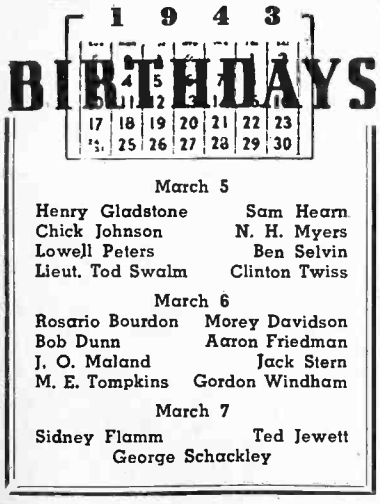
The Victory Bond Show held recently in Alameda and broadcast by KROW, Oakland, raised $141,760 from the sale of War Bonds and Stamps. The station came in for its share of praise from the show's manager for the part it played in raising the money.

* * *

A new but timely program made its appearance on WRBL, Columbus, Georgia, that will either gladden or sadden the hearts of all tax payers. Sponsored by the Merchant's and Mechanic's Bank, the program deals with instructions for filing income tax returns.

* * *

"Your Victory Garden" sponsored by the John Shillito department store over WSAI, Cincinnati, which will soon be heard on a three-times a week basis is receiving co-operation from WLW's Farm Department. WLW has secured the services of Elizabeth Arrel, graduate of the Ohio State University School of Agriculture, to work in conjunction with the "Your Victory Garden" program.



March 5

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

March 6

Rosario Bourdon	Morey Davidson
Bob Dunn	Aaron Friedman
J. O. Maland	Jack Stern
M. E. Tompkins	Gordon Windham

March 7

Sidney Flamm — Ted Jewett
George Schackley

Irwin Johnson, conductor of the "Early Worm" aired over WBNS, Columbus, Ohio, has hopped on the Red Cross band wagon to plug for more and more blood donors.

* * *

Elsie Holmes is the newest of several to join the staff of WJDX, Jackson, Miss. She was formerly with the radio department at the University of Alabama and last summer was selected to attend the NBC Radio Institute in Chicago for a course in production and announcing.

* * *

NCAC has booked the vocal quartet, The Escorts and Betty, and Jack Baker, tenor, for a personal appearance in Detroit, Sunday. And on March 12 the quartet will appear at Valley City, N. D.

* * *

WHIO, Dayton, is filling a necessary gap in the lives of the Miami Valley basketball fans who can't attend the games because of the ODT ban on pleasure driving. The station is broadcasting the games of the district and regional tourneys with Bill Hamilton at the mikes doing the play-by-play description.

* * *

When Major General Vandergrift, who commanded the U. S. Marines on Guadalcanal, returned to his birthplace, Charlottesville, Va., on March 1 to open the 1943 Red Cross Drive, his speech was broadcast by WCHV, Charlotte....Twelve prospective femme spielers have joined the station's class for announcers which opened its doors March 1. WCHV, anticipating further depletion in its announcing ranks, is making sure a supply of announcers will be on hand, to meet any emergency.

* * *

Miriam Barnard, Chicago script writer, has been named director of women's activities at KMYR, Denver ....Dolores Plested, continuity writer, has been upped to continuity supervisor....Carried by direct wire from Laramie, Wyo., the station aired the three game finals for the Mountain Five conference basketball championships last week.

* * *

Elmer Davis, director of the Office of War Information, will inaugurate his weekly series of radio talks over WBZ, Boston on Friday night at 10:45.

* * *

During a brief visit to San Francisco for an appearance in Paul Whiteman's "Gershwin Party" at the Opera House, with Dinah Shore, Edward G. Robinson and the King's Men. Bing Crosby, took part in KPO new "Ship's Ahoy" variety show, sponsored by Henry J. Kaiser's Richmond Shipyards....Making appearances on KPO's "Woman's Magazine of the Air" is Mary Barber, War Department home economics expert.

* * *

Rusty McCollum, recently joined the announcing staff of KFRC, Mutual-Don Lee, San Francisco. He was formerly with stations in Seattle, Utah, and Montana.

"Masterpieces For Victory," the Denise Keller show aired over WICC, Bridgeport, recently saluted Johnny Long, orchestra maestro, who with his band completed a tour of Army camps throughout the states. He related some of his experiences while contributing to his "Masterpiece For Victory."

* * *

"Music From Monmouth" the all-soldier radio show from the Army camp is doing its part in getting the Red Cross Drive off on the right foot. The show which is heard over WAAT, Newark-Jersey City and WCAP, Asbury Park will originate their regular broadcast from the Red Cross Recreation Hall. Convalescent soldiers and guests will witness the performance which features the Replacement Center Dance orchestra led by Chief Warrant Officer Roy Darnell.

* * *

KMOX, St. Louis, is carrying a feature called "Song of the Week" every Sunday at 12:40 p.m. The program relies on its prognosticating prowess by trying to predict a song played on the program which is destined to be a hit tune. The show is sponsored by Kessler Fur Company which recently signed a renewal for an additional 13 weeks.

* * *

Opal Bobb newest addition to the staff at KSTP, Minneapolis-St. Paul, moves into the accounting department....Bee Baxter, mistress of ceremonies on the "Household Forum" recently received a special award from the Consumers' Interest Division of the Minneapolis OCD for her work in airing information concerning the War Effort.

* * *

WLS, Chicago, turned over 109 hours to wartime activities during January, according to figures released by Glenn Snyder, manager. Station provided 103 15-minute programs and 24 30-minute productions for wartime promotion....."Betty Moore Day," new program dealing with interior decorating problems, begins a 12-week run on March 6 under the sponsorship of Benjamin Moore Company. The fifteen-minute Saturday morning show features the head of the home decoration department of the Moore Company.

* * *

Local sponsorship of the ringside broadcasts of the wrestling matches by Puckett & Brown, The Goodyear Store continues over WCBI, Columbus, Mississippi with the switch of the matches to Saturday nights. The bouts are broadcast from the ringside by Bob McRaney and Lawrence Watson.

* * *

For the fourth consecutive time Kohler's Inc., have renewed their sponsorship of the transcribed "The Shadow over WFMJ, Youngstown. Each renewal was for 13 weeks.... On March 1, American Chicle, through Badger, Browning and Hersey started a spot campaign of 5 spot announcements daily, Monday through Friday, to continue for 4 weeks.

After a two-week illness Art returns to the air Sunday, M on his Regal Hour broadcas WOL, Washington, D. C. at 10: His regular morning "Musical routine was handled by Russ the sports commentator.

* * *

WTAG, Worcester presented worthy collection of guest stars senting the stage, screen, music military fields. Speaking over the mikes for the Red Cross War Fun were Lon Chaney, Jr., and Lt. Jack the first American to receive Gene Gaulle's "Order of Liberation." Long, orchestra leader, and Cha bias, composer of "Rose O'Da "Don't Sit Under The Apple Tree the attractions on the "Stars in t light."

* * *

Chief announcer, Harvey Ol WDRC, Hartford, is taking the gogical reins in hands by te speech and radio technique Hillyer Junior College at Ha He comes by the name "Pro around the studio legitimately Swift, formerly associated WDRC, Hartford, has joined t nouncing staff at WGY, Schene

* * *

After a successful campaign la in handling the Community Chest tion, Alice Russel, WEEI, Boston, hostess was given the same assi this year and her most recent ann ment shows that she succeeded passing the last year's record. efforts she secured 100 per cent c tion from the staff.

Edward Gardiner, Jr., short writer for several magazines ha added to the continuity staff at Chicago....Two new announc make their appearance at the s are Leroy Stults and Ray Str Stults comes from WHB, Kansas and Streeter hails from WHA, son, Wis.

USMA Birthday Show Set For NBC March

High-ranking Army office by Chief of Staff General Geo Marshall, will be heard in a s NBC program commemoratin 141st anniversary of the Associati Graduates of the West Point Mi Academy on Saturday, March 13. broadcast will be heard at 7:00

Other speakers will include General Francis B. Wilby, su tendent of West Point, and General Robert M. Danford president of the Association, spe from New York.

Completing the program wil 165 voices of the West Point choir, and the enlisted men's b At the same time various local s ties of West Point graduates will throughout the country for their nual dinner in observance of the niversary of the Association, de the depletion of their ranks by to active service.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 22, NO. 44 | NEW YORK, N. Y., MONDAY, MARCH 8, 1943 | TEN CENTS

Network Program Trends

First War Year Saw Definite Change In Character Of Public's Demand; News Popular, Drama Declines

By SYLVIA WEISS

Radio's first year of war developed four specific trends in programming according to a survey by RADIO DAILY covering three major networks, CBS, NBC and the Blue. For comparison, a five-year comprehensive picture is presented and where NBC is shown in the report it is for both the then existing Red and Blue Networks and they are referred

(Continued on Page 4)

Come Across for the Red Cross

NAB 'Sales' Committee Calls Meeting In N. Y.

Washington Bureau, RADIO DAILY

Washington—Members of the NAB Broadcasmanagers Executive Committee will meet all day tomorrow at the Association's New York office, to discuss among other things the retail promotion plan, the small station problem, free time requests and the "Declaration of Independence for Broadcasters" proposed by William Ray, vice-president and general manager of KVOO, Tulsa, Okla.

The full agenda, as outlined Friday,

(Continued on Page 3)

Come Across for the Red Cross

Reader's Digest" Shot; Books For Soldiers Plea

Reader's Digest bought a one-time [illegible] yesterday on the full CBS network 1:30-1:45 p.m., EWT, using a program entitled "The Victory Book Campaign." Kate Smith was scheduled to be heard in a plea for books for servicemen, followed by Wendell Willkie. Helen Menken, of the Air Wing concluded the program. BBDO was the agency.

Come Across for the Red Cross

FCC Asks Broadcasters To Keep Daylight Saving

Washington Bureau, RADIO DAILY

Washington—A suggestion that broadcasters in areas where daylight saving time has been abandoned return on a daylight saving schedule was advanced here by Willard Egolf, FCC appointed assistant to NAB President Neville Miller.

Stations remaining on war time, [illegible] local action and wishing to

(Continued on Page 2)

Donation

John Kieran, the "Information Please" fount of knowledge, has donated his prized typewriter to help Chicago's drive for $40,000,000 in War Bonds to replace the lost U.S.S. Chicago. Kieran attaches a great sentimental value to the machine since it has seen action from the day he bought it in 1915 and was working well at the Army-Notre Dame game in 1942. It will go to the highest bidder.

FCC Annual Statement Shows Industry Firm

Washington Bureau, RADIO DAILY

Washington — The FCC Friday issued its eighth annual report, covering in full its activities during the fiscal year ending June 30, 1942. The report is largely a recounting of the Commission's policies and decisions during that period. It is not available for public distribution, because of wartime printing restrictions, but

(Continued on Page 8)

Come Across for the Red Cross

Big WRC Ad Campaign Set In Capital By NBC

A 10-weeks advertising campaign in Washington, D. C., newspapers to promote NBC's managed-and-operated outlet WRC, will be instituted by NBC beginning tomorrow, Charles B. Brown, NBC director of advertising and promotion, revealed on Friday. In the campaign, which is be-

(Continued on Page 7)

CBS' Increased Biz Expands Sales Dept.

William C. Gittinger, CBS vice-pres. in charge of sales, announced Friday a realignment in personnel and expansion of the sales department, due, he stated, to the increased business that has come to the network during the past few months. Leonard F.

(Continued on Page 6)

Come Across for the Red Cross

Ascap Blanket Licensees To Have Simplified Report

In response to many requests made by radio stations who have felt the pinch of personnel due to the war, Ascap announces today the issue of a simplified report for those radio stations having a local blanket commercial license. This is the first time that the Society has made a change in the

(Continued on Page 2)

Come Across for the Red Cross

Mutual Feb. Billings Reveal Gross Of $826,085

Mutual Broadcasting System billings for February, 1943, totalled $826,085, a decrease of 11.9 per cent from the corresponding month in 1942 when the total was $938,185. Billings

(Continued on Page 2)

Come Across for the Red Cross

Fulton Lewis—KGEI Win Du Pont Awards

Fulton Lewis, Jr., Mutual's news commentator, and General Electric's shortwave station, KGEI, Belmont, Calif., received $1,000 each, as winners of the first Alfred I du Pont Awards presented Saturday night, for distinguished and meritorious service in 1942. Awards were presented at

(Continued on Page 3)

Come Across for the Red Cross

Slowie Appointed Liaison For FCC And Probe Unit

Washington Bureau, RADIO DAILY

Washington—T. J. Slowie, FCC secretary, has been named liaison man between the Commission and the spe-

(Continued on Page 6)

☆ THE WEEK IN RADIO ☆

. . . AFRA Accepts Compromise

By BOB LITZBERG

COMPROMISE was reached last week by the American Federation of Radio Artists meeting with representatives of the networks and advertising agencies; agreement calls for an increase of 10 per cent in the commercial minimum scales for radio talent and has already been approved by three of the four boards of directors of the locals whose approval is needed for full acceptance. It follows closely the compromise negotiated recently for increased sustaining rates.

. . . Executive board of the American Federation of Musicians will meet in Chicago on March 16 to formulate an answer to the recording and transcription companies, who recently turned down the union's tax proposal as a requirement for lifting the recording ban.

Rationing of food will result in one of the major radio campaigns of the war, it was learned last week. Food advertisers, under the joint auspices

(Continued on Page 2)

Parody

Pittsburgh—In times of stress a good rousing theme song will help the troubled breast of the most harassed program director. W. B. McGill, of KDKA, says a theme can be developed from the "Hooper Suds" jingle that will serve a double purpose. With slight lyric change it will jingle "Hooper Duds Hooper Duds What to do with Hooper Duds?"

Wunnerful Idea

New Orleans—With help scarcer than a hen's tooth one has to be ingenious in order to fill vacancies. And the American Brewing Company was. The brewers, sponsors using WWL, needed two stenographers but couldn't find them. Someone suggested that the ad carry an offer of free beer for applicants. Next day the office was swamped and the jobs filled.

RADIO DAILY

Vol. 22, No. 44 Mon., March 8, 1943 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. Merserau, 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

(*March 5*)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	143	142	142½	— ¾
Crosley Corp.	11½	11½	11½	— ⅛
Gen. Electric	35⅝	35⅜	35⅜	— ⅛
Philco	18⅛	18	18	— ⅜
RCA Common	7⅞	7⅝	7¾	+ ⅛
RCA First Pfd.	64	64	64	+ ⅜
Stewart-Warner	9⅝	9½	9½	— ⅛
Westinghouse	85¾	85½	85½	

NEW YORK CURB EXCHANGE

Nat. Union Radio	1⅝	1⅝	1⅝	+ ⅛

OVER THE COUNTER

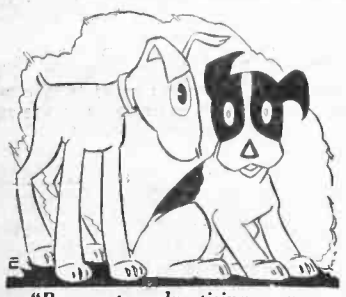
	Bid	Asked
Farnsworth Tel. & Rad.	6⅝	6⅞
Stromberg-Carlson	9¼	10⅛
WCAO (Baltimore)	17	20
WPR (Detroit)	21	23

Ascap Blanket Licensees To Have Simplified Report

(*Continued from Page 1*)

local blanket commercial license reports. Changes were previously made in the per-program license reports after they were first drawn up.

The new forms, which Ascap feels sure will meet the requirements of both the Society and the stations, will be used for the first time on the March reports. These forms will be furnished the radio stations by the Society as has been the custom in the past.



"By not advertising over WFDF Flint, Mich., he's headed straight for us."

☆ THE WEEK IN RADIO ☆

. . . AFRA Accepts Compromise

(*Continued from Page 1*)

of the OWI, OPA and Department of Agriculture have pledged one hundred million dollars worth of advertising to induce housewives to substitute unrationed for rationed foods. . . . Another step in the long KOA-WHDH clear channel legal battle was made last week with the filing of the government's brief with the Supreme Court; in the brief U. S. Solicitor General Charles Fahy stated that NBC had no right to intervene in the case and that the District Court of Appeals decision, made last September, overruled the FCC in ambiguous terms.

In Washington last week there was considerable speculation as to the lengths to which the OWI should go in the clearance of programs for local stations. Matter was brought up at a recent OWI regional conference in Boston at which time a resolution was passed providing for OWI regional office clearance for material requested by any government agency in connection with the war effort; political significance was attached to the fact that OWI would be "fall guy" used by broadcasters who, for some reason or other, decided to refuse requests for broadcast time for local groups. . . . NAB has decided to hold a war-time meeting April 15 and May 15 rather than its usual annual convention; reason for the decision was attributed to transportation difficulties as a result of the war. The NAB also announced that it was planning to launch a long range campaign to effect a more widespread distribution of business from national advertisers among small stations to offset the increasing loss of local business and at the same time keep some 200 stations operating for the good of the war program.

FCC activities: Chairman James Lawrence Fly indicated last week that the Commission would not complete its report on newspaper-ownership of stations until after the war; the Commission approved of the transfer of ownership of WEMP, Milwaukee, from the Milwaukee Broadcasting Co. to a partnership which included the name of Senator Robert M. LaFollete; new classification of radio frequencies into seven major bands was announced by the Commission.

Both the FCC and the Canadian Broadcasting Corp. were subjects of legislative attacks last week: in explaining his new bill to reorganize the FCC, U. S. Senator Wallace H. White, Jr., charged that the FCC has tended to concern itself illegally with the business operations of radio stations; in Canada, it was announced that, upon a motion by the Minister of National War Services, a special committee would be appointed to investigate the recent resignations of CBC executive personnel. . . . Last week's commercial activity included the shifting of the Cresta Blanca wine account from MBS to CBS, which now has four wine-beer accounts on its schedule; CBS also announced that 39 advertisers are now using its full network facilities. . . . Over 270 network hours devoted to the war effort were aired on the Blue Network from January 1 to February 15, according to a survey released last week. . . . Revision in the listing of "essential activities" and "essential war jobs" by the War Manpower Commission was predicted by Collis Stocking, chairman of the Essential Activities Committee as a result of wartime requirements.

Concert bureaus are now operating under license of the AFM, according to communications forwarded to union locals by James C. Petrillo, AFM president. . . . The Federal Trade Commission has issued a complaint against the current commercial continuity used by P. Lorillard Co. for Old Gold cigarettes. . . . The OWI has sent a questionnaire to all stations in an effort to eliminate non-essential government material.

Egolf Asks Broadcasters To Keep Daylight Saving

(*Continued from Page 1*)

maintain public identification of their effort to preserve a national united radio time pattern," Egolf proposes, may do so by announcing their time as "Eastern Radio War Time," or "Central Radio War Time," etc.

Don Lee Promotes Stewart

Los Angeles—John A. Stewart, account executive for Don Lee Broadcasting System for the past five years has been appointed as commercial program director, a new post created to consolidate commercial programming at KHJ-Don Lee.

The new post was created to correlate the operations of the Don Lee program department with the work of the sales department at Network headquarters here and with affiliate stations and their agencies.

RKO Signs WEAF News And Other Spot Accounts

RKO Pictures has signed a contract for one year to sponsor George Putnam with the news at 11 p.m., EWT, over WEAF, on Saturday nights, effective as of last Saturday. Foote, Cone & Belding, is the agency.

B. Meier & Son has renewed their participation in the WEAF "Morning in Manhattan" program, on Mondays, Tuesdays and Wednesdays at 7:15 a.m., EWT, for Golden Center Wheat Germ. H. C. Morris & Co., 420 Lexington Avenue, is the agency.

The MacMillian Co., publishers, will participate in five Mary Margaret McBride programs at 1:00 p.m., EWT, during the week of March 29, to advertise their "Thrifty Cooking in War Time," a cook book.

Eastman Joins Blair

Robert Eastman, formerly of Blue Network spot sales, has joined New York office of John Blair & Co.

COMING and GOI

HARRY C. WILDER, president of [illegible] Keene, N. H., was in New York, Friday [illegible] ferences at the headquarters of CBS. [illegible] accompanied by DAVE CARPENTER, als[illegible] ciated with the station.

WILLIAM SCHUDT, eastern division fie[illegible] ager in the station relations department [illegible] is expected back at his desk today f[illegible] a spell of sickness that has kept him a[illegible] a while.

DR. HARRY HAGEN is in Wheeling, W[illegible] for the broadcasting of tonight's "True o[illegible] program from the stage of the Capitol [illegible]

ROBERT L. KENNETT left for home on [illegible] He is program manager of WHAS, Louisvil[illegible] and had visited briefly at CBS during th[illegible] part of last week.

HARRY G. BRIGHT, general manager of [illegible] Mutual's affiliate in Goldsboro, N. C., is [illegible] on station and network business. He p[illegible] return to North Carolina next Saturday.

LANNY ROSS leaves today for New [illegible] where he will participate in the opening [illegible] Mardi Gras and will do a special job [illegible] U. S. Treasury Department.

C. P. HASBROOK, president and statio[illegible] ager of WCAX, Columbia's outlet in Bur[illegible] Vt., arrived from the Nutmeg State Frida[illegible] short business trip.

BERTA WURM, of the WBNX staff, le[illegible] York on Friday for vacation of two w[illegible] Mexico City.

DON S. ELIAS, executive director of [illegible] Asheville, up from the Carolinas for a fe[illegible] on general business. The station is [illegible] affiliate.

BEN LUDY, general manager of WIBW[illegible] spent a few days here last week, has r[illegible] to his Topeka, Kans., headquarters.

Mutual Feb. Billings Reveal Gross Of $826[illegible]

(*Continued from Page 1*)

for 1943 amounted to $1,818,189, [illegible] crease of 7.4 per cent from the [illegible] responding period last year, whe[illegible] total was $1,962,697.

Seydel To Blue Productio[illegible]

Victor Seydel has succeeded [illegible] Rinker, resigned, as a member o[illegible] Blue production staff. Assoc[illegible] with the stage as a producer for [illegible] years, Seydel has headed his own [illegible] in New York, and has also been [illegible] Jerome Cargill Productions, [illegible] York, and with RKO as a vaude[illegible] producer both in Chicago and in [illegible] York.

★ BUYIN[illegible] POWE[illegible]

Worcester's per famil[illegible] buying power reache[illegible]

$3509 in 1942 (*Sales Management*)

A MUST Market in Massachus[illegible]

WTAG WORCESTER

NAB 'Sales' Committee Calls Meeting In N. Y.

(Continued from Page 1)

by Lew Avery, NAB director of broadcast advertising, includes also discussion of combination of continuity for two or more products in single announcement, recommendations standards for the determination of average maps and various methods of audience measurement.

Considerable time will be devoted probably to the recent questions and answers sent by Way to all broadcasters. These were contained in a letter of last month, and were designed to explain WQY's purpose in proposing the naming of a full-time code authority and continual and important function of either the present code committee or a similar group.

Way's letter discusses various reasons advanced both in favor of and against his proposal, which is, in essence a call to individual broadcasters to retain or recapture full authority over what goes out from their stations. "What we decide, we do," he said. "What we decide not to do, we do not do. We announce our decision as an industry.

"If operators we control our respective transmitters. Ours would be a friendly but honest independence."

Way's Explanation

Way's explanation of how the plan would operate follows:

"Assume that the (blank company) manufacturers of a remedy for burns, through their advertising agency, issues to stations a series of one-minute transcriptions, each of which opens with a terrifying scream. (No reference to any actual case, past or present, is intended).

"One or more station managers report these transcriptions to the code authority; after a quick consultation with the code committee, the code authority issues to all stations a 'hold' order delaying the use of these transcriptions anywhere until the code committee can hear the records and make recommendation.

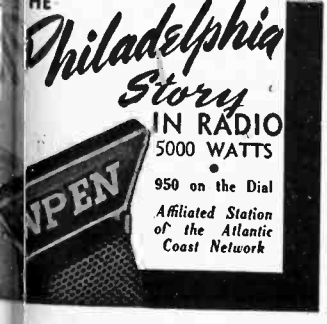
"Within shortest possible time, each station manager operating under the code receives the recommendation that his station should not accept the transcriptions. Accompanying the recommendation is a 'confirmation form' which the station manager returns and signs as an individual broadcaster, formally refusing to accept said material as being contrary to the 'public interest', convenience and necessity.' This form is returned immediately to the code authority. The code authority then, speaking for the stations individually and as an industry, advises the agency for the (blank company) that said transcriptions will not be broadcast because they are contrary to the 'public interest', convenience and necessity'.

"The above is an ideal case, in which no differences of opinion are expressed. Differences might delay the final decision but that decision, when finally made still must come as majority opinion of the industry. Responsibility for obtaining that opinion rests squarely upon the code committee and code authority." After a few such cases, advertisers and agencies would be educated to submit questionable material to the code authority first and ask for a decision, thereby saving valuable time and recording costs, etc.

Stations Obligated

"Economies of operation would demand that the code authority handle many cases, originating from stations, in routine fashion, even though some of the material might reach there before it could be discontinued. Stations still would retain the right, and are in fact obligated under their licenses, to reject objectionable material individually, according to their own opinions."

The following committee members are expected to be on hand: John M. Outler, Jr., chairman, WSB, Atlanta, Ga.; Frank R. Bowes, WBZ, Boston, Mass.; William Malo, WDRC, Hartford, Conn.; Dietrich Dirks, KTRI, Sioux City, Iowa; Donald D. Davis, WHB, Kansas City, Mo.; Arthur Hull Hayes, WABC, New York; George H. Frey, NBC, New York.



☆ PROMOTION ☆

Household "Calendar"

Novel, colorful, and helpful. Those are the three characteristics of the newest WBIG, Greensboro, N. C., promotional piece. It is presented in calendar form and bears the inscription "Our Tribute To The Women of America Who Have Pledged Their All Until Victory Is Won."

In this instance "all-women" is symbolized by a large lithograph picture of a beautiful WAAC who is presented on a background of cerulean blue.

Beneath the picture which conforms to calendar style is the name of the station and its location. Other than that there is no other mention of the station. It is strictly public spirited.

Beneath the station's call letters, there is a section that resembles a calendar since it is presented in calendar-flap form, but which is in reality sections devoted to the "Commandos on the Home Front." Other sections designed for civilians at home are: "Our Flag—How to Respect and Display," "Civilian Defense Insignia," "Air Raid Precautions," "First Aid-Dressings and Bandages," "First Aid-Dressings and Bandages and Burns," "First Aid-Shock-Artificial Respiration," "What Can I Do?" and "Learn to Recognize German and Japanese Uniforms."

All the instructive chapters are well illustrated; some in humorous sketches, done in the New Yorker Magazine Style, and others are academic.

Beneath all the information a calendar does exist but it hardly can distract from the main purpose of the promotion.

It is another example of the all-important part radio is playing in the War Effort.

KQW School Tieup

CBS station KQW in San Francisco, has negotiated a tieup with the local schools department, in which students of the George Washington High School will stage a weekly classroom forum on current topics. Deal was set by Louise Taber, educational director of the station. The show will be transcribed, also, and played for schools of the city over KALW, the school department's FM station. George Mullaney, journalism instructor, will preside as moderator of the discussion.

Fulton Lewis—KGEI Win Du Pont Awards

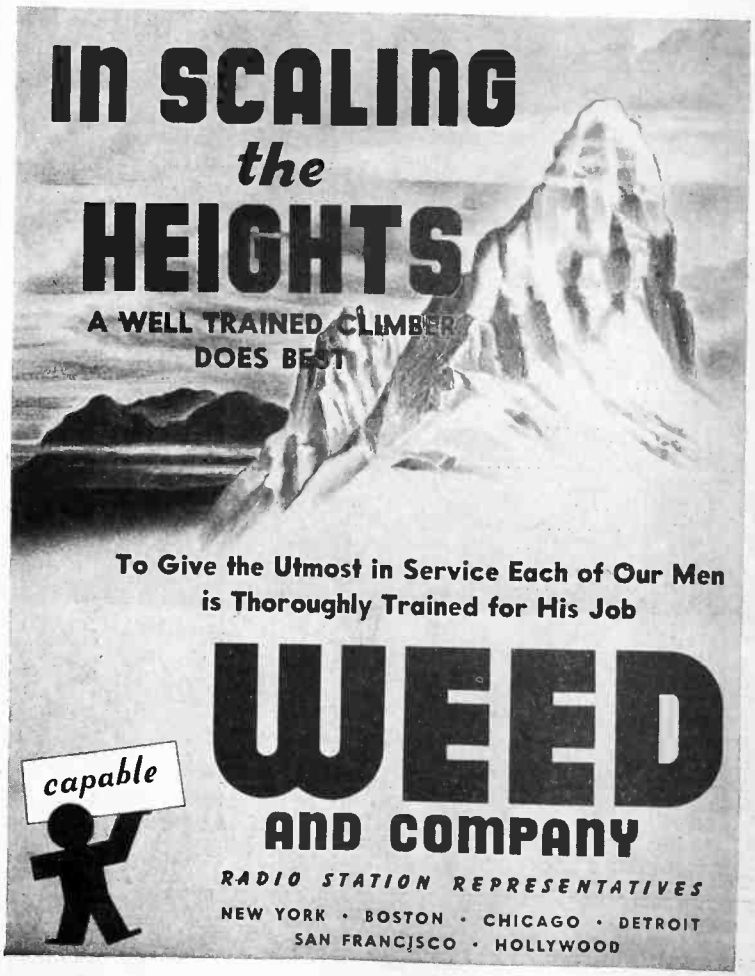
(Continued from Page 1)

a dinner given by Mrs. du Pont at the St. Regis. Proceedings were broadcast over the Blue and MBS networks.

Station award was accepted by Robert S. Peare, manager of broadcasting. Mrs. Fulton Lewis, Jr., accepted for her husband who was in San Antonio. Lewis is also heard in New York via WHN.

Swope Cites 48% Increase In G. E. Wages During '42

Schenectady—An increase of 48 per cent in the total wages earned by General Electric employees during 1942 was announced Friday by G. E. president, Gerard Swope. The total earnings amounted to $382,039,000 for 1942, compared with $257,400,000 a year earlier. The average number employed during 1942 was 139,939 compared with 109,689 during 1941. The average annual earnings per employee amounted to $2,730 in '42 compared with $2,346 in '41. These earnings are the highest in the history of the company.



Network Program Trends

Report on 3 Webs Covers 5 Years Of Operation

(Continued from Page 1)

to accordingly; the Blue has been operating as an independent network for the year 1942 only. However, the survey presents a 1941 breakdown wherein the webs are separated.

Study of Mutual programming has been omitted due to the fact that certain source material was not readily available at this time.

Most notable and perhaps obvious, has been gains in the number of broadcast hours and in per cent of the total program hours devoted to news and variety entertainment types of programs. Second noted trend was the decrease in number of broadcast hours in practically all the other major classifications of programs. Third development was the increase in sustaining, and decrease in sponsored hours of broadcast. Of all the changes up or down in the number of broadcast hours devoted to any one of the major types of program, the most violent befell drama. This classification lost a total of 721 hours.

An Analysis of Program Forms

This study of programming trends is an analysis of program forms rather than subject matter. All so-called war effort programs, a classification by subject material, have been grouped with all others as per 11 major program types such as music, news, public discussions, variety, drama, general culture, religious, women's, children's, agriculture and sports. In charts accompanying this survey, several of the classifications are broken down into more defined groups common among the several network statistical departments. Five year comparisons on NBC and CBS are included here also.

News Programs Gained

Actual gain in number of program hours devoted to news ran to 610 hours, representing a 3.1 per cent increase. In this group have been added straight news reports, analysis, foreign pickups and special events, NBC contributed an additional 297 hours, CBS, 120, and the Blue, 193.

Variety productions gained a total of 103 hours, primarily via the Blue, for both NBC and CBS showed decreases, which were replaced often, in actual production, by special events and other news programming. Last year's bountiful crop of news analysts and commentators is partly revealed in NBC's increase of 198 such hours, half of which attracted sponsors, and the Blue's jump of 223 of which 55 were commercial.

For all the other of the 11 broad classifications, the survey shows fewer broadcast hours, decreases ranging from maximum of 721 for drama, to 20 for agricultural and farm services. The drop in dramatic hours is consistent among all three

Sponsored Shou A War Casualty Total Sales Up

of the networks, with the de falling almost wholly among the mercials. In fact, dramatic susta increased slightly on CBS and

CBS Music Up

In total, music of all kinds, los hours, but the decrease existed on NBC and the Blue. CBS sho a broad jump of 1,953 hours, of it in the light, entertaining cl fication, accounting, perhaps, for reports from band-booking offices for them 1942 was a banner yea radio. Drop in hours of classical semi-classical music on NBC ca attributed to the war quite dire Network's former schedule of for music festivals had to be canc completely when war blocked ups from the European centers.

All three networks showed a crease in talks and public discuss which included talk series, one talks such as political speeches

(Continued on Pa

NETWORK PROGRA

N B C

DESCRIPTION	SPONSORED		SUSTAINING		TOTAL PROGRAM HOURS		PER CENT OF TOTAL PROGRAM HOURS		SPONSORED	
	1941	1942	1941	1942	1941	1942	1941	1942	1941	1942
MUSIC	567	475:20	4004	2944:19	4571	3419:39	48.4	41.3	346:15	524
Classical	65	48:25	208	149:40	273	198:05	2.9	2.4	166:15	171
Semi-classical	108	134	702	570:58	810	704:58	8.6	8.5	—	—
Light	355	254:05	1478	1374:28	1833	1628:33	19.4	19.7	180	353
Dance	39	38:50	1616	849:13	1655	888:03	17.5	10.7	—	—
NEWS	394	448:45	589	831:31	983	1280:16	10.5	15.4	518:30	439:30
Reports	220	179:05	316	408:44	536	587:49	5.7	7.1	—	—
Analysis	104	202:55	87	186:33	191	389:28	2.	4.7	—	—
Foreign pickups	48	64:35	156	161:24	204	225:59	2.2	2.7	518:30	439:30
Special Events	22	2:10	30	74:50	52	77	.6	.9	—	—
PUBLIC DISCUSSIONS	109	3:15	237	196:48	346	200:03	3.6	2.5	89:45	31:90
Political	—	—	—	—	—	—	—	—	1:30	2:45
Series	108	2:10	130	112:26	238	114:36	2.5	1.4	—	—
One Time Talks	1	1:05	70	55:17	71	56:22	.7	.7	88:15	29:45
Forums	—	—	37	29:05	37	29:05	.4	.4	—	—
Civic Welfare	—	—	—	—	—	—	—	—	—	—
Natl. & Public Af.	—	—	—	—	—	—	—	—	—	—
VARIETY	759	602:50	108	254:56	867	857:26	9.1	10.4	1103:30	943
Quiz	126	137:50	17	24:20	143	162:10	1.5	1.9	—	—
Other Forms	633	465:40	91	230:36	724	696:16	7.6	8.5	—	—
DRAMA	3027	1842:44	228	294:14	2255	2136:58	23.8	25.8	1285	1060:15
GENERAL CULTURE	48	30:05	56	73:54	104	103:59	1.1	1.3	188:30	225:45
RELIGIOUS	—	1:05	89	80:49	89	81:54	.9	1.0	—	—
WOMEN'S	30	30:10	43	28:39	73	58:49	.8	.7	—	—
CHILDREN'S	54	—	24	10:50	78	10:50	.8	.1	—	—
AGRICULTURE	—	—	—	2:10	—	2:10	—	.0	—	—
SPORTS	9	12:55	88	111:17	97	124:12	1.0	1.5	11	6
News	9	7:35	56	53:53	65	61:28	.7	.7	—	—
Events	—	5:20	32	57:24	32	62:44	.3	.8	—	—
GRAND TOTAL	3997	3447:49	5466	4829:27	9463	8277:16	100.0	100.0	3542:30	3231
	42.2%	41.7%	57.8%	58.3%					51.7%	37.3%

FIVE YEAR TREND OF PROGRAM TYPES
by
Percent of Total Program Time

NBC*

SIC	Per Cent 1942	Per Cent 1941	Per Cent 1940	Per Cent 1939	Per Cent 1938
Classical	2.4	2.9	1.8	3.3	5.8
Semi-Classical	8.5	8.6	7.0	7.0	6.5
Light	19.7	19.4	18.0	18.3	20.5
Dance	10.7	17.5	23.8	24.3	18.5
Total	41.3	48.4	50.6	62.9	51.3
WS					
Reports	9.8	7.9	6.0	2.9	2.8
Analysis	4.7	2.0	0.6	0.6	0.7
Events	0.9	0.6	1.1	0.1	0.3
Total	15.4	10.5	7.7	3.6	3.8
ORTS	1.5	1.0	1.1	0.9	2.4
AMA	25.8	23.8	27.1	25.6	23.1
RIETY	10.4	9.1	2.7	3.3	3.3
LIGION	1.0	0.9	1.0	1.7	1.0
MEN'S	0.7	0.8	1.0	1.4	2.4
LDREN'S	0.1	0.8	1.6	3.0	3.8
LK and DISCUSSIONS	2.5	3.6	6.6	6.7	8.3
NERAL CULTURE	1.3	1.1	0.6	0.9	0.6
AND TOTAL	100.0	100.0	100.0	100.0	100.0

d Network 1938-1941
d 1942

FIVE YEAR TREND OF PROGRAM TYPES
by
Percent of Total Program Time

CBS

	Per Cent 1938	Per Cent 1939	Per Cent 1940	Per Cent 1941	Per Cent 1942
COMMERCIAL					
Cultural and Educational	2.3	2.4	2.3	2.7	2.5
Serious Music	1.7	0.8	0.8	2.4	2.0
Popular Entertainment	26.7	34.5	37.5	37.4	27.2
Children's	1.5	1.3	0.5	....	....
News	2.4	4.1	6.5	7.6	5.1
Sports	0.3	5.5	4.0	0.2	0.1
Political	0.1	....	0.4	0.1	0.1
Miscellaneous and One-Time Broadcasts	0.5	0.1	0.1	1.3	0.3
TOTAL COMMERCIAL	35.5	48.7	52.1	51.7	37.3
SUSTAINING					
Serious Music	8.3	5.3	4.4	4.2	4.5
Adult Education	2.8	3.0	2.2	2.2	2.5
Children's Educational	1.0	0.9	0.9	0.9	0.4
Children's Entertainment	1.4	0.9	0.7	0.6	0.7
Civic Welfare	0.6	0.3	0.7	0.8	0.4
Religious	2.0	2.2	1.8	1.7	1.1
International (foreign affairs)	1.4	2.4	3.2	3.2	2.7
National and Public Affairs	1.1	1.0	1.6	2.2	2.1
Agriculture	1.5	0.5	0.5	0.8	0.6
News and Public Events	4.5	4.4	5.0	5.5	6.5
Drama	1.4	1.0	0.5	0.8	1.1
Sports	2.2	1.5	1.9	1.6	0.5
Popular Entertainment (average)	23.8	15.5	12.4	14.8	32.9
Dance Bands (average)	12.2	12.4	12.1	9.0	6.7
TOTAL SUSTAINING	64.5	51.3	47.9	48.3	62.7
TOTAL COMMERCIAL	35.5	48.7	52.1	51.7	37.3
GRAND TOTAL	100.0	100.0	100.0	100.0	100.0

OURS: 1941-1942

B S

Blue Network

TOTAL PROGRAM HOURS 1941	TOTAL PROGRAM HOURS 1942	PER CENT OF TOTAL PROGRAM HOURS 1941	PER CENT OF TOTAL PROGRAM HOURS 1942	SPONSORED 1941	SPONSORED 1942	SUSTAINING 1941	SUSTAINING 1942	TOTAL PROGRAM HOURS 1941	TOTAL PROGRAM HOURS 1942	PER CENT OF TOTAL PROGRAM HOURS 1941	PER CENT OF TOTAL PROGRAM HOURS 1942
1815:45	3768	26.5	43.5	216	241	4229	3135	4445	3376	44.9	42.9
457:45	549	6.7	6.5	56	66	394	139	450	205	4.5	2.6
—	—	—	—	13	8	706	367	719	375	7.4	4.8
740:45	2635	10.8	30.4	138	125	1621	1542	1759	1667	17.7	21.2
617:15	584	9.	6.7	9	42	1508	1087	1517	1129	15.3	14.3
1113:45	1233:15	16.2	14.3	129	174	667	815	796	989	8.1	12.5
—	—	—	—	28	10	316	302	344	312	3.5	4.0
—	—	—	—	100	155	156	379	256	534	2.6	6.7
893:45	1002:30	13.0	11.6	1	—	126	97	127	97	1.3	1.2
220	230:45	3.2	2.7	—	9	69	37	69	46	.7	.6
293	253:30	4.3	2.9	173	103	693	353	866	456	8.7	5.9
1:30	2:45	.0	.0	—	—	—	—	—	—	—	—
—	—	—	—	173	98	537	196	710	294	7.2	3.8
88:15	29:45	1.3	.3	—	5	104	70	104	75	1.0	1.0
—	—	—	—	—	—	52	87	52	87	.5	1.1
53	36	.8	.4	—	—	—	—	—	—	—	—
150:15	185	2.2	2.2	—	—	—	—	—	—	—	—
1560:30	1514:30	22.8	17.5	231	203	693	879	924	1082	9.3	13.8
—	—	—	—	69	25	17	33	86	58	.9	.8
—	—	—	—	162	178	676	846	838	1024	8.4	13.0
1342	1153:30	19.6	13.3	808	518	486	362	1294	880	13.1	11.1
337:45	442:30	4.9	5.1	30	24	256	95	286	119	2.9	1.5
117:30	94:45	1.7	1.1	—	3	182	120	182	123	1.8	1.5
—	—	—	—	5	22	234	147	239	169	2.4	2.2
104:15	101:30	1.5	1.1	100	69	312	225	412	294	4.1	3.7
52:15	52:45	.8	.6	—	—	243	220	243	220	2.4	2.8
118:15	46:15	1.7	.6	126	62	105	105	231	167	2.3	2.1
—	—	—	—	—	—	—	—	—	—	—	—
—	—	—	—	—	—	—	—	—	—	—	—
6855	8660:30	100.0	100.0	1818	1419	8100	6456	9918	7875	100.0	100.0
				18.3%	18.0%	81.7%	82.0%				

Web Program Trends Reveal Effect of War

(Continued from Page 4)

ums, columnists, etc. The drop reached 596 hours for all three, and settled primarily in the commercial ranks, though, in the case of the Blue, the drop was heavy, too, in the sustaining. The decreases in these categories are deemed logical with the spurt in the various news branches which bore the quickened tempo of the times.

Sport Events Suffer

The additional time NBC devoted to sports, both news and events, was more than offset by the reduced time these types received on the other two chains. Thus in the summary sports lost 109 network hours in 1942. Notable drops were in the commercial sports on the Blue to the tune of 50 per cent, and on CBS's sustaining, 63 per cent.

General cultural and educational programs suffered a slight casualty in hours in the over-all picture, but, the single picture on CBS favored the group with an increase of 105 hours. Children's programs dropped 188 hours, religious programs, 89, and agricultural or farm services 20 hours. Only NBC and the Blue set up separate divisions for women's programs, and between those two chains, the type lost 84 hours. Combined, the networks reported 1,423 fewer program hours.

Gross Sales Higher

All three networks showed slight decreases in total commercial, program hours, though chains gross sales, as reported earlier this year, were all higher than in 1941. On NBC, 41.7 per cent of program hours were commercials, leaving 58.3 per cent sustaining. Last year the relation was 42.2 per cent to 57.8 per cent. Difference between commercial and sustaining on CBS is wider. It is 37.3 per cent commercial and 62.7 per cent sustaining for 1942, and 51.7 per cent to 48.3 per cent in 1941. Blue went to 18 per cent sponsored and 82 per cent sustaining in 1942, from 18.3 per cent sponsored to 81.7 per cent sustaining in 1941.

Music Wak

Over a five-year period, music, on NBC reached its lowest during 1942, but that is mitigated by fact that the network's method of analysis has changed. In former years, statistical department lifted the musical portions of even variety shows out and counted them as music, and classified the remainder as variety, drama, or whatever the case may have been. New method now leaves each program intact and classified as a unit, so that there would logically, be fewer music program hours in 1942. The change in method, therefore, would work to the advantage of variety which now comes in for its full count, accounting for big gain shown for 1941, when compared with 1940. News showed a steady gain over the years, with war accelerating the gains in 1941 and 1942.

CBS's five-year study, charted differently from that of NBC's, shows the trend separately among commercials and sustainings, though both are in per cents of total program hours. CBS reached its peak year in 1942, for the classification of popular entertainment programs on a sustaining basis. Commercially, that group fell back almost to the low of 1938.

THREE-NETWORK PROGRAM SUMMARY

	TOTAL BROADCAST HOURS		PER CENT OF TOTAL PROGRAM TIME	
	1941	1942	1941	1942
MUSIC	10831:45	10563:39	41.3	42.6
NBC	4571	3419:39	18.4	11.3
CBS	1815:45	3768	26.5	43.5
BLUE	4445	3376	44.9	42.9
NEWS	1892:45	3502:31	11.0	14.1
NBC	983	1280:16	10.5	15.4
CBS	1113:45	1233:15	16.2	14.3
BLUE	796	989	8.1	12.5
PUBLIC DISCUSSIONS	1505	909:33	5.7	3.7
NBC	346	200:03	3.6	2.5
CBS	293	253:30	4.3	2.9
BLUE	866	456	8.7	5.9
VARIETY	3351:30	3454:56	12.8	13.9
NBC	867	857:26	9.1	10.4
CBS	1560:30	1514:30	22.8	17.5
BLUE	924	1082	9.3	13.8
DRAMA	1891	4170:28	18.6	16.8
NBC	2255	2136:58	23.8	25.8
CBS	1342	1153:30	19.6	13.3
BLUE	1294	880	13.1	11.1
GENERAL CULTURE	727:15	665:39	2.8	2.7
NBC	104	103:59	1.1	1.3
CBS	337:45	442:30	4.9	5.1
BLUE	286	119	2.9	1.5
RELIGIOUS	388:30	299:30	1.5	1.2
NBC	89	81.54	.9	1.
CBS	117:30	94.45	1.7	1.1
BLUE	182	123	1.8	1.5
WOMEN'S	312	227:49	1.2	.9
NBC	73	58:49	.8	.7
CBS	.....	.....	.....	.....
BLUE	238	169	2.4	2.2
CHILDREN'S	594:15	406:20	2.3	1.6
NBC	78	10:50	.8	.1
CBS	104:15	101:30	1.5	1.1
BLUE	112	294	4.1	3.7
AGRICULTURE	295:15	274:55	1.1	1.1
NBC	.....	2:10	.....	.0
CBS	52:15	52:45	.8	.6
BLUE	243	220	2.4	2.8
SPORTS	446:15	337:27	1.7	1.4
NBC	97	124:12	1.	1.5
CBS	118:15	46:15	1.7	.6
BLUE	231	167	2.3	2.1
GRAND TOTAL	26236	24812:16	100.0	100.0

Columbia Recording Sued By Sir Thomas Beecham

Sir Thomas Beecham, British conductor, filed suit in Supreme Court late last week against Columbia Recording Corp., charging that certain records made by him and the New York Philharmonic-Symphony Orchestra were imperfect and asking for an injunction to restrain the company from the manufacture and future sale of such records. The conductor asks $600,000 damages.

Attorneys for Columbia Recording Corp., Goldmark, Colin & Kaye, were not available for comment.

Wedding Bells

Margo Corbett, private secretary to managing director J. E. Campeau in the Windsor, Canada, office of CKLW was married recently to Frank Jeffrey of the RCAF.

Slowie Appointed Liaison For FCC And Probe Unit

(Continued from Page 1)

cial Cox Committee to investigate the FCC, RADIO DAILY learned Friday. Selection of Slowie was agreed upon Thursday during a long conference between Chairman James Lawrence Fly and the committee counsel, Eugene L. Garey, New York attorney.

Garey is believed to have assured Fly that the committee has no intention of interferring with the normal functioning of the Commission during the course of the studies his investigators will make. He has promised a staff of 25 lawyers and investigators.

The attorney had no comment to make in reply to a Federated Press story that the whole investigation was a political maneuver designed to aid the 1944 candidacy of James Farley for the White House.

Garey asked that the Commission supply him with copies of all annual reports and all decisions since its foundation, in 1934. He asked also for the names and addresses of all Commission workers who have left Commission employ since 1939.

CBS' Increased Bi Expands Sales Dep

(Continued from Page 1)

Erikson, CBS Western sales m is to become network sales ma and effective April 1, W. I Roberts, now a member of the department, will replace Erik Western sales manager.

Edwin S. Reynolds, a salesm the radio sales division of th work is to take over Roberts' as an account representative network sales department. Ef immediately, John J. Karol be an assistant sales manager in tion to his duties as market re sales counsel.

Erikson a Veteran

In taking over the network managership, Erikson, a CBS v of almost 13 years, fills a p vacant since January, 1940. F time being he will continue to o from the CBS Chicago office, expected to take up his duties New York office of the n within a few months.

Roberts, who joined CBS a ago, was formerly a member of J sales department. Prior to th was with Free & Peters, Inc., station representatives, and a salesman for Today magazine.

Karol, with Columbia since D ber 1930, has been market res sales counsel since 1939 and p that, was director for market res for the network. Now as an ass sales manager and market res sales counsel, Karol will contin act as liaison between CBS's and the network's station rel departments.

Reynolds from Radio Sales Divisi

Reynolds' appointment as a count representative in the ne sales department becomes eff March 15. Prior to joining C 1936, he was in the sales depart of Mutual and a former copy w for R. H. Macy & Co., Inc. In C bia, Reynolds was originally a m ber of the network sales prom department and later manager o tion promotion in the radio division. Since December 193 has been a salesman in the radio division.

In making the announcem Gittinger added that Allyn Marsh will continue as an assi sales manager, with the develop of new business as his principal sponsibility. William J. Fagan continue to supervise all sales s activities and be second in comm on administrative matters.

Boykin On WMAL Quiz Ser

Washington — Edward Boy author of several books on Amer history and former New York adv tising executive will be master ceremonies for a new quiz show to aired by WWAL, local Blue Net outlet. Ten high school students f Washington will appear each Sun on the "Americana quiz," to answ questions on American history. Sp sor is the Wilkins-Rodgers Mil Co., of Washington.

Los Angeles

JAC WILLEN

USS JONSTON, Pacific Coast program director for CBS and KNX, will be hosted by the studio personnel at a special luncheon at Ettingham' March 10, in honor of completion of twenty years of service in the radio business.

As one of the premiere activities in creating programs which appeal to feminine and masculine audiences alike, KMTR has announced the return of Nell Darling to the airlanes from the West coast for a two-a-week current even program on Tuesdays and Thursdays at 6:15 p.m. Her first broadcast on KMTR took place March 2. Miss Robe's personal experience reports on the Dinah Shore popularity among the boys at camp should give Dinah a extra lick and lilt in her songs these days.

Bill's Bakery," morning Blue-Network CA airer, is hitting the groove with listeners and "yours truly," and, I hear, is ripe for sponsorship and development is one of the top "live" audience-maker programs to emanate from the studios of the local stations since the hey days of the old Al Pearce days at CBS.

Ray Millan and Paulette Goddard are the spotlight in C. B. DeMille's production of his own Paramount picture "Reap The Wild Wind" on the Lux Radio Theater tonight.

Those "Bet Lou" Valentine remembrances sent out to editors by Tommy Lyons are still bearing fruit, with letters of appreciation coming forth in every mail.

Mae Nordin, who has been a member of the KNX-CBS production staff department for the past year, left the organization March 5 for a new connection with the James Saphier Agency. Her duties will be to handle the Ransom Sherman show for Roma and for producer Tom McAvity.

Washington "Star" Spots On Six Capital Stations

Washington Bureau, RADIO DAILY

Washington – The Washington Evening Star licensee of WMAL, the blue outlet, has started a tran-scribed institutional campaign unique in that it employs all six of the local stations—WMAL, WRC, WJSV, WOL, WINX and WTOC.

The series, handled by Kal Advertising, Inc., is one in 1-minute spots, opening with newsboys' cries against street noise background. The Star's slogan, If You Read It in the Star it's true" follows, and the disc concludes with a brief skit to put across the reliability of the "star." Spots designed, according to the "Star," for prestige rather than circulation.

WANTED

Within 30 days announcers for 10 kw Eastern Independent in third largest market area. Splendid opportunity for ambitious, all-around men. Give draft status. Write

RADIO DAILY, Box 123
501 Broadway New York City

Memos Of An Innocent Bystander. . .!

● ● ● Elizabeth Bemis, first woman newscaster to be signed by CBS, whose programs emanate from the Coast, is quite a news item herself.... For instance, in 1937, while travelling to Prague, her train was dive-bombed by Nazis....Later, in Tunis, Miss Bemis, was arrested as a Spy and was released only when the American Consul there, intervened....in 1941, while covering the extensive Official U. S. Army maneuvers in Louisiana, she accidentally stepped in front of a "camera-gun" was declared, "killed in action"....weaker sex huh?....Whenever Ransom Sherman, star comedian of the new CBS "Fiesto Rancho" Thursday nighter, sees a bass fiddle, it recalls to his mind memories....such as the time, when as a beardless youth (just a mere shaver, would you say?), his parents, both talented musicians, planned and looked forward to the day when his musicianship would delight them at a future concert....that day finally dawned bright and early and Mere et Pere Sherman heard him sawing industriously on the bull fiddle as a member of the university orchestra.... and promptly advised him to take up something....anything....else.... Says Ransom, "that day, Music lost a great artist and the Radio Public lost all hope....for then and there I decided to become a radio comedian."

☆ ☆ ☆

● ● ● Bob (Thanks to the Yanks) Hawk, who on his Saturday broadcast, gave to the armed forces the 1,000,000th cigarette, met a fair-sexed quizee, who conceded that there ARE two sides to every story....her own and the wrong side....Al Hecht, actor heard on the "Counterspy" program, appeared for the first and later the dress rehearsals for that show, but immediately afterwards, received, rather belatedly, his expected induction notice, which was scheduled for that same day....Where was (Arnold) Moses when the program went out?....right there at the mike....subbing for Hecht.... Sudden thought: Before Sid Weiss was invited by Uncle Sam to drop in and try on Khaki, Sid confided in us and said, "Boy, as soon as I get my uniform, I'll be eligible to see the Stage Door Canteen from the inside"....So what happens?....When Sid got his uniform, he was at Camp Hood, Texas, about 2,000 miles away.... Nancy Craig will interview Gwendolyn Priest Wood, Nurse, who escaped from a Japanese concentration camp, on "The Woman of Tomorrow" program, Wednesday at 8:30 a.m. over WJZ.

☆ ☆ ☆

● ● ● Bert Boyar, youngster, heard on "Meet Corliss Archer," CBShow, came down with measles, his quarantine may be lifted just in time to allow him to join Wednesday rehearsal....Jay Jostyn, NBC's "District Attorney," isn't worried too much about his vegetable rations this summer....he'll plant "food" because as he says "you can't eat flowers"....Yeh! How about cauliflower?....Corp. Michael Foster, formerly of the CBS Press department, now stationed at Stewart Field, West Point, N. Y., writes, produces, directs and announces a weekly half-hour Army radio show, heard over WGNY, Newburgh....what? no K.P.?....Albert Spalding, Virtuoso of the Violin, has long held the tennis championship of a tennis club where he once overheard the club steward, on the telephone, saying, "our champion spells his name S-P-A-L-D-I-N-G, without the 'u'"....yes I believe he does play the violin....The latest issue of Radio Mirror Magazine, due on the stands this week, features on the cover, a color photo of Rudy Vallee, in his Coast Guard uniform....the Vagabond Lover's best likeness since the Herbert's Diamond Entertainers-WMCA days.

☆ ☆ ☆

—Remember Pearl Harbor—

To the Colors!

JOSEPH HARDING, director of the string ensemble at KCMO, Kansas City, until his enlistment in the Navy several months ago, has been placed in charge of the Concert Orchestra at the Naval Air Station at Olathe, Kans.

—VVV—

EDWARD L. (TED) BURWELL, program director of WGBR, Goldboro, N. C., recently received his call to report for active duty in the Army Air Corps Reserve.

—VVV—

ANOTHER STAR was added to the service flag of KHJ-Don Lee, Los Angeles, when DICK ROSS night supervisor of the announcing staff reported for training in the Army Air Force at Fresno.

Big WRC Ad Campaign Set In Capital By NBC

(*Continued from Page 1*)

lieved to be one of the most extensive of its kind to be conducted by a national network, all daily papers in the capital will be used. Foote, Cone & Belding, Inc., is handling the account.

The standard size "Star," "Post," and "Times-Herald" will receive a total of 13,500 lines each, comprising three 1500-line insertions and nine insertions of 1000 lines each. Twelve insertions of 900-line advertisements will be placed in the tabloid "News."

Divided into three series, each devoted to a specific type of program, the campaign opens with copy promoting WRC's position as a "World News Center," by virtue of its network news programs. Under such headings as "Tune in to WRC—980 on Your Dial—and a Window Opens on the World," and "Here's Why WRC —980 on Your Dial—is Your News Passport to the World," the copy emphasizes the comprehensive all-day news coverage supplied WRC's listeners by NBC's world-wide staff of reporters and commentators. Staff members are personalized with thumb-nail sketches and photographs. The keynote of the series is expressed in the slogan, carried in all copy, "These (program) services are among the benefits of the American System of free radio."

Included in each advertisement is a time-table-listing of all WRC newscasts from 8:00 a.m. to 1:00 a.m.

AMERICA

"AMERICA AT WAR"

A patriotic program series combining a timely dramatization with an inspiring talk by nationally prominent speakers. Cooperatively sponsored and we even sell it for you. Has already made good money for 25 radio stations. Write for details to Don Searle.

SALES FEATURES CO.
1023 NO. 17TH ST. . . . OMAHA, NEBRASKA

Network Program Trends

Report on 3 Webs Covers 5 Years Of Operation

(Continued from Page 1)

to accordingly; the Blue has been operating as an independent network for the year 1942 only. However, the survey presents a 1941 breakdown wherein the webs are separated.

Study of Mutual programming has been omitted due to the fact that certain source material was not readily available at this time.

Most notable and perhaps obvious, has been gains in the number of broadcast hours and in per cent of the total program hours devoted to news and variety entertainment types of programs. Second noted trend was the decrease in number of broadcast hours in practically all the other major classifications of programs. Third development was the increase in sustaining, and decrease in sponsored hours of broadcast. Of all the changes up or down in the number of broadcast hours devoted to any one of the major types of program, the most violent befell drama. This classification lost a total of 721 hours.

An Analysis of Program Forms

This study of programming trends is an analysis of program forms rather than subject matter. All so-called war effort programs, a classification by subject material, have been grouped with all others as per 11 major program types such as music, news, public discussions, variety, drama, general culture, religious, women's, children's, agriculture and sports. In charts accompanying this survey, several of the classifications are broken down into more defined groups common among the several network statistical departments. Five year comparisons on NBC and CBS are included here also.

News Programs Gained

Actual gain in number of program hours devoted to news ran to 610 hours, representing a 3.1 per cent increase. In this group have been added straight news reports, analysis, foreign pickups and special events, NBC contributed an additional 297 hours, CBS, 120, and the Blue, 193.

Variety productions gained a total of 103 hours, primarily via the Blue, for both NBC and CBS showed decreases, which were replaced often, in actual production, by special events and other news programming. Last year's bountiful crop of news analysts and commentators is partly revealed in NBC's increase of 198 such hours, half of which attracted sponsors, and the Blue's jump of 223 of which 55 were commercial.

For all the other of the 11 broad classifications, the survey shows fewer broadcast hours, decreases ranging from maximum of 721 for drama, to 20 for agricultural and farm services. The drop in dramatic hours is consistent among all three

Sponsored Show A War Casualty; Total Sales Up

of the networks, with the decl falling almost wholly among the co mercials. In fact, dramatic sustain increased slightly on CBS and NI

CBS Music Up

In total, music of all kinds, lost hours, but the decrease existed o on NBC and the Blue. CBS show a broad jump of 1,953 hours, m of it in the light, entertaining cla fication, accounting, perhaps, for reports from band-booking offices t for them 1942 was a banner year radio. Drop in hours of classical a semi-classical music on NBC can attributed to the war quite direct Network's former schedule of forei music festivals had to be cancell completely when war blocked pic ups from the European centers.

All three networks showed a crease in talks and public discussio which included talk series, one ti talks such as political speeches, f

(Continued on Page 6)

NETWORK PROGRA

N B C

DESCRIPTION	SPONSORED 1941	SPONSORED 1942	SUSTAINING 1941	SUSTAINING 1942	TOTAL PROGRAM HOURS 1941	TOTAL PROGRAM HOURS 1942	PER CENT OF TOTAL PROGRAM HOURS 1941	PER CENT OF TOTAL PROGRAM HOURS 1942	SPONSORED 1941	SPONSORED 1942
MUSIC	567	475:20	4004	2944:19	4571	3419:39	48.4	41.3	346:15	524
Classical	65	48:25	208	149:40	273	198:05	2.9	2.4	166:15	171
Semi-classical	108	134	702	570:58	810	704:58	8.6	8.5	—	—
Light	355	254:05	1478	1374:28	1833	1628:33	19.4	19.7	180	353
Dance	39	38:50	1616	849:13	1655	888:03	17.5	10.7	—	—
NEWS	394	448:45	589	831:31	983	1280:16	10.5	15.4	518:30	439:30
Reports	220	179:05	316	408:44	536	587:49	5.7	7.1	—	—
Analysis	104	202:55	87	186:33	191	389:28	2.	4.7	—	—
Foreign pickups	48	64:35	156	161:24	204	225:59	2.2	2.7	518:30	439:30
Special Events	22	2:10	30	74:50	52	77	.6	.9	—	—
PUBLIC DISCUSSIONS	109	3:15	237	196:48	346	200:03	3.6	2.5	89:45	31:90
Political	—	—	—	—	—	—	—	—	1:30	2:45
Series	108	2:10	130	112:26	238	114:36	2.5	1.4	—	—
One Time Talks	1	1:05	70	55:17	71	56:22	.7	.7	88:15	29:45
Forums	—	—	37	29:05	37	29:05	.4	.4	—	—
Civic Welfare	—	—	—	—	—	—	—	—	—	—
Natl. & Public Af.	—	—	—	—	—	—	—	—	—	—
VARIETY	759	602:50	108	254:56	867	857:26	9.1	10.4	1103:30	943
Quiz	126	137:50	17	24:20	143	162:10	1.5	1.9	—	—
Other Forms	633	465:40	91	230:36	724	696:16	7.6	8.5	—	—
DRAMA	3027	1842:44	228	294:14	2255	2136:58	23.8	25.8	1285	1060:15
GENERAL CULTURE	48	30:05	56	73:54	104	103:59	1.1	1.3	188:30	225:45
RELIGIOUS	—	1:05	89	80:49	89	81:54	.9	1.0	—	—
WOMEN'S	30	30:10	43	28:39	73	58:49	.8	.7	—	—
CHILDREN'S	54	—	24	10:50	78	10:50	.8	.1	—	—
AGRICULTURE	—	—	—	2:10	—	2:10	—	.0	—	—
SPORTS	9	12:55	88	111:17	97	124:12	1.0	1.5	11	6
News	9	7:35	56	53:53	65	61:28	.7	.7	—	—
Events	—	5:20	32	57:24	32	62:44	.3	.8	—	—
GRAND TOTAL	3997	3447:49	5466	4829:27	9463	8277:16	100.0	100.0	3542:30	3231
	42.2%	41.7%	57.8%	58.3%					51.7%	37.3%

FIVE YEAR TREND OF PROGRAM TYPES
by
Percent of Total Program Time

NBC*

	Per Cent 1942	Per Cent 1941	Per Cent 1940	Per Cent 1939	Per Cent 1938
MUSIC					
Classical	2.4	2.9	1.8	3.3	5.8
Semi-Classical	8.5	8.6	7.0	7.0	6.5
Light	19.7	19.4	18.0	18.3	20.5
Dance	10.7	17.5	23.8	24.3	18.5
Total	41.3	48.4	50.6	62.9	51.3
NEWS					
Reports	9.8	7.9	6.0	2.9	2.8
Analysis	4.7	2.0	0.6	0.6	0.7
Events	0.9	0.6	1.1	0.1	0.3
Total	15.4	10.5	7.7	3.6	3.8
SPORTS	1.5	1.0	1.1	0.9	2.4
DRAMA	25.8	23.8	27.1	25.6	23.1
VARIETY	10.4	9.1	2.7	3.3	3.3
RELIGION	1.0	0.9	1.0	1.7	1.0
WOMEN'S	0.7	0.8	1.0	1.4	2.4
CHILDREN'S	0.1	0.8	1.6	3.0	3.8
TALK and DISCUSSIONS	2.5	3.6	6.6	6.7	8.3
GENERAL CULTURE	1.3	1.1	0.6	0.9	0.6
GRAND TOTAL	100.0	100.0	100.0	100.0	100.0

*Red Network 1938-1941
NBC 1942

FIVE YEAR TREND OF PROGRAM TYPES
by
Percent of Total Program Time

CBS

	Per Cent 1938	Per Cent 1939	Per Cent 1940	Per Cent 1941	Per Cent 1942
COMMERCIAL					
Cultural and Educational	2.3	2.4	2.3	2.7	2.5
Serious Music	1.7	0.8	0.8	2.4	2.0
Popular Entertainment	26.7	34.5	37.5	37.4	27.2
Children's	1.5	1.3	0.5	....	....
News	2.4	4.1	6.5	7.6	5.1
Sports	0.3	5.5	4.0	0.2	0.1
Political	0.1	....	0.4	0.1	0.1
Miscellaneous and One-Time Broadcasts	0.5	0.1	0.1	1.3	0.3
TOTAL COMMERCIAL	35.5	48.7	52.1	51.7	37.3
SUSTAINING					
Serious Music	8.3	5.3	1.1	4.2	4.5
Adult Education	2.8	3.0	2.2	2.2	2.5
Children's Educational	1.0	0.9	0.9	0.9	0.4
Children's Entertainment	1.4	0.9	0.7	0.6	0.7
Civic Welfare	0.6	0.3	0.7	0.8	0.4
Religious	2.0	2.2	1.8	1.7	1.1
International (foreign affairs)	1.1	2.4	3.2	3.2	2.7
National and Public Affairs	1.4	1.0	1.6	2.2	2.1
Agriculture	1.5	0.5	0.5	0.8	0.6
News and Public Events	4.5	4.1	5.0	5.5	6.5
Drama	1.4	1.0	0.5	0.8	1.1
Sports	2.2	1.5	1.9	1.6	0.5
Popular Entertainment (average)	23.8	15.5	12.4	14.8	32.9
Dance Bands (average)	12.2	12.4	12.1	9.0	6.7
TOTAL SUSTAINING	64.5	51.3	47.9	48.3	62.7
TOTAL COMMERCIAL	35.5	48.7	52.1	51.7	37.3
GRAND TOTAL	100.0	100.0	100.0	100.0	100.0

OURS: 1941-1942

B S

Blue Network

TOTAL PROGRAM HOURS 1941	TOTAL PROGRAM HOURS 1942	PER CENT OF TOTAL PROGRAM HOURS 1941	PER CENT OF TOTAL PROGRAM HOURS 1942	SPONSORED 1941	SPONSORED 1942	SUSTAINING 1941	SUSTAINING 1942	TOTAL PROGRAM HOURS 1941	TOTAL PROGRAM HOURS 1942	PER CENT OF TOTAL PROGRAM HOURS 1941	PER CENT OF TOTAL PROGRAM HOURS 1942
1815:45	3768	26.5	43.5	216	241	4229	3135	4445	3376	44.9	42.9
457:45	549	6.7	6.5	56	66	394	139	450	205	4.5	2.6
—	—	—	—	13	8	706	367	719	375	7.4	4.8
740:45	2635	10.8	30.4	138	125	1621	1542	1759	1667	17.7	21.2
617:15	584	9.	6.7	9	42	1508	1087	1517	1129	15.3	14.3
1113:45	1233:15	16.2	14.3	129	174	667	815	796	989	8.1	12.5
—	—	—	—	28	10	316	302	344	312	3.5	4.0
—	—	—	—	100	155	156	379	256	534	2.6	6.7
893:45	1002:30	13.0	11.6	1	—	126	97	127	97	1.3	1.2
220	230:45	3.2	2.7	—	9	69	37	69	46	.7	.6
293	253:30	4.3	2.9	173	103	693	353	866	456	8.7	5.9
1:30	2:45	.0	.0	—	—	—	—	—	—	—	—
—	—	—	—	173	98	537	196	710	294	7.2	3.8
88:15	29:45	1.3	.3	—	5	104	70	104	75	1.0	1.0
—	—	—	—	—	—	52	87	52	87	.5	1.1
53	36	.8	.4	—	—	—	—	—	—	—	—
150:15	185	2.2	2.2	—	—	—	—	—	—	—	—
1560:30	1514:30	22.8	17.5	231	203	693	879	924	1082	9.3	13.8
—	—	—	—	69	25	17	33	86	58	.9	.8
—	—	—	—	162	178	676	846	838	1024	8.4	13.0
1342	1153:30	19.6	13.3	808	518	486	362	1294	880	13.1	11.1
337:45	442:30	4.9	5.1	30	24	256	95	286	119	2.9	1.5
117:30	94:45	1.7	1.1	—	3	182	120	182	123	1.8	1.5
—	—	—	—	5	22	234	147	239	169	2.4	2.2
104:15	101:30	1.5	1.1	100	69	312	225	412	294	4.1	3.7
52:15	52:45	.8	.6	—	—	243	220	243	220	2.4	2.8
118:15	46:15	1.7	.6	126	62	105	105	231	167	2.3	2.1
—	—	—	—	—	—	—	—	—	—	—	—
—	—	—	—	—	—	—	—	—	—	—	—
6855	8660:30	100.0	100.0	1818	1419	8100	6456	9918	7875	100.0	100.0
				18.3%	18.0%	81.7%	82.0%				

Network Program Trends

Report on 3 Webs Covers 5 Years Of Operation

(*Continued from Page 1*)

to accordingly; the Blue has been operating as an independent network for the year 1942 only. However, the survey presents a 1941 breakdown wherein the webs are separated.

Study of Mutual programming has been omitted due to the fact that certain source material was not readily available at this time.

Most notable and perhaps obvious, has been gains in the number of broadcast hours and in per cent of the total program hours devoted to news and variety entertainment types of programs. Second noted trend was the decrease in number of broadcast hours in practically all the other major classifications of programs. Third development was the increase in sustaining, and decrease in sponsored hours of broadcast. Of all the changes up or down in the number of broadcast hours devoted to any one of the major types of program, the most violent befell drama. This classification lost a total of 721 hours.

An Analysis of Program Forms

This study of programming trends is an analysis of program forms rather than subject matter. All so-called war effort programs, a classification by subject material, have been grouped with all others as per 11 major program types such as music, news, public discussions, variety, drama, general culture, religious, women's, children's, agriculture and sports. In charts accompanying this survey, several of the classifications are broken down into more defined groups common among the several network statistical departments. Five year comparisons on NBC and CBS are included here also.

News Programs Gained

Actual gain in number of program hours devoted to news ran to 610 hours, representing a 3.1 per cent increase. In this group have been added straight news reports, analysis, foreign pickups and special events, NBC contributed an additional 297 hours, CBS, 120, and the Blue, 193.

Variety productions gained a total of 103 hours, primarily via the Blue, for both NBC and CBS showed decreases, which were replaced often, in actual production, by special events and other news programming. Last year's bountiful crop of news analysts and commentators is partly revealed in NBC's increase of 198 such hours, half of which attracted sponsors, and the Blue's jump of 223 of which 55 were commercial.

For all the other of the 11 broad classifications, the survey shows fewer broadcast hours, decreases ranging from maximum of 721 for drama, to 20 for agricultural and farm services. The drop in dramatic hours is consistent among all three

Sponsored Show A War Casualty; Total Sales Up

of the networks, with the decl falling almost wholly among the co. mercials. In fact, dramatic sustain increased slightly on CBS and NI

CBS Music Up

In total, music of all kinds, lost hours, but the decrease existed o on NBC and the Blue. CBS show a broad jump of 1,953 hours, m of it in the light, entertaining clas fication, accounting, perhaps, for reports from band-booking offices t for them 1942 was a banner year radio. Drop in hours of classical a semi-classical music on NBC can attributed to the war quite direc Network's former schedule of forei music festivals had to be cancell completely when war blocked pic ups from the European centers.

All three networks showed a i crease in talks and public discussio which included talk series, one ti talks such as political speeches, f

(*Continued on Page 6*)

NETWORK PROGRA

N B C

DESCRIPTION	SPONSORED		SUSTAINING		TOTAL PROGRAM HOURS		PER CENT OF TOTAL PROGRAM HOURS		SPONSORED	
	1941	1942	1941	1942	1941	1942	1941	1942	1941	1942
MUSIC	567	475:20	4004	2944:19	4571	3419:39	48.4	41.3	346:15	524
Classical	65	48:25	208	149:40	273	198:05	2.9	2.4	166:15	171
Semi-classical	108	134	702	570:58	810	704:58	8.6	8.5	—	—
Light	355	254:05	1478	1374:28	1833	1628:33	19.4	19.7	180	353
Dance	39	38:50	1616	849:13	1655	888:03	17.5	10.7	—	—
NEWS	394	448:45	589	831:31	983	1280:16	10.5	15.4	518:30	439:30
Reports	220	179:05	316	408:44	536	587:49	5.7	7.1	—	—
Analysis	104	202:55	87	186:33	191	389:28	2.	4.7	—	—
Foreign pickups	48	64:35	156	161:24	204	225:59	2.2	2.7	518:30	439:30
Special Events	22	2:10	30	74:50	52	77	.6	.9	—	—
PUBLIC DISCUSSIONS	109	3:15	237	196:48	346	200:03	3.6	2.5	89:45	31:90
Political	—	—	—	—	—	—	—	—	1:30	2:45
Series	108	2:10	130	112:26	238	114:36	2.5	1.4	—	—
One Time Talks	1	1:05	70	55:17	71	56:22	.7	.7	88:15	29:45
Forums	—	—	37	29:05	37	29:05	.4	.4	—	—
Civic Welfare	—	—	—	—	—	—	—	—	—	—
Natl. & Public Af.	—	—	—	—	—	—	—	—	—	—
VARIETY	759	602:50	108	254:56	867	857:26	9.1	10.4	1103:30	943
Quiz	126	137:50	17	24:20	143	162:10	1.5	1.9	—	—
Other Forms	633	465:40	91	230:36	724	696:16	7.6	8.5	—	—
DRAMA	3027	1842:44	228	294:14	2255	2136:58	23.8	25.8	1285	1060:15
GENERAL CULTURE	48	30:05	56	73:54	104	103:59	1.1	1.3	188:30	225:45
RELIGIOUS	—	1:05	89	80:49	89	81:54	.9	1.0	—	—
WOMEN'S	30	30:10	43	28:39	73	58:49	.8	.7	—	—
CHILDREN'S	54	—	24	10:50	78	10:50	.8	.1	—	—
AGRICULTURE	—	—	—	2:10	—	2:10	—	.0	—	—
SPORTS	9	12:55	88	111:17	97	124:12	1.0	1.5	11	6
News	9	7:35	56	53:53	65	61:28	.7	.7	—	—
Events	—	5:20	32	57:24	32	62:44	.3	.8	—	—
GRAND TOTAL	3997	3447:49	5466	4829:27	9463	8277:16	100.0	100.0	3542:30	3231
	42.2%	41.7%	57.8%	58.3%					51.7%	37.3%

FIVE YEAR TREND OF PROGRAM TYPES
by
Percent of Total Program Time

NBC*

	Per Cent 1942	Per Cent 1941	Per Cent 1940	Per Cent 1939	Per Cent 1938
MUSIC					
Classical	2.4	2.9	1.8	3.3	5.8
Semi-Classical	8.5	8.6	7.0	7.0	6.5
Light	19.7	19.4	18.0	18.3	20.5
Dance	10.7	17.5	23.8	24.3	18.5
Total	41.3	48.4	50.6	62.9	51.3
NEWS					
Reports	9.8	7.9	6.0	2.9	2.8
Analysis	4.7	2.0	0.6	0.6	0.7
Events	0.9	0.6	1.1	0.1	0.3
Total	15.4	10.5	7.7	3.6	3.8
SPORTS	1.5	1.0	1.1	0.9	2.4
DRAMA	25.8	23.8	27.1	25.6	23.1
VARIETY	10.4	9.1	2.7	3.3	3.3
RELIGION	1.0	0.9	1.0	1.7	1.0
WOMEN'S	0.7	0.8	1.0	1.4	2.4
CHILDREN'S	0.1	0.8	1.6	3.0	3.8
TALK and DISCUSSIONS	2.5	3.6	6.6	6.7	8.3
GENERAL CULTURE	1.3	1.1	0.6	0.9	0.6
GRAND TOTAL	100.0	100.0	100.0	100.0	100.0

* Red Network 1938-1941
Blue 1942

FIVE YEAR TREND OF PROGRAM TYPES
by
Percent of Total Program Time

CBS

	Per Cent 1938	Per Cent 1939	Per Cent 1940	Per Cent 1941	Per Cent 1942
COMMERCIAL					
Cultural and Educational	2.3	2.4	2.3	2.7	2.5
Serious Music	1.7	0.8	0.8	2.4	2.0
Popular Entertainment	26.7	34.5	37.5	37.4	27.2
Children's	1.5	1.3	0.5	....	....
News	2.4	4.1	6.5	7.6	5.1
Sports	0.3	5.5	4.0	0.2	0.1
Political	0.1	....	0.4	0.1	0.1
Miscellaneous and One-Time Broadcasts	0.5	0.1	0.1	1.3	0.3
TOTAL COMMERCIAL	35.5	48.7	52.1	51.7	37.3
SUSTAINING					
Serious Music	8.3	5.3	1.4	4.2	4.5
Adult Education	2.8	3.0	2.2	2.2	2.5
Children's Educational	1.0	0.9	0.9	0.9	0.4
Children's Entertainment	1.4	0.9	0.7	0.6	0.7
Civic Welfare	0.6	0.3	0.7	0.8	0.4
Religious	2.0	2.2	1.8	1.7	1.1
International (foreign affairs)	1.4	2.4	3.2	3.2	2.7
National and Public Affairs	1.4	1.0	1.6	2.2	2.1
Agriculture	1.5	0.5	0.5	0.8	0.6
News and Public Events	4.5	4.4	5.0	5.5	6.5
Drama	1.1	1.0	0.5	0.8	1.1
Sports	2.2	1.5	1.9	1.6	0.5
Popular Entertainment (average)	23.8	15.5	12.4	14.8	32.9
Dance Bands (average)	12.2	12.4	12.1	9.0	6.7
TOTAL SUSTAINING	64.5	51.3	47.9	48.3	62.7
TOTAL COMMERCIAL	35.5	48.7	52.1	51.7	37.3
GRAND TOTAL	100.0	100.0	100.0	100.0	100.0

OURS: 1941-1942

B S

Blue Network

TOTAL PROGRAM HOURS 1941	TOTAL PROGRAM HOURS 1942	PER CENT OF TOTAL PROGRAM HOURS 1941	PER CENT OF TOTAL PROGRAM HOURS 1942	SPONSORED 1941	SPONSORED 1942	SUSTAINING 1941	SUSTAINING 1942	TOTAL PROGRAM HOURS 1941	TOTAL PROGRAM HOURS 1942	PER CENT OF TOTAL PROGRAM HOURS 1941	PER CENT OF TOTAL PROGRAM HOURS 1942
1815:45	3768	26.5	43.5	216	241	4229	3135	4445	3376	44.9	42.9
457:45	549	6.7	6.5	56	66	394	139	450	205	4.5	2.6
—	—	—	—	13	8	706	367	719	375	7.4	4.8
740:45	2635	10.8	30.4	138	125	1621	1542	1759	1667	17.7	21.2
617:15	584	9.	6.7	9	42	1508	1087	1517	1129	15.3	14.3
1113:45	1233:15	16.2	14.3	129	174	667	815	796	989	8.1	12.5
—	—	—	—	28	10	316	302	344	312	3.5	4.0
—	—	—	—	100	155	156	379	256	534	2.6	6.7
893:45	1002:30	13.0	11.6	1	—	126	97	127	97	1.3	1.2
220	230:45	3.2	2.7	—	9	69	37	69	46	.7	.6
293	253:30	4.3	2.9	173	103	693	353	866	456	8.7	5.9
1:30	2:45	.0	.0	—	—	—	—	—	—	—	—
—	—	—	—	173	98	537	196	710	294	7.2	3.8
88:15	29:45	1.3	.3	—	5	104	70	104	75	1.0	1.0
—	—	—	—	—	—	52	87	52	87	.5	1.1
53	36	.8	.4	—	—	—	—	—	—	—	—
150:15	185	2.2	2.2	—	—	—	—	—	—	—	—
1560:30	1514:30	22.8	17.5	231	203	693	879	924	1082	9.3	13.8
—	—	—	—	69	25	17	33	86	58	.9	.8
—	—	—	—	162	178	676	846	838	1024	8.4	13.0
1342	1153:30	19.6	13.3	808	518	486	362	1294	880	13.1	11.1
337:45	442:30	4.9	5.1	30	24	256	95	286	119	2.9	1.5
117:30	94:45	1.7	1.1	—	3	182	120	182	123	1.8	1.5
—	—	—	—	5	22	234	147	239	169	2.4	2.2
104:15	101:30	1.5	1.1	100	69	312	225	412	294	4.1	3.7
52:15	52:45	.8	.6	—	—	243	220	243	220	2.4	2.8
118:15	46:15	1.7	.6	126	62	105	105	231	167	2.3	2.1
—	—	—	—	—	—	—	—	—	—	—	—
—	—	—	—	—	—	—	—	—	—	—	—
6855	8660:30	100.0	100.0	1818	1419	8100	6456	9918	7875	100.0	100.0
				18.3%	18.0%	81.7%	82.0%				

Web Program Trends Reveal Effect of War

(Continued from Page 4)

ums, columnists, etc. The drop reached 596 hours for all three, and settled primarily in the commercial ranks, though, in the case of the Blue, the drop was heavy, too, in the sustaining. The decreases in these categories are deemed logical with the spurt in the various news branches which bore the quickened tempo of the times.

Sport Events Suffer

The additional time NBC devoted to sports, both news and events, was more than offset by the reduced time these types received on the other two chains. Thus in the summary sports lost 109 network hours in 1942. Notable drops were in the commercial sports on the Blue to the tune of 50 per cent, and on CBS's sustaining, 63 per cent.

General cultural and educational programs suffered a slight casualty in hours in the over-all picture, but, the single picture on CBS favored the group with an increase of 105 hours. Children's programs dropped 188 hours, religious programs, 89, and agricultural or farm services 20 hours. Only NBC and the Blue set up separate divisions for women's programs, and between those two chains, the type lost 84 hours. Combined, the networks reported 1,423 fewer program hours.

Gross Sales Higher

All three networks showed slight decreases in total commercial, program hours, though chains gross sales, as reported earlier this year, were all higher than in 1941. On NBC, 41.7 per cent of program hours were commercials, leaving 58.3 per cent sustaining. Last year the relation was 42.2 per cent to 57.8 per cent. Difference between commercial and sustaining on CBS is wider. It is 37.3 per cent commercial and 62.7 per cent sustaining for 1942, and 51.7 per cent to 48.3 per cent in 1941. Blue went to 18 per cent sponsored and 82 per cent sustaining in 1942, from 18.3 per cent sponsored to 81.7 per cent sustaining in 1941.

Music Wak

Over a five-year period, music, on NBC reached its lowest during 1942, but that is mitigated by fact that the network's method of analysis has changed. In former years, statistical department lifted the musical portions of even variety shows out and counted them as music, and classified the remainder as variety, drama, or whatever the case may have been. New method now leaves each program intact and classified as a unit, so that there would logically, be fewer music program hours in 1942. The change in method, therefore, would work to the advantage of variety which now comes in for its full count, accounting for big gain shown for 1941, when compared with 1940. News showed a steady gain over the years, with war accelerating the gains in 1941 and 1942.

CBS's five-year study, charted differently from that of NBC's, shows the trend separately among commercials and sustainings, though both are in per cents of total program hours. CBS reached its peak year in 1942, for the classification of popular entertainment programs on a sustaining basis. Commercially, that group fell back almost to the low of 1938.

THREE-NETWORK PROGRAM SUMMARY

	TOTAL BROADCAST HOURS		PER CENT OF TOTAL PROGRAM TIME	
	1941	1942	1941	1942
MUSIC	10831:45	10563:39	41.3	42.6
NBC	4571	3419:39	48.4	41.3
CBS	1815:45	3768	26.5	43.5
BLUE	4445	3376	44.9	42.9
NEWS	2892:45	3502:31	11.0	14.1
NBC	983	1280:16	10.5	15.4
CBS	1113:45	1233:15	16.2	14.3
BLUE	796	989	8.1	12.5
PUBLIC DISCUSSIONS	1505	909:33	5.7	3.7
NBC	346	200:03	3.6	2.5
CBS	293	253:30	4.3	2.9
BLUE	866	456	8.7	5.9
VARIETY	3351:30	3454:56	12.8	13.9
NBC	867	857:26	9.1	10.4
CBS	1560:30	1514:30	22.8	17.5
BLUE	924	1082	9.3	13.8
DRAMA	4891	4170:28	18.6	16.8
NBC	2255	2136:58	23.8	25.8
CBS	1342	1153:30	19.6	13.3
BLUE	1294	880	13.1	11.1
GENERAL CULTURE	727:45	665:39	2.8	2.7
NBC	104	103:59	1.1	1.3
CBS	337:45	442:30	4.9	5.1
BLUE	286	119	2.9	1.5
RELIGIOUS	388:30	299:30	1.5	1.2
NBC	89	81.54	.9	1.
CBS	117:30	94.45	1.7	1.1
BLUE	182	123	1.8	1.5
WOMEN'S	312	227:49	1.2	.9
NBC	73	58:19	.8	.7
CBS	.....	.....	.....	.....
BLUE	238	169	2.4	2.2
CHILDREN'S	594:15	406:20	2.3	1.6
NBC	78	10:50	.8	.1
CBS	104:15	101:30	1.5	1.1
BLUE	112	294	4.1	3.7
AGRICULTURE	295:15	274:55	1.1	1.1
NBC	.....	2:10	.....	.0
CBS	52:15	52:45	.8	.6
BLUE	243	220	2.4	2.8
SPORTS	446:15	337:27	1.7	1.4
NBC	97	124:12	1.	1.5
CBS	118:15	46:15	1.7	.6
BLUE	231	167	2.3	2.1
GRAND TOTAL	26236	24812:16	100.0	100.0

Columbia Recording Sued By Sir Thomas Beecham

Sir Thomas Beecham, British conductor, filed suit in Supreme Court late last week against Columbia Recording Corp., charging that certain records made by him and the New York Philharmonic-Symphony Orchestra were imperfect and asking for an injunction to restrain the company from the manufacture and future sale of such records. The conductor asks $600,000 damages.

Attorneys for Columbia Recording Corp., Goldmark, Colin & Kaye, were not available for comment.

Wedding Bells

Margo Corbett, private secretary to managing director J. E. Campeau in the Windsor, Canada, office of CKLW was married recently to Frank Jeffrey of the RCAF.

Slowie Appointed Liaison For FCC And Probe Unit

(Continued from Page 1)

cial Cox Committee to investigate the FCC, RADIO DAILY learned Friday. Selection of Slowie was agreed upon Thursday during a long conference between Chairman James Lawrence Fly and the committee counsel, Eugene L. Garey, New York attorney.

Garey is believed to have assured Fly that the committee has no intention of interferring with the normal functioning of the Commission during the course of the studies his investigators will make. He has promised a staff of 25 lawyers and investigators.

The attorney had no comment to make in reply to a Federated Press story that the whole investigation was a political maneuver designed to aid the 1944 candidacy of James Farley for the White House.

Garey asked that the Commission supply him with copies of all annual reports and all decisions since its foundation, in 1934. He asked also for the names and addresses of all Commission workers who have left Commission employ since 1939.

CBS' Increased Biz Expands Sales Dep

(Continued from Page 1)

Erikson, CBS Western sales ma is to become network sales ma and effective April 1, W. L Roberts, now a member of the al department, will replace Eriks Western sales manager.

Edwin S. Reynolds, a salesm the radio sales division of the work is to take over Roberts' as an account representative i network sales department. Eff immediately, John J. Karol be an assistant sales manager in tion to his duties as market res sales counsel.

Erikson a Veteran

In taking over the network managership, Erikson, a CBS ve of almost 13 years, fills a po vacant since January, 1940. Fo time being he will continue to o from the CBS Chicago office, expected to take up his duties New York office of the net within a few months.

Roberts, who joined CBS a ago, was formerly a member of sales department. Prior to th was with Free & Peters, Inc., station representatives, and a salesman for Today magazine.

Karol, with Columbia since De ber 1930, has been market res sales counsel since 1939 and pri that, was director for market res for the network. Now as an assi sales manager and market res sales counsel, Karol will contin act as liaison between CBS's and the network's station rela departments.

Reynolds from Radio Sales Divisi

Reynolds' appointment as an count representative in the net sales department becomes effe March 15. Prior to joining CB 1936, he was in the sales depart of Mutual and a former copy w for R. H. Macy & Co., Inc. In Col bia. Reynolds was originally a m ber of the network sales promo department and later manager of tion promotion in the radio s division. Since December 1939 has been a salesman in the radio division.

In making the announceme Gittinger added that Allyn Marsh will continue as an assis sales manager, with the developm of new business as his principal sponsibility. William J. Fagan continue to supervise all sales se activities and be second in comma on administrative matters.

Boykin On WMAL Quiz Serie

Washington — Edward Boy author of several books on Ameri history and former New York adv tising executive will be master ceremonies for a new quiz show to aired by WWAL, local Blue Netw outlet. Ten high school students fr Washington will appear each Sund on the "Americana quiz," to answ questions on American history. Spo sor is the Wilkins-Rodgers Milli Co., of Washington.

Los Angeles

By JAC WILLEN

S JOHNSTON, Pacific Coast rogram director for CBS and will be hosted by the studio nnel at a special luncheon at ingham's March 10, in honor of mpletion of twenty years of e in the radio business.

One of its premiere activities in ng programs which appeal to ne and masculine audiences KMTR, has announced the re- Nell Darling to the airlanes West Coast for a two-a-week t events program on Tuesdays hursdays at 6:15 p.m. Her first on KMTR took place March 2. Robert's personal experience on the Dinah Shore popu- among the boys at camp should inah an extra lick and lilt in ngs these days.

's Beanery," morning Blue- airer, is hitting the groove steners and "yours truly," and, ar, is up for sponsorship and pment as one of the top "live" ker programs to emanate from the local stations since the f the old Al Pearce days at

Milland and Paulette Goddard he spotlight in C. B. DeMille's tion of his own Paramount "Reap The Wild Wind" on adio Theater tonight.

"Betty Lou" Valentine re- 's sent out to editors by Tommy are still bearing fruit, with of appreciation coming forth y mail.

Nordin, who has been a mem- the KNX-CBS production staff ent for the past year, left anization March 5 for a new with the James Saphier . Her chores will be to handle nsom Sherman show for Roma r producer Tom McAvity.

ington "Star" Spots a Six Capital Stations

ington Bureau, RADIO DAILY

ngton — The Washington g Star," licensee of WMAL, ue outlet has started a tran- institutional campaign unique it employs all six of the local —WMAL, WRC, WJSV, WOL, nd WDDC.

eries, handled by Kal Adver- nc., is done in 1-minute spots, with newsboys' cries against t noise background. The slogan, "If You Read It in the s true" follows, and the disc ded with a brief skit to put he reliability of the "star." gned, according to the "Star," tige rather than circulation.

WANTED

30 days, announcers for 10 kw independent in third largest market. Splendid opportunity for all-around men. Give draft Write

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roadway New York City

Memos Of An Innocent Bystander. . .!

● ● ● Elizabeth Bemis, first woman newscaster to be signed by CBS, whose programs emanate from the Coast, is quite a news item herself.... For instance, in 1937, while travelling to Prague, her train was dive-bombed by Nazis....Later, in Tunis, Miss Bemis, was arrested as a Spy and was released only when the American Consul there, intervened....in 1941, while covering the extensive Official U. S. Army maneuvers in Louisiana, she accidentally stepped in front of a "camera-gun" was declared, "killed in action"....weaker sex huh?....Whenever Ransom Sherman, star comedian of the new CBS "Fiesto Rancho" Thursday nighter, sees a bass fiddle, it recalls to his mind memories....such as the time, when as a beardless youth (just a mere shaver, would you say?), his parents, both talented musicians, planned and looked forward to the day when his musicianship would delight them at a future concert....that day finally dawned bright and early and Mere et Pere Sherman heard him sawing industriously on the bull fiddle as a member of the university orchestra.... and promptly advised him to take up something....anything....else.... Says Ransom, "that day, Music lost a great artist and the Radio Public lost all hope....for then and there I decided to become a radio comedian."

☆ ☆ ☆

● ● ● Bob (Thanks to the Yanks) Hawk, who on his Saturday broadcast, gave to the armed forces the 1,000,000th cigarette, met a fair-sexed quizee, who conceded that there ARE two sides to every story....her own and the wrong side....Al Hecht, actor heard on the "Counterspy" program, appeared for the first and later the dress rehearsals for that show, but immediately afterwards, received, rather belatedly, his expected induction notice, which was scheduled for that same day....Where was (Arnold) Moses when the program went out?....right there at the mike....subbing for Hecht.... Sudden thought: Before Sid Weiss was invited by Uncle Sam to drop in and try on Khaki, Sid confided in us and said, "Boy, as soon as I get my uniform, I'll be eligible to see the Stage Door Canteen from the inside"....So what happens?....When Sid got his uniform, he was at Camp Hood, Texas, about 2,000 miles away.... Nancy Craig will interview Gwendolyn Priest Wood, Nurse, who escaped from a Japanese concentration camp, on "The Woman of Tomorrow" program, Wednesday at 8:30 a.m. over WJZ.

☆ ☆ ☆

● ● ● Bert Boyar, youngster, heard on "Meet Corliss Archer," CBShow, came down with measles, his quarantine may be lifted just in time to allow him to join Wednesday rehearsal....Jay Jostyn, NBC's "District Attorney," isn't worried too much about his vegetable rations this summer....he'll plant "food" because as he says "you can't eat flowers"....Yeh! How about cauliflower?....Corp. Michael Foster, formerly of the CBS Press department, now stationed at Stewart Field, West Point, N. Y., writes, produces, directs and announces a weekly half-hour Army radio show, heard over WGNY, Newburgh....what? no K.P.?....Albert Spalding, Virtuoso of the Violin, has long held the tennis championship of a tennis club where he once overheard the club steward, on the telephone, saying, "our champion spells his name S-P-A-L-D-I-N-G, without the 'u'"....yes I believe he does play the violin....The latest issue of Radio Mirror Magazine, due on the stands this week, features on the cover, a color photo of Rudy Vallee, in his Coast Guard uniform....the Vagabond Lover's best likeness since the Herbert's Diamond Entertainers-WMCA days.

☆ ☆ ☆

—Remember Pearl Harbor—

To the Colors!

JOSEPH HARDING, director of the string ensemble at KCMO, Kansas City, until his enlistment in the Navy several months ago, has been placed in charge of the Concert Orchestra at the Naval Air Station at Olathe, Kans.

—VVV—

EDWARD L. (TED) BURWELL, program director of WGBR, Goldboro, N. C., recently received his call to report for active duty in the Army Air Corps Reserve.

—VVV—

ANOTHER STAR was added to the service flag of KHJ-Don Lee, Los Angeles, when DICK ROSS night supervisor of the announcing staff reported for training in the Army Air Force at Fresno.

Big WRC Ad Campaign Set In Capital By NBC

(*Continued from Page* 1)

lieved to be one of the most extensive of its kind to be conducted by a national network, all daily papers in the capital will be used. Foote, Cone & Belding, Inc., is handling the account.

The standard size "Star," "Post," and "Times-Herald" will receive a total of 13,500 lines each, comprising three 1500-line insertions and nine insertions of 1000 lines each. Twelve insertions of 900-line advertisements will be placed in the tabloid "News."

Divided into three series, each devoted to a specific type of program, the campaign opens with copy promoting WRC's position as a "World News Center," by virtue of its network news programs. Under such headings as "Tune in to WRC—980 on Your Dial—and a Window Opens on the World," and "Here's Why WRC —980 on Your Dial—is Your News Passport to the World," the copy emphasizes the comprehensive all-day news coverage supplied WRC's listeners by NBC's world-wide staff of reporters and commentators. Staff members are personalized with thumb-nail sketches and photographs. The keynote of the series is expressed in the slogan, carried in all copy, "These (program) services are among the benefits of the American System of free radio."

Included in each advertisement is a time-table-listing of all WRC newscasts from 8:00 a.m. to 1:00 a.m.

AMERICA

"AMERICA AT WAR"

A patriotic program series combining a timely dramatization with an inspiring talk by nationally prominent speakers. Cooperatively sponsored and we even sell it for you. Has already made good money for 25 radio stations. Write for details to Don Searle.

SALES FEATURES CO.
1023 NO. 17TH ST. . . . OMAHA, NEBRASKA

GUEST-ING

RALPH BELLAMY, in a second appearance on the "Cavalcade of America," today (WEAF-NBC, 8 p.m.).

LAWRENCE TIBBETT, on the "Great Artists Series" of the Telephone Hour," today (WEAF-NBC, 9 p.m.).

PAULETTE GODDARD and RAY MILLAND, in an adaptation of "Reap the Wild Wind," on the "Lux Radio Theater," today (WABC-CBS, 9 p.m.).

GREGORY RATOFF, on "Information Please," today (WEAF-NBC, 10:30 p.m.).

ROBERT M. SALTER, chief of the Bureau of Plant Industry of the U. S. Department of Agriculture, on the "Victory Garden" series, (WJZ-Blue Network, 12:45 p.m.).

JAMES GLEASON and PAT O'MALLEY, on "Ceiling Unlimited," today (WABC-CBS, 7:15 p.m.).

JUDY CANOVA, on the "Al Jolson-Monty Woolley Show," tomorrow (WABC-CBS, 8:30 p.m.).

WALTER GRAEBNER, Time Magazine correspondent recently returned from the Russian front, on "This Is Our Enemy" tomorrow (WOR-Mutual, 9:30 p.m.).

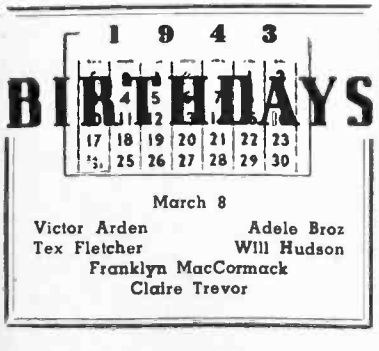
COL. LEMUEL Q. STOOPNAGLE at "Duffy's," tomorrow (WJZ-Blue Network, 8:30 p.m.).

DEEMS TAYLOR and JOSE ITURBI, on the Burns and Allen program, tomorrow (WABC-CBS, 9 p.m.).

BARNEY ROSS, former boxing champ now a veteran of Guadalcanal, on Eddie Cantor's "Time to Smile," Wednesday (WEAF-NBC, 9 p.m.).

RICHARD HAYDN, the "Mr. Karp" of the air-waves, on the "Cresta Blanca Carnival," Wednesday (WOR-Mutual, 9:15 p.m.).

GWENDOLYN PRIEST WOOD, American nurse who escaped from a Japanese concentration camp, on the "Women of Tomorrow" program, Wednesday (WJZ-Blue Network, 8:30 p.m.).



March 8

Victor Arden — Adele Broz
Tex Fletcher — Will Hudson
Franklyn MacCormack
Claire Trevor

FCC's Annual Report Reveals Large Increase In Time Sales

(Continued from Page 1)

may be examined at will at any field office of the Commission.

In its closing section, on financial statistics, it outlined the broadcast operations record during the 1942 fiscal year, stating that;

"The broadcast business in the United States received from the sale of time $178,091,043 in the calendar year 1941, an increase of $23,267,256, or 15 per cent, over the amount for 1940, according to financial data filed with the Commission by three nation-wide network companies, the seven regional networks, and 817 stations.

Talent Sale Revenue Up

"In addition to time sales, the industry reported revenues of $15,190,-335 from the sale of talent and other services during 1941, an increase of $2,008,387 over the amount reported for the previous year. Broadcast service income (operating profit) of the entire industry for 1941 exceeded the amount reported for 1940 by more than $11,542,318, or about 35 per cent.

"The three nation-wide network companies (NBC, CBS and Mutual) reported combined time sales of $79,621,534 for the year, up about 11 per cent over 1940.

"The National Broadcasting Co., through its dual networks, accounted for $40,378,764, while the figures for CBS and Mutual were $34,386,040 and $4,856,730, respectively. They paid to stations under contract and to regional networks $25,651,249 compared to $22,123,760 in the year previous.

"The combined broadcast service income as reported by NBC, CBS and Mutual, including the operations of their networks and stations, was $16,897,944 before federal income tax. After provision for federal income tax, the net income was $4,579,315 for NBC, $5,633,297 for CBS, and a loss of $32,279 for Mutual.

177 Showed Deficits

"The purely non-network business (time sold to local and national advertisers by the 817 stations) of the industry was $97,379,610, bettering the previous year by $15,482,374, or approximately 19 per cent. The broadcast service income of 784 stations not operated by or for the networks amount to $27,056,162, an increase of $7,932,553, or approximately 41 per cent.

"A total of 177 stations reported broadcast service deficits in 1941. These stations had total time sales of $7,629,969, total expenses of $8,706,-066 and lost in the agreement $1,209,-795, these figures include losses for 10 of 54 new stations, the remaining 44 having operated at a profit. However, the number of stations showing broadcast service deficits was under the figure for 1940, when 187 stations lost $1,551,612.

"As of December 31, 1941, the industry employed 24,728 persons. The payroll for the year 1941 was $50,-668,977."

Among broadcasting statistics, the following tables were included:

NUMBER OF STATIONS IN BROADCAST SERVICE

For Fiscal Year Ending June 30, 1941 and 1942

CLASS OF STATION	As of June 30, 1941	New	Deleted	As of June 30, 1942
Standard Broadcast	897	34	6	925
High Frequency Broadcast (Experimental)	20	0	7	13
High Frequency Broadcast (FM)	49	20	8	61
Low Frequency Relay	229	36	17	248
High Frequency Relay	269	30	24	275
Television (Experimental)	45	7	16	36
Television (Commercial)	2	9	1	10
International	12	3	1	14
Developmental	8	0	0	8
ST (Studio Transmitter)	4	8	2	10
Facsimile	4	0	0	4
Non-Commercial Educational	5	4	1	8
Class II (Experimental)	1	1	0	2
TOTALS	1,545	152	83	1,614

BROADCAST APPLICATIONS

SERVICE	Applications Received	Applications Granted	Special Authorization
Standard Broadcast	4,087	3,252	442
Relay Broadcast	802	634	76
International Broadcast	128	74	63
Television Broadcast (Commercial)	74	38	16
Television Broadcast (Experimental)	109	89	27
Facsimile Broadcast	5	14	1
High Frequency Broadcast (Experimental)	117	35	122
High Frequency Broadcast (FM)	371	158	150
Non Commercial Educational Broadcast	15	18	0
Development Broadcast	15	24	10
ST (Studio Transmitter) Broadcast	36	20	11
Class II Broadcast (Experimental)	6	1	1
TOTALS	5,765	4,357	919

Above figures include formal and informal applications for new stations, construction permits, modification of construction permits, assignment of construction permits, licenses, renewal of licenses, assignment of licenses, transfer of control, installation of equipment, determination of operating power by direct method, special experimental authorizations, etc.

Stork News

Ken Peters, also known as Colonel Cumquot, at WSAI, Cincinnati, is the father of a boy.

Mark Schreiber, sales manager of KMYR, Denver is celebrating the arrival of his new born son.

Brooke Joins Blue Spot Staff

John W. Brooke, who for the past three years has served in the Detroit office of Edward Petry & Co., has been appointed to the national spot sales staff of the Blue Network, it has been announced by Murray G. Grabhorn, national spot sales head.

COAST-TO-COA

AN Alphonse-Gaston act i place on KCMO, Kans and the Kansas City Office nal Revenue. Through busine ager Clarence Breazeal, an ment has been made whereby experts will help station em once a week fill out their tax and KCMO does an assist Revenue Bureau by airing program that gives listeners side dope on the new tax reg

* * *

Hal Hudson, program manage CBS Pacific Network, recently an that Jay Stewart had been assi the KNX, Los Angeles, announc Stewart, who was honorably dis from the Army had previous rad rience at WLW, Cincinnati.

* * *

An average of 25 hours voted by WTAG, Worcester, war program in February, ac to figures compiled by Eleanc mer, station's war program m Breakdown reveals that over announcements and 87 program broadcast for the Victory Book Red Cross, mileage and food ing, War Bonds, V-mail, and a ice branches. Added to broadcasts carried by the figures total 44 hours in behalf services aired on WTAG th month.

* * *

Twenty-five members of the KYW delphia, staff, and Westinghouse Headquarters attended a lunche week for George E. Hagerty, wh recently called to the Army. As well gift his fellow engineers pr him with the silver bars for his l tenant's uniform and the "1619" KYW presented him with a leath case.

* * *

For the fifth consecutive WDAS, Philadelphia, will prese Lenten program "Stations o Cross" on Saturday, March 1 11:30 a.m. to 12.... Starting Norman Jay, commentator and nalist starts a new series of pro on a Monday through Friday from 6:30-6:45 p.m., sponsore the Speare Optical Company.

WPAT Personnel Chan Sidney Flamm Mana

Several personnel changes go effect at WPAT, today. With resignation of George Jaspert, ge manager, Sidney Flamm, vice dent in charge of sales takes ove managerial post also. Henry M who has resigned to join the OW being replaced by Ted Webbe, as gram and studio manager. W has been an announcer on WINS the past five years, and before had been chief announcer on WN

A. Lewis King, from WHN's department, will become the commercial director operating o the New York office. Ed Langdo WKBM, Youngstown, O., and Joseph, WLIB, Brooklyn, N. Y. being added to the announcing

INDIANA UNIVERSITY LIBRARY MAR 1 6 1943

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 22, NO. 45 NEW YORK, N. Y., TUESDAY, MARCH 9, 1943 TEN CENTS

Canada Likes U.S. Shows

Study Issued By CBC Places Audience In Dominion At 5,400,000; Eight American Programs In "First 10"

Montreal—Canada's radio audience is estimated at 5,400,000, according to results of a study issued by Canadian Broadcasting Corp. which also lists the most popular American and Canadian programs heard in the Dominion. Survey covered a good proportion of the 1,800,000 set owners and was made by Frank Chamberlain, this figure incidentally, being used as the basis for the audience figure, which makes allowances for an average of three listeners per set.

List of the 10 American and Can-

(Continued on Page 6)

...y Visions Future ...Radio-FM And Tele

...shington Bureau, RADIO DAILY

Whington—Radio communication ...ut to emerge from the "horse ...ggy days," said FCC Chairman ... Lawrence Fly yesterday dur... discussion of the relaxation ...mmission rules regarding FM ...levision applications. He said ... "a very few years" there will ...y one service. "This business ...ving television broadcasting, ...rd broadcasting, FM, facsimile ...parate receivers and separate ...s—that will all be washed out,"

(Continued on Page 7)

...R's "Wax Museum" At "Science" Exhibit

...C's "Wax Museum" conducted ...ry Lawrence, will participate a...ience and industry exhibit at ...seum of Science and Industry, ...keller Center, starting March 16, ...senting a visual history of re...rdi..., with co-operation coming ...m CA-Victor, Columbia Records, ...co Records and the United States ...ni... Display will include a hand...de Bell and tainter Graphaphone

(Continued on Page 2)

...C's Program Co-Op For Maryland Troops

...ngements made by Stanley P. ...lson, head of NBC's London ...ce, with the British Broadcasting ...rp., as made it possible for parents ...Maryland troops to hear the voices ...their sons through semi-weekly ...recorded interviews broadcast over

(Continued on Page 2)

"Discovered"

Now that Jerry Wayne, crooner on the "All Time Hit Parade" via NBC appears to be doing okay from Carnegie Hall, he is constantly being "discovered" now by various talent scouts representing the movies. When Wayne went to Hollywood a few years ago, the nearest he got to pictures was as a waiter in the M-G-M commissary.

Disk Firms Propose 5% Increase For AFRA

Transcription and record companies, meeting with AFRA yesterday, proposed a 5 per cent increase in the transcription code minimums as a counter proposal to the 10 per cent asked by the union. This is the third set of salary increases asked for by the union during past few months. On the live sustaining and commercial pacts, union compromised on 10 per cent, having asked 16.7 and 19 per cent respectively. Sustainer is

(Continued on Page 2)

"Colgate's Sports Reel" Doing Job On War Bonds

Capt. Eddie Rickenbacker's airline pass, water-soaked from his three week ordeal in the Pacific, and since autographed, has grossed $247,200 in war bonds, so far, in an auction being conducted by Bill Stern, on his NBC "Colgate Sports News Reel," since Saturday, March 6. Pass will eventually go to the highest bid-

(Continued on Page 2)

Procedure Discussed For Cox Investigation

Washington Bureau, RADIO DAILY

Washington — "Considerable progress" was made in the conference last week between FCC Chairman James Lawrence Fly and Eugene L. Garey counsel for the Cox Committee to investigation FCC, Fly said yesterday. Refusing to comment in detail, Fly remarked that the discussion was "very agreeable." "We just had a

(Continued on Page 2)

"Red Cross Caravan" Organized By WFIL

Philadelphia—WFIL has been called on to organize a "Red Cross Caravan" which will play to industrial plants during lunch and shift changes and in neighborhood theaters at night. The programs started March 8. Jack Steck, master of ceremonies, heads

(Continued on Page 2)

NBC Expands News Staff Both At Home And Abroad

Further expansion of NBC's news reporting staffs at home and overseas was announced yesterday by William F. Brooks, Director of News and Special Events for NBC. NBC's

(Continued on Page 2)

$300,000 Damage Suit Over Comedy Program

Two of the major networks, NBC and the Blue, a leading 50,000 watt station, WOR, and three well-known comedians, were named defendants in an action started in the Supreme Court of New York County, to obtain an injunction against "Can You Top This?" and recover over $300,000 in

(Continued on Page 7)

WQXR's New Rate Card; First Since Power Boost

New rate card, No. 9, incorporating changes for the first time since station increased from 1,000 to 10,000 watts, will go into effect April 1 for WQXR. Last upping of rates was July 1940. Since then station jumped first to

(Continued on Page 2)

Await Manpower Clarification; FCC Aloof On Talent Problem

Washington Bureau, RADIO DAILY

Washington — Sometime this week, it is believed, decision will be made at the White House on the manpower situation. There is no indication as to what that decision will be but observers here feel certain the new policy will be designed to better relations of the executive with the legislative branch.

For nearly two weeks the much

(Continued on Page 6)

Fighting 4 F's

...ta Barbara—Sadly depleted, ...till kicking, is the staff of KDB. ...duced from fourteen to five, the ...staff consists of: three engineers—...one with one eye, one with one leg, ...one with one side partially ...paralyzed—who announce and ...do on programming, station ...manager doubling on sales and ...copy and a secretary-reception...ist-traffic chief.

NAB Appoints Arney As Secretary-Treasurer

C. E. Arney, Jr., assistant to the president of the National Association of Broadcasters, has been appointed secretary-treasurer of NAB, Neville Miller, president, has announced. He has been with NAB since April 1, 1940.

'. . And All's Forgiven'

Salt Lake City—George Provo program director of KDYL, ardent amateur magician, recent mystified visiting NBC officials wi a brilliant display of legerdema Provo felt pleased until he d covered one of his favorite tric missing. Now he's wondering whic of the delegation knew more t he did, and would the trick plea be returned!

RADIO DAILY

Vo. 22, No. 45 Tues., March 9, 1943 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. Merserau, 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

(*Monday, Mar. 8*)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	143¾	141¾	141⅞	— ¾
CBS B	17¾	17¾	17¾	....
Crosley Corp.	12¾	12½	12⅝	— ⅛
Gen. Electric	35⅝	35¼	35½	— ¼
Philco	81	81	81	+ ¾
RCA Common	7¾	7½	7⅝	— ⅛
RCA First Pfd.	63½	63	63½	— ½
Stewart-Warner	9⅞	9½	9¾	+ ⅜
Westinghouse	87	86½	86⅝	+ ⅛
Zenith Radio	25½	25⅛	25⅛	— ⅛

NEW YORK CURB EXCHANGE

Nat. Union Radio	2¼	2¼	2¼	+ ¼

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	7⅛	7⅜
Stromberg-Carlson	9⅜	10⅜
WCAO (Baltimore)	17	20
WJR (Detroit)	21	23

BBC's Program Co-Op For Maryland Troops

(*Continued from Page 1*)

WBAL, NBC basic outlet in Baltimore.

A representative of the Baltimore "News-Post" requested Richardson's help in arranging for the transcriptions. The BBC co-operated to the full extent of its facilities and contributed the necessary materials gratis.

BARNEY'S

tested WLIB for direct sale of men's and boys' clothing for one month. Renewed for 52 weeks thru Emil Mogul Co. There MUST be a reason . . . we reach a market that *none* of our contemporaries consistently serve.

WLIB
THE VOICE OF LIBERTY
1190 ON YOUR DIAL

NBC Expands News Staff Both At Home And Abroad

(*Continued from Page 1*)

London news organization has been augmented by Don Hollenbeck, formerly on the staff of the U. S. Office of War Information in the British capital. Hollenbeck's news career began while he was a student at the University of Nebraska. In 1940 he joined NBC's news department in New York. Shortly after war broke out, Hollenbeck moved to the OWI's overseas branch.

Hollenbeck will be heard frequently on NBC's World News Roundup each week-day at 8 a.m., EWT.

Another veteran reporter and author, La Selle Gilman, will soon be heard on NBC's Pacific Coast network, broadcasting from Honolulu, T. H. Much of Gilman's news career has been spent in Asia and the southwest Pacific region. He worked in New Zealand, spent 8 years in China and Japan, and 4 years in the Hawaiian Islands. Gilman is the author of two books on China. A third, to be published soon, will deal with warfare in the Pacific.

In NBC's news office at New York, Len Morgan, formerly of the Chicago "Sun," has joined the news writing staff.

N. Y. Bill Would End Ban On Child Air Appearances

Albany—A new bill to strike out present prohibitions against radio appearances of children under 15 when not harmful to their health, education and morals was introduced last night by Assemblyman Harold B. Ehrlich.

The measure seeks to overcome objections of New York City's government that the educational permits would involve a new bureau due to the detail. It specifies that in cities of a million or more population, issuance of the permits can be made in the manner they deem best by the local authorities.

With this amendment, the Ehrlich measure is expected to be reported out of committee shortly.

WQXR's New Rate Card; First Since Power Boost

(*Continued from Page 1*)

5,000 watts, and subsequently to 10,000 in November, 1941. Accounts currently using the station are protected until after December 31, 1943 if there is no interruption in their present contract schedules. New rates will apply immediately on contracts received after April 1.

Kashins To King Features To Handle Radio Sales

Geraldine H. Kashins, formerly with the Transamerican Broadcasting and Tele Corp., has joined the commercial advertising division of King Features Syndicate, Inc., New York.

Miss Kashins will handle the sale of King comics and features to advertisers and radio.

Disk Firms Propose 5% Increase For AFRA

(*Continued from Page 1*)

already before WLB, and commercial pact is being put into shape for government look-see also.

Union execs at the conference did not commit themselves on the counter-proposal, but told trade that matter would be submitted to union's national board and local boards in New York, Chicago, San Francisco and Los Angeles.

In addition to the increase, revised pact would be extended for another year, and if after November 15, 1943 cost of living index will have jumped 10 per cent or more, union would have right to open negotiations again for another increase.

Among those attending yesterday were Abbott K. Spencer, J. Walter Thompson Co.; Leonard T. Bush, Compton Advertising Inc.; Jim Sauter, Blackett-Sample-Hummert; C. M. Rohrabaugh, Arthur Kudner, Inc.; Ray Lyon, WOR Recording Studios; Charles Gaines, World Broadcasting; C. M. Finney, Associated Music Publishers Inc.; Emily Holt, executive secretary of AFRA; George Heller, assistant executive secretary of AFRA; Henry Jaffe, attorney for AFRA.

WOR's "Wax Museum" At "Science" Exhibit

(*Continued from Page 1*)

of 1885 vintage; current army equipment used for giving troops music; a spring-wind type of recording machine built by Victor in 1912; an early wax cylinder phonograph and early recording horns, and many early records and other equipment.

Exhibit will be open to the public at 2, 4 and 8 p.m. Professor Arthur of the Museum's staff, will give brief lectures on the history of recording. Display will have a two month run.

"Red Cross Caravan" Organized By WFIL

(*Continued from Page 1*)

the entertainment consisting of several acts featuring Carol Wynne, vocalist.

Purpose of the program is not to solicit funds but to build goodwill, understanding. and break down sales resistance.

"Colgate's Sports Reel" Doing Job On War Bonds

(*Continued from Page 1*)

der, which so far is Lee Shubert, legit producer. However, Marion Brass & Bronze Co., Marion, Ohio, has offered to top any bid which comes along.

WANTED

Within 30 days, announcers for 10 kw Eastern independent in third largest market area. Splendid opportunity for ambitious, all-around men. Give draft status. Write

RADIO DAILY, Box 123
1501 Broadway New York City

COMING and GO

LYMAN BRYSON, CBS director of has returned to his desk following Washington, D. C. LEON LEVINE, director of education, leaves today fo where he will confer with CBC officia "School of the Air of the Americas" to be carried by that network in 194

JOHN WELLINGTON, producer of Cola "Victory Parade of Spotlight Band Blue Network, is at Quonset Point, handle tonight's show, which features Hutton. Tomorrow he will broadcast Belvoir, in Alexandria, Va.

DIETRICH DIRKS, general manager Sioux City, has arrived from Iowa with the New York representatives of th

J. CARSON BRANTLEY, head of bury, N. C., agency bearing his name on transcription business.

GEORGE LASKER, general manager Boston outlet of the Atlantic Coast Ne spending a few days in New York.

MERLE JONES, general manager of St. Louis, left town last night after business trip here for conferences at quarters of CBS.

EDDIE CANTOR will broadcast to "Time to Smile" program from Palm Sp

FREDERIC W. ZIV off to Hollywood nection with his firm's network sho Cisco Kid." While on the West Coast investigate several new radio properties.

BOB HAWK, of the "Thanks to the program, returned yesterday from th base at Hampton Roads, Va., where he a show for the servicemen.

THOMAS D. CONNOLLY, director of promotion for CBS, will be in Utica t for an address which he will deliver be Kiwanis Club of that city. Its title "Radio in the War Year 1943."

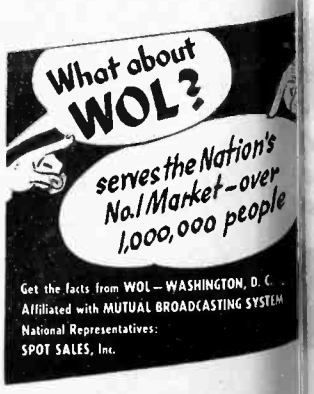
RED SKELTON left for Arizona week following his NBC broadcast. He i uled for two appearances at Army camp

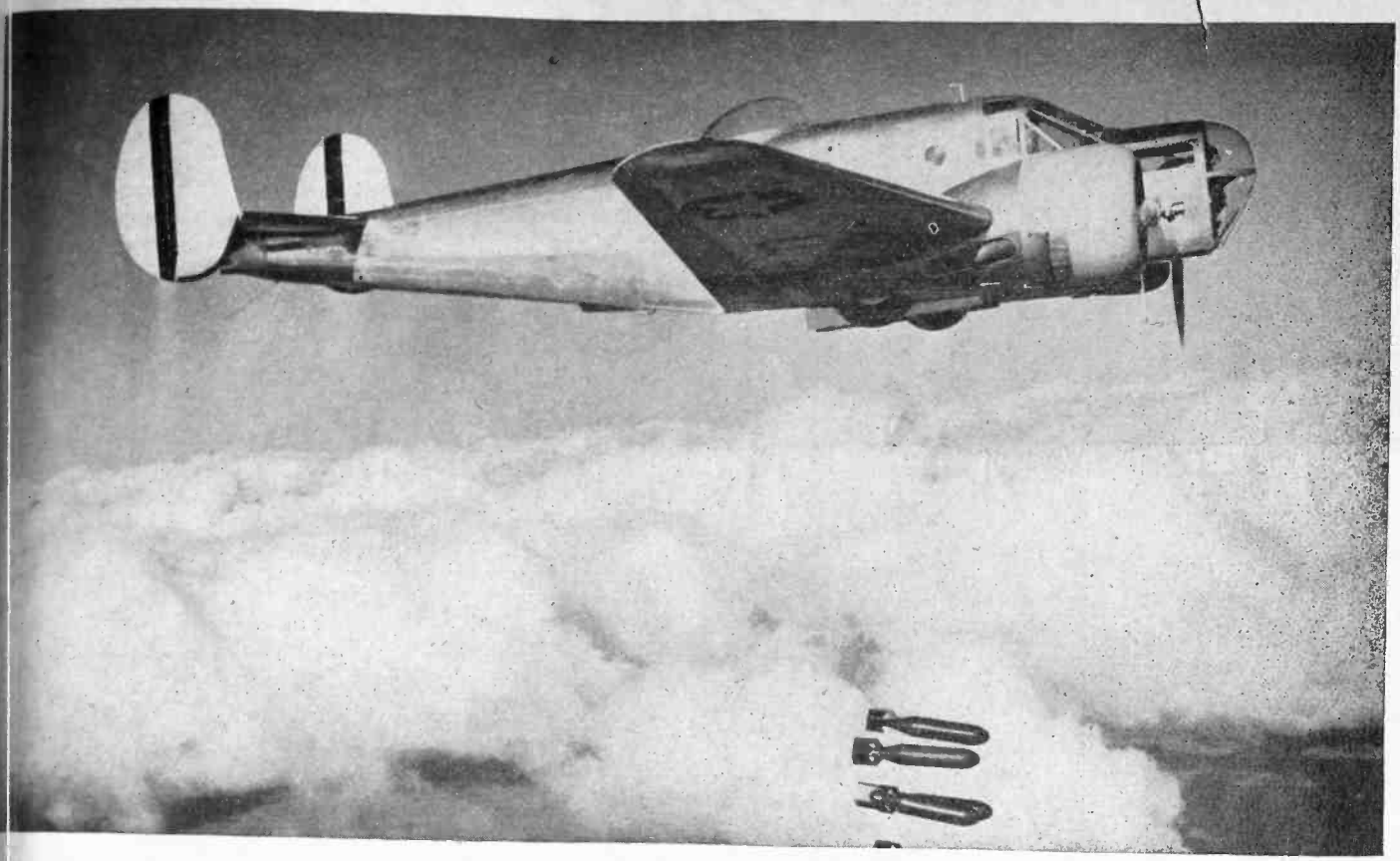
LESTER GOTTLIEB, WOR's director licity, left yesterday on a business trip t ington, D. C. He plans to return tom

Procedure Discussed For Cox Investiga

(*Continued from Page 1*)

mutual discussion of procedure shall have of serving the comm and of doing it in such a way disrupt the Commission's activit little as possible." He would n drawn out by subsequent questi as to specific points raised durin meeting of the two, soon sc..edul sit on opposite sides of the tab Capitol Hill.





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 Virginia. 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

RALPH L. PRIEST, engineer, formerly with Mutual has joined the NBC staff at Hollywood Radio City.

"Inglewood Park Concert," now heard over KNX from 7:30 to 8:00 p.m., PWT. Sundays shifts to Tuesdays 7-7:30 p.m., effective March 9.

NBC package sales is offering Rupert Hughes in a new type of commentary. Several firms are reported interested.

Song of the WAACS, "When The WAACS Go Marching Along," written by the Rudy Vallee producer, Dick Mack, and introduced on Rudy's show, is being published this week by Mills Publishing Co.

The tune, written as a tribute to the program's secretary, Diana Carleson, who joined the WAACS, was later accepted by the WAACS as their official marching song.

Dinah Shore, whose Blue Network Friday night song program "In Person" is heard transcontinentally, plans to move the entire program to New York sometime in March for a period of six weeks, returning to Hollywood in time to assume her second picture role early in May.

Felix Mills' brief oratorio, "Bataan Arise," will be premiered on an Easter Sunrise service in Southern California, sung by a college glee club and conducted personally by Mills.

One of the rarities of radio—a female gag writer—will help turn out the weekly comedy routine for the new Groucho Marx program, "Blue Ribbon Town," which debuts over CBS March 27. She's Selma Diamond, one of Hollywood's cleverest funny women.

Donna Wood, singing star on the Horace Heidt "Treasure Chest" program, this week announced her engagement to Private Ralph Dietz of the U. S. Army. They expect to be married on his first furlough sometime in April. They met three years ago when Donna was doing the "Pot O' Gold" picture with Heidt. Donna will remain with the Heidt program while Dietz is in the Army.

Fiedler, Iturbu Cott Guests

Arthur Fiedler, nationally known orchestral conductor and director of the "Pops Concert" series of the Boston Symphony Orchestra, will be the guest star on Ted Cott's "Sounding Board" program on WEAF Thursday night at 6:45 p.m.

The guest on the Cott program of Thursday, March 18, will be Jose Iturbu. Iturbu, famous for many years as a pianist, is also recognized as an outstanding conductor.

RADIO ARTIST? Call
LExington 2-1100
FIRST AND FOREMOST

A Reporter's Report Card . . . !

● ● ● RAYMOND GRAM SWING: When John Gunther "subbed" for you when you were "influenced" to stay in bed, it marked the first time in five years that you missed a scheduled broadcast.....GEORGE HICKS: Now that you've arrived safely in England, you will be Blue Networked twice weekly beginning March 15.....JOSEPH DUNNINGER: The editorial staff of the Philadelphia "Record" is still puzzled at your feat of predicting that paper's headline 20 minutes before it went to press.....FRED ASTAIRE: Harry James and Nan Wynn won first prize in the dance contest of Orchestra Leaders, held Sunday night at the Hollywood Palladium..... Woody Herman and his wife, Charlotte, took second honors.....ED GARDNER: How can you face your guest on tonight's "Duffy" show when he is none other than Col. Lemuel Q. Stoopnagle, whose job as "Mayor of Radio City," you're planning to usurp (you great big usurper you).

☆ ☆ ☆

● ● ● COOKIE FAIRCHILD: What do you plan to do with your spare time—we mean, in between leading the orchestra for Eddie Cantor's show, Ginny Sims' program, the eight weeks for "Take It Or Leave It" and the orchestrating of all future music featured in Deanna Durbin's Universal Pictures—you signed a contract for the latter only yesterday.....BETTE DAVIS: Your favorite fight-mate, Miriam Hopkins, will do the radio version of your classy "All This and Heaven Too" characterization which incidentally, was directed by her ex-hubby, Anatole Litvak..... RUDOLPH FIELD: You and your wife Judith Allen, celebrate your second anniversary this month—the Ides of March also portend your induction into the Army.....GEORGE PUTNAM: Your 14 weekly NBChatter of news has been renewed for another 52 weeks by RKO .....FALSTAFF OPENSHAW: We received quite a few letters reminding us that the muse played us a dirty trick—that the Latin word should have been spelled L-U-D-A-M-U-S.....GEORGIA GIBBS: You will be screen-tested by M-G-M any day now..... MORTON DOWNEY: The success of your afternoon Blue Network songfests may start other networks to feature "name" singers on afternoon programs.

☆ ☆ ☆

● ● ● "SENATOR" FORD, HARRY HERSHFIELD, JOE LAURIE: The latest Crossley shows that your "Can You Top This" NBComedy jumped from 12.7 to 15.1....."Can You Top THAT?".....RUDY VALLEE: Three of your gag writers, became fathers of daughters last week.....the proud scribblers are Hank Garson, Ray Singer and Sid Zelinka.....AMOS 'N' ANDY: M-G-M may sponsor you in a new series of programs.....JOHNNIE WALKER: Your wire and gift case of Duff's Waffle-Mix should make Fibber and Molly very happy.....ELISSA LANDI: Jim Ameche liked your emoting on a recent "Manhattan At Midnight" program so you play a return engagement on that show tomorrow night.....DON McLAUGHLIN: Besides doing a nice job on "Counterspy" and "Gang Busters," your photographic artistry is appreciated by the New York "Post" which often feaures your cameractivities.....MONICA LEWIS: WMCA is grooming you for the "big-time".....TED COLLINS: The Scripps-Howard chain of newspapers will feature your extensive War Activity Work this week.....HARRY ACKERMAN: Young & Rubicam may have to get another production supervisor soon.....You have been reclassified into 1A.....MORT LAWRENCE: We hear that the hirsute adornment on your upper lip (something new has been added) is strictly a war measure—conservation of shaving soap..... JAQUES RENARD: The recording you made ten years ago of the song, "As Time Goes By" is again among the "top ten" sellers, thanks to the revival in "Casablanca."".....BARRY WOOD: Ruby Newman, head of the "Popular Music" dept. at the New England Conservatory of Music wants you to teach a course in "popular singing" this semester.

—Remember Pearl Harbor—

Chicago

By FRANK BURKE

JOHN KETTLEWELL, wh... been identified with the ...ove... Laboratories for the Russel M. ... Agency, of which he is vice ...ed... dent, has just entered the U. S ...a... as lieutenant, s.g. He had bee ...wit... Seeds for three years.

Jimmy James, well-known ... Barn Dance" entertainer, is the ... of a seven-pound boy which ...a... on March 2.

A new WLS afternoon ... show, "It's Time for Company," ... had its initial airing March ... be heard Monday through Sa... at 2:15 to 2:45 p.m., CWT. Sl... written and announced by Me... liart and produced by Bev Dea... is using the music of the ... Rangers and rhythms by the ... Dandies.

T. J. Wallace, vice-preside... charge of radio of the Russel M. ... Agency, has resigned to eng... independent radio production s... He will remain in Chicago.

Noxzema Chemical Co., th... Ruthrauff & Ryan, has signed a ... contract for renewal of "Chi... Own Brain Battle," quiz sho... 13 weeks, effective March 15. ... also has received a 13-week re... for "Do You Know the Answer"... Ward Baking Co., through ... Long Co.

One of the largest mass me... of the air has been conduct... Kiwanis International on s... WLS, March 8, to explain the Ki... plan for increasing American ... production on the nation's farm... gram was aired on "Dinn... Time," under direction of Art ... Because of wartime restrictio... conventions and transportatio... group decided to use radio to ... the message to its many memb... the Middle Western states.

WJZ Sets Three Accou...

P. W. Minor & Sons will laun... third campaign for Treadeasy ... on WJZ March 30. Treadeasy ... sponsor four transcribed and ... one-minute announcements w... for four weeks through Stewart, ... ford & Casler, advertising agen... Rochester, N. Y.

Personna Blade Company ... launched a 13-week campaign on ... using five transcribed chain b... weekly. Amos Parrish & Co. ha... the account.

Piso Company, for its cough ... cine, will launch a two-week ... paign on WJZ with two transcr... one-minute announcements we... Lake-Spiro-Shurman, Memphis, T... is the agency.

Have You Met The Voice of GILBERT MAC...
?
LEX. 2-11...

GUEST-ING

LLIE BURKE and LAWRENCE GILBERT, on the "Stage Door Canteen," Thursday (WABC-CBS, 9:30 p.m.).

ASIL RATHBONE, on Ransom Sherman's "Grapevine Rancho," Thursday (WABC-CBS, 8 p.m.).

R NORMAN ANGELL, Nobel Peace Prize Winner and author of "If People Know"; ROBERT LEE BRUBER, international lawyer and author of "The Declaration of the Liberation of the World," and NORMAN THOMAS, discussing "What Basic Principles Can the United Nations Agree Upon Now," on "American Town Meeting of the Air," Thursday (WJZ-Blue Network, 8:30 p.m.).

JANET BLAIR, on the Abbott & Costello program, Thursday (WEAF-NBC, 10 p.m.).

MIRIAM HOPKINS, on the "Philip Morris Playhouse," Friday (WABC-CBS, 9 p.m.).

DR. SAMUEL LEVINE, professor of Pediatrics at Cornell University Medical College, and LUCY GILLETTE, of the Bureau of nutrition of the Community Service Society of New York, discussing "Food Equivalents and Substitutes in the Child's Diet" on Highways to Health," Saturday (WABC-CBS, 1:45 p.m.).

VIRGINIA BRUCE, on "Soldiers with Wings," Saturday (WABC-CBS, 8 p.m.).

ROBERT M. SALTER, of the Bureau of Plant Industry, Soils and Engineering, on the "Garden Gate" Saturday (WABC-CBS, 9:30 p.m.).

JIMMY DURANTE, on "Only Yesterday," Sunday (WABC-CBS, 8 p.m.).

EREM ZIMBALIST, with the New York Philharmonic-Symphony, Sunday (WABC-CBS, 3 p.m.).

ARTHUR GARFIELD HAYS, lawyer and WILLIAM E. DuBOIS, editor and author, discussing Booker T. Washington's "Up from Slavery," on "Invitation to Learning," Sunday (WABC-CBS, 11:30 a.m.).

KLZ
DENVER
CBS
Favorite of Local Advertisers for a Very Good Reason
RESULTS!
THE WEST'S FIRST STATION
Representative: The Katz Agency, Inc.

NEW PROGRAMS—IDEAS

"Glee Club"

A college glee club festival is being inaugurated by WAPI, Birmingham, Ala. In a series of thirteen half-hour broadcasts, twelve Alabama colleges are competing for a grand prize of $100. Judges listen and vote on all the glee clubs. Their decision counts 70 per cent and the popular vote of the radio audience the other 30 per cent. Each glee club is receiving $15 for entering the contest. Programs are picked up by remote control from college auditoriums.

Publicity campaign is being run by sponsor's representative in each town, with the cooperation of college papers and alumni associations.

Studio Party

Result of some playful ad-libbing is the new feature on the "Heinie and His Grenadiers" show, WTMJ, Milwaukee. Jests about the possibility of having a birthday party, complete with cake, presents and all the trimmings in the auditorium studio met with the approval of the audience, and now a birthday party is held each Tuesday on the studio stage. Listeners wishing to participate send in the name of their guest of honor. They furnish the cakes and presents, and WTMJ broadcasts the party for the benefit of the visiting and listening audience.

"Letters From Home"

WJLS, Beckley, West Virginia, has started a new five-a-week program to help build up morale in the armed forces. The program is called "Letter From Home." Program director, Peter Arnell, as "Professor Nestor," chats, reads poetry and "Letter From Home," while Fred Schultz, staff organist, furnishes the background music.

A daily letter is read that might be sent to any man in the service of Uncle Sam. Listeners are urged to write to their friends and relatives in the service. As a public service, WJLS has filled many requests for copies of the daily letter.

"United Nations Notes"

"United Nations Notes," a new series stressing information regarding the U. S., the other United Nations and the Axis, will be heard on WBNX, New York, at 1 p.m. Monday through Friday.

Material is supplied by OWI and information bureaus of Allied countries. Fred Mendelsohn and WBNX studio orchestra appear on all broadcasts.

AGENCIES

JAMES E. GREEN, lecturer, will be guest of honor and principal speaker at the luncheon of the Advertising Club of New York which will be held tomorrow at the Club House, 35th Street and Park Avenue.

GORDON F. BAIRD has joined J. M. Mathes, Inc., as an account executive. He formerly was associated with the Wendell P. Colton Co.

WILLSON M. TUTTLE, formerly associated with A. & S. Lyons, Inc., has rejoined the radio staff of Ruthrauff & Ryan, Inc., New York.

FRED LUTTMANN, formerly a member of the research department of Benton & Bowles, Inc., has been named an assistant account executive on Ivory Snow, it has been announced by Clarence B. Goshorn, agency president.

WILLIAM BERNBACH, formerly director of research of the William H. Weintraub Company, has been promoted to the position of director of public relations of that agency. In his new capacity for the Weintraub agency, Bernbach will also be in charge of promotion and trade relations.

Marks Loses Decision On Use Of "Islands" Song

Supreme Court Justice Samuel Bernstein yesterday dismussed an action brought by Edward B. Marks Music Corp. against Twentieth Century-Fox Film Corporation, Twentieth Century Music Corp. and Bregman, Vocco & Conn, Inc., in which Marks sought to enjoin the film company from using "Sing Me a Song of the Islands," written by Mack Gordon and Harry Owens and featured in the film, "Song of the Islands."

Marks claimed that Charles B. King wrote the Hawaiian song, "Na Lei O Hawaii," known in translation as "Song of the Islands." Marks granted to 20th Century-Fox non-exclusive rights to the song for $3,500. Marks complaint charged that the film company substituted "Sing Me a Song of the Islands," thus violating the agreement. Accounting and damages had been asked.

Wedding Bells

Jean Hatton, assistant to Fulton Lewis, Jr., announced her engagement to Lt. Harold D. Fagonboner, USNR. The wedding is scheduled for late March.

Kathleen Kelley, secretary to Lewis S. Frost, assistant to the vice-president of the NBC Western Division, left the network on February 26 to marry Flight Lieutenant Edgar Bridgland of the Royal Canadian Air Force. Lt. Bridgland is now stationed at the California Institute of Technology.

Find American Shows Popular In Canada

(Continued from Page 1)

adian programs which command the largest Canadian audiences, are listed as follows:

1—Fibber McGee; 2—Lux Radio Theater; 3—Jack Benny; 4—Charlie McCarthy; 5—"Aldrich Family," and "Treasure Trail" (tie for 5th place); 7—Kraft Music Hall; 8—Fred Allen; 9—N. H. L. Hockey and 10—"Waltz Time."

There are two Canadian radio programs in this first 10—"Treasure Trail" and the National Hockey League program.

Canadian Show Ratings

Walter Elliott of Elliott Haynes Co., who made a research into radio's value, told Chamberlain that a survey of a proportion of the 1,800,000 radio set owners in Canada gave the following as the leading eight Canadian evening shows.

1—"Treasure Trail," 30%—540,000
2—N. H. L. Hockey, 22%—396,000
3—"Canadian Theater of the Air," 17%—306,000
4—Share The Wealth, 17%—306,000
5—Lipton's Tea Musicale, 16%—288,000
6—Alan Young, 13%—234,000
7—"Penny's Diary," 11%—198,000
8—"Voice Of Victory," 10%—180,000

Afternoon Programs

In the afternoon radio programs Claire Wallace on the CBC network has an audience of half a million listeners daily.

Following is a list of the other rating afternoon shows heard in Canada: (three of these are of Canadian origin, Claire Wallace, Happy Gang, and "Soldier's Wife.") Claire Wallace, 25%; Happy Gang, 16%; Soldier's Wife, 15%, also "Big Sister"; "Road Of Life"; "Vic and Sade"; "Ma Perkins"; Lucy Linton; "Pepper Young's Family" and the "Mary Marlin" program.

"No survey has yet been conducted to ascertain how many people listen to each set, but a fair estimate would be that three people on the average listen to each radio." This means a potential audience of 5,400,000 in Canada, Chamberlain reported.

Quotes Wrigley

He adds: "If you were to ask Allan Ross, president of William Wrigley Jr., Co. of Canada, sponsor of 'Treasure Trail' if Canadians listen to Canadian radio, he would have a ready reply for you. Ross has publicly stated that over 13,000,000 letters have been written to 'Treasure Trail' in the four years and nine months it has been on the air."

On a recent Tuesday evening when it was announced by the newspapers of Canada that an important announcement would be made at 10 p.m. a national survey was made throughout Canada and, concludes Chamberlain, it was learned that seven out of ten adults, or 67.6 per cent of the potential radio sets were tuned in at 10 p.m., to this particular announcement which reported the meeting of President Roosevelt and Winston Churchill at Casablanca in North Africa.

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 Feb. 25-March 3 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)
Brazil (Southern)		1387	1292
You'd Be So Nice To Come Home To (Chappell)		1376	1245
I've Heard That Song Before (Mayfair)		1213	1527
That Old Black Magic (Famous)		1156	1313
There Are Such Things (Yankee)		1154	1268
Moonlight Mood (Robbins)		989	718
I Had The Craziest Dream (Bregman-Vocco-Conn)		894	861
Weep No More My Lady (Dorsey)		855	582
Moonlight Becomes You (Famous)		798	565
Taking A Chance On Love (Feist)		710	839
Don't Get Around Much Anymore (Robbins)		709	864
As Time Goes By (Harms)		706	521
Why Don't You Fall In Love With Me (Harms)		661	557
Touch Of Texas (Southern)		633	867
Please Think Of Me (Witmark)		614	532
Canteen Bounce (E. B. Marks)		507	213
I'm Getting Tired So I Can Sleep (Army)		487	462
Take It From There (Miller)		471	358
This Is The Army Mr. Jones (Army)		465	590
When The Shepherd Leads The Sheep Back Home	(Bregman-Vocco-Conn)	465	412
For Me And My Gal (Mills)		460	685
Savin' Myself For Bill (Chappell)		448	551
Hey Good-Lookin' (Chappell)		441	463
What's The Good Word Mr. Bluebird (Berlin)		428	182
There's A Ray Of Sunshine (Lincoln)		415	408
Dearly Beloved (Chappell)		380	223
My Dream Of Tomorrow (Santly-Joy)		374	317
I Just Kissed Your Picture Goodnight (Crawford)		373	535
Why Don't You Do Right (Mayfair)		361	285
Can't Get Out Of This Mood (Southern)		352	150*
There's A Harbor Of Dream Boats (Shapiro-Bernstein)		314	378
I Don't Believe In Rumors (Broadcast Music)		284	209
I Lost My Sugar In Salt Lake City (Mills)		276	236
It Can't Be Wrong (Harms)		268	527
Rosie The Riveter (Paramount)		254	219*
Could It Be You (Chappell)		231	172
Constantly (Paramount)		223	209
Slender Tender And Tall (Leeds)		205	211*
It Started All Over Again (Embassy)		199	204
Goodnight Little Angel (Wells)		188	315*
You Were Never Lovelier (T. B. Harms)		180	119*
Three Dreams (Remick)		175	285
When The Lights Go On Again (Campbell-Loft-Porgie)		169	585
I'd Do It Again (Santly-Joy-Select)		162	327
Let's Get Lost (Paramount)		157	...
Mister Five By Five (Leeds)		145	181*
Four Buddies (Broadway)		142	...
Mumble Jumble (Rytvoc)		141	...
There Will Never Be Another You (Mayfair)		129	120*
Rose Ann Of Charing Cross (Shapiro-Bernstein)		113	632

(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.*

Manpower Move Nea FCC Aloof On Tale

(Continued from Page 1)

publicized "Super War Cabinet," c sisting of presidential intimates Jam F. Byrnes, Harry Hopkins, Bern Baruch, Justice Samuel Rosenm and Admiral William D. Leahy been studying the problem of h best to utilize available manpow Meetings have been called and th has been no hint yet as to what p ticular line the group has been ve ing toward.

Expect Flexible Program

With Congress up in arms over t threatened shortage of farm lab approaching draft of fathers and v rious other matters connected w the manpower program of Paul McNutt, head of the War Manpow Commission, it seems certain that t five man group will come forth wi some flexible sort of program d signed both to appease Congress a up the efficiency of manpower utili tion. Whether it would be possib to lay out such a program is qu tionable but political expediency d mands that just such an attempt made.

Washington Bureau, RADIO DAILY

Washington—FCC has no intenti of aiding broadcasters who mig find it necessary to obtain draft d ferment for vitally needed talen Chairman James Lawrence Fly ma it plain yesterday. There has bee no general request for aid along th lines of "keeping actors on the ai he said, although a "limited numb of such requests have been brou to my attention."

The Commission has adopted n policy on the matter, Fly said. "W simply haven't considered that pro lem generally, and I hardly kno what our policy might be if we wer to look into it. As you know, ou effort even in the general manpow line has been to get the classificatio of jobs of each man performing es sential service so it would be iden tified and understood and would b recognized as essential."

Seek Kyser Deferment

The matter of draft deferment fo morale-building talent came to the fore again here yesterday when Selec tive Service Director Hershey brough to the attention of President Roose velt an appeal from the decision o the local draft board which placed Kay Kyser in the 1-A classification The morale-building factor was stress ed in asking deferment for the or chestra leader.

Harsch Starts On CBS Monday

Joseph C. Harsch, who has been named as analyst and commentator on the new "Meaning of the News" series on CBS, broadcasts his first program on Monday, March 15, from 6:55-7 p.m.

Harsch's experience as foreign correspondent includes service in Pearl Harbor at the time of the Japanese attack, also in Germany, France, Denmark, Belgium and Czecho-Slovakia.

Fly Visions Future Of Radio-FM And Tele

(Continued from Page 1)

FCC chairman said. "In the ...se of years—of course we don't ...w just how many, but I would ...s it is not very far around the ...er—we will have one very ...oughgoing and efficient broad...ng.

Sees Chain Operation

...would conjecture that it would ...ased upon the best of the de...ments we have had to date and ... that we get out of the war in ...M field and in television, per... including color television, which ... at time may be perfected. ... will be chain operating carried ... dio relay. Radio relay problems ...retty well licked by now.

... would naturally be chain ...tion because we have the pro...ming costs—the difficulty of pro...ming television itself in the ...s smaller stations.

...should not be surprised if in ...urse of years you will have only ...ceiver. You will have as a basis ... highly efficient FM operation ...hen at appropriate hours the ...sion programs. Every hour or ...u will come down and tear off ... news reports."

...r requests for reinstatement of ...pplications have been received ... announcement that FM and ...ion applications will be allowed ...ain on the books for the dura... rather than being dismissed, as ... practice with applications for ...rd broadcasts stations. The ... requests were from WDRC, ...rd, the Amarillo Broadcasting ...Amarillo, Texas, the Houston ...g Corp., Houston, Texas, and ...emer Corp., Jersey City.

Reasons for Ruling

... ruling was adopted, Fly said, ...y because we want to encour... M and television as much as ...n and cause the least trouble ...e. The things we want to get ...emonstration of the good faith ...ntention of the parties to go ... and put up FM and television ...s and serve the public with ... There were not enough of those ...tions that they would be ...g from the quantitative point ..., and most localities of course ...are plenty of frequencies so ...would not be the same em...ment and difficulties that we ... have in the standard broad... field where there is a great ... of frequencies."

THIS LITTLE BUDGET WENT TO

WORL BOSTON MASS.

NETWORK SONG FAVORITES

(Continued from Page 6)

FAVORITE STANDARDS OF THE WEEK

SONG TITLE	PUBLISHER OR COPYRIGHT OWNER	ACI
Oh Lady Be Good	(Harms)	364
Three Little Words	(Harms)	327
Begin The Beguine	(Harms)	302
Embraceable You	(Harms)	258
Somebody Loves Me	(Harms)	251
Summertime	(Chappell)	204
S'Wonderful	(Harms)	186
Dancing In The Dark	(Harms)	180
Just One Of Those Things	(Harms)	172
Star Dust	(Mills)	136
PATRIOTIC		
Army Air Corps	(Fischer)	716
Anchors Aweigh	(Robbins)	188
Marines' Hymn	(U. S. Marine Corps)	176
Caissons Go Rolling Along	(Shapiro-Bernstein)	156

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

Associates Dine Murray On Retirement From CBC

Toronto—A farewell dinner was tendered Major Gladstone Murray at the University Club on the occasion of his leaving his post as director-general of broadcasting in the Canadian Broadcasting Corporation to enter public relations work in the industrial and business field.

Speeches of tribute were made by Dr. James S. Thomson, who succeeded Major Murray as general manager of the CBC, and Harry Baldwin, CBC treasurer, who made a presentation of two silver trays on behalf of the entire staff of the CBC. In reply, Maj. Murray spoke of the development of national broadcasting in Canada since he had joined the CBC and the part it must play in the future. Messages of greeting were read by Dr. Thomson from Prime Minister Macenzie King and Dr. Augustin Frigon, assistant general manager of the CBC, who was in Washington on a business trip with Donald Manson, chief executive assistant.

Ruml, Tax Plan Author, On NBC Web March 15

Much discussed Ruml tax plan, which offers a pay-as-you-go solution to the knotty problems of March 15, will be discussed over an NBC network on that day at 11:15 p.m., EWT, by no less a proponent of the measure than Beardsley Ruml himself.

Speaking from San Francisco, Ruml will analyze the tax problem as the nation's millions report to Internal Revenue offices and submit at least the first quarter payment on the highest income tax in the country's history. He is the originator of the tax plan bearing his name.

Occident Flour On WWNY

Occident Flour through its local distributor has started a series of fifteen-minute broadcasts Monday, Wednesday and Fridays over WWNY, Watertown, N. Y. The programs feature Virginia Roberts, noted home economist.

'War Correspondent' Adds Eight New Subscribers

Eight more stations have subscribed to "War Correspondent," transcribed dramatizations of reports of Associated Press at-the-front correspondents. They are as follows: WMBD, Peoria, Ill.; WSPD, Toledo, Ohio; WJAR, Providence, Rhode Island; WING, Dayton, Ohio; WIBX, Utica, New York; WSBD, South Bend, Indiana; KLRA, Little Rock, Arkansas; WREC, Memphis, Tennessee. Series, which features John B. Kennedy as narrator, Jimmy Wallington as announcer, and dramatic cast including Robert Chisholm, Peter Capell, Philip N. Clarke, Humphrey Davis, Roger De Koven, Adele Ronson, Jackson Beck, Betty Cashman, Jack Manning, and David Kerman, is written and produced by the New York office of Frederic W. Ziv, Incorporated under direction of John L. Sinn, vice-president. "War Correspondent" is a sequel to "Eye Witness News," now sponsored on 120 stations.

Another Ziv production, "The Korn Kobblers," has added the following list of outlets: WCBS, Springfield, Ill.; WSOY, Decatur, Ill.; WJPF, Herrin, Ill.; KFVS, Cape Girardeau, Mo.; KDRO, Sedalia, Mo.; KBTM, Jonesboro, Ark.; KXOK, St. Louis, Mo.; KFSD, San Diego, Calif.; WIND, Gary, Indiana; KTAR, Phoenix, Arizona. In addition to the "Korn Kobblers" talent on this series includes Alan Courtney, emcee; Redd Evans, comedian; Charlie Wayne, guest, and Kay Lorraine, soloist.

NCAC Promotes Smith

Robert E. Smith, formerly in the radio sales department of National Concert & Artists Corp., has been named manager of the special attractions department of the talent management firm. Smith has been with NCAC for the past year and was formerly connected with NBC Artists as director of auditions for artists. His assistant is John Collins.

The special attractions department is responsible for personal appearances of artists under contract with NCAC.

$300,000 Damage Suit Over Comedy Program

(Continued from Page 1)

damages. Litigation was instituted by C. Frank Anderson through his attorney Philip Handelman, papers having been served on defendants over the week-end.

Suit alleges that the plaintiff conceived the idea of the program in 1939, and had submitted it to NBC and WOR in same form that it is currently aired over both channels and sponsored by Colgate- Palmolive-Peet and Kirkman & Son respectively. Held that it was submitted with understanding that if it were used, the plaintiff would be paid for its use. Plaintiff then reduced idea to concrete form for further consideration by the network and station. Idea was submitted to "Senator" Ford, Harry Hershfield, and Joe Laurie, Jr., who, it is claimed, were informed of the fiduciary relationship existing between plaintiff and the broadcasters.

Injunction Sought

Action seeks an injunction to enjoin defendants from continued broadcasts, and seeks to recover $300,000 damages to which plaintiff claims he is entitled.

Canada Navy Establishes "Radio Artificer" Rating

Montreal—Royal Canadian Navy has instituted the rating of "radio artificer," a branch in which men will be employed on the maintenance of wireless telegraphy and radio direction-finding equipment both ashore and afloat.

A naval order published in the Canada "Official Gazette" said that electrical artificers engaged in radio direction-finding duties and ratings employed in wireless telegraphy maintenance work will, if recommended by their superior officers, be transferred to the new branch. They will be given qualifying courses at the Canadian Naval Signal School as opportunity offers.

Announcer

WANTED

Thoroughly capable, good newscaster. Draft deferred. 5 kw. midwest basic network. Salary commensurate with ability. Permanent, with opportunity for advancement. Give previous experience, salary expected, draft status and attach photo. All replies confidential. Box 125,

RADIO DAILY
1501 Broadway New York City

☆ ☆ Coast-to-Coast ☆ ☆

IN LINE with the growing interest in, and necessity for, Victory Gardens, WFIL, Philadelphia, plans a series of programs designed for beginners, of which there are many. The broadcasts will be in the nature of informal discussions of the amateur gardener's problems—"down to earth" talks on the elements of garden-making. Dr. Jane Leslie Kift, garden editor of the Philadelphia "Inquirer," will run the show.

* * *

KOB, Albuquerque, N. M., is presenting a new half-hour series entitled "The American Challenge." Transcribed series deals with great Americans who have contributed to the development of the United States. Schools are working in conjunction with KOB by posting advance notices of the broadcasts for the benefit of their American history students in particular.

* * *

Bob Harris, WMCA, New York, announcer, will preside at auctions in local theaters next week selling autographed baseballs of the Brooklyn Dodgers, the funds of which will be used to help defray the cost of a memorial to Colin Kelly's bombardier, Meyer Levin.

* * *

Bill Moshier, Farm and Public Affairs director of KIRO, Seattle, has been cited by the Treasury Department for the sale of over a million dollars in War Savings Bonds on his program. He conceived the idea of auctioning off a cow and a stallion, with a family's total purchase of war bonds during December constituting a bid.

* * *

The Bellevue Monumental Works of Lawrence, Mass., have renewed their contract with WLAW for the fifth consecutive year. The program, as in the past, will be a combination of organ music, poetry and choral music woven around the commercials. It is aired on Friday afternoons at 3.

* * *

Cloyd Head, news commentator, is being sponsored by McKesson & Robbins on a Monday through Friday basis over WQAM, Miami, from 12:30-12:45 p.m. for Bexel Vitamin B Complex. J. B. Tarcher & Company handled the account.

* * *

Harry Adams, announcer and salesman at WWNY, Watertown, N. Y., is replacing Jean H. Clos, Jr. as program director of the station. Clos will join the staff of WHAS, Louisville, Ky.

W55M, Milwaukee, reports that FM is not suffering from an acute case of anemia. Recently Schuster's Department Stores signed a contract calling for a five-minute newscast every day in the week for the coming year, and a half-hour musical offering every Thursday night for the same period. Other indications of FM activity at the station are the thirty-three "live" shows that are aired every week.

* * *

To honor the twenty-four members of the WWL, New Orleans, staff who have left the station to serve their country, a bronze tablet bearing the names of those who have left, now graces the wall of the station's reception room.

* * *

When Jack Petrie, former commercial manager of WDLP, Panama City, Fla., was given an honorable discharge from the Army, "The 4:30 Club For Service Men," a regularly schedule of tunes and service men doings, was turned into a welcome broadcast for Petrie to make him feel right at home.

* * *

A year ago when the manager of the Roland Ladies and Children's Store contracted for the exclusive news coverage over WCBS, Springfield, he established a precedent in the business circles of that city. Recently he added to that precedent by renewing the contract for another fifty-two weeks.

* * *

Charlie Roberts, farm editor of KLZ, Denver, in cooperation with Colorado State College of Agriculture, is offering listeners a farm account book, which is given to farmers anxious to keep complete business records and inventory. At the end of the year, farmers may send their complete book to the College Extension Service for analysis. A farmer, from Goodwater, Saskatchewan is the most distant listener to send in a request for the book.

* * *

"The Answer Man" program renewed its contract with KSTP, Minneapolis-St. Paul for an additional 13 weeks. It is heard twice a week at 6:30 p.m., Tuesdays and Thursdays. ...To aid the enlistments of home nursing students, nurses' aids and registered nurses for military service in connection with the current Red Cross campaign, the station recently held a nurses' night at both Twin Cities' Studio.

* * *

Purchase of added time by Jo Delinois, producer of French programs, on WBNX, tion every night except Saturday. Delinois, started on station with two periods and has now upped to six.

Last Sunday night was the starting date for the newest commentator to be heard over WIP, Philadelphia. John Stanley's "Tonight's World News" sponsored by the W. L. Douglas Shoe Stores, is the latest news commentary to be added to the station's roster which lists Gabriel Heatter, Raymond Clapper, and Upton Close.

* * *

A WCKY, Cincinnati, service for ration-worried housewives has proved quite popular. Sylvia Brown, home economist for the Family Consultation Service, is receiving hundreds of requests for a simplified food rationing chart she is offering in her "What About Food" series. Chart explains point system and buying under food rationing.

* * *

Julius Glass, formerly with WGAR, Cleveland, has joined the staff of WGKV, Charleston, W. Va., as continuity and promotion director....In keeping with personnel changes, John Maclean, at one time connected with WHDH, Boston, is the newest member of the announcing staff.

* * *

Not related to the late Alexander Woollcott, is the "Town Crier" a program sponsored by Handleman's department store dealing with local news items, Civic Club news, and miscellaneous school news. It is conducted by Elbert Graham, general manager of the store, over WCBI, Columbus, Miss.

Jeanie Brainerd, Detroit night singer, has been made the sta star of the "Free and Easy" pro from WJR-Detroit, at 8:30 a.m., day through Friday. The prog conducted by "Skeeter" Palmer cludes accordion, violin, guitar bass and plays popular music.

* * *

Franklin Gates, Red Cross Na Field Representative, who recentl turned from the Solomon Islands an Pacific war area appeared over W Dayton, in a broadcast that origi at a special Red Cross Meeting i Miami Hotel.

* * *

After receiving seven fur coat the result of a straight reques behalf of the Seamen's Fur Vest paign, CKWS, Kingston, Ont., us stunt angle to step up donations. every person phoning and offeri coat during hour following broad of message, a local store sent cigarettes to service man ove designated by that person. Twe six coats were promised within hour!

* * *

KSAL, Salina, Kansas, broadcast scription of the ceremony held at Smokey Hill Army Air Field when men were decorated for bravery in a Recordings were made of individual views with the men, and KSAL is ing a record to each man's mother.

March 9

Arthur Caesar Art Landry
Sydney Moseley

AVAILABLE

Radio Director and Producer Five years free-lance experience for several large sponsors and agencies. Draft deferred. Write RADIO DAILY, Box 124, 1501 Broadway, New York City.

TOMORROW - 12:30

Luncheon of the

RADIO EXECUTIVES' CLUB

OF NEW YORK

at the Loyale
521 Fifth Ave., New York City

LADIES' DAY

CLAUDIA de LYS—world's greatest authority on superstitions, will discuss "Have You Any Superstitions?" and will tell you why.

Come on down. All radio people welcome—every Wednesday at 12:30. Bull Ring Bar. Members $1.00—Guests $1.50.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

22, NO. 46 | NEW YORK, N. Y., WEDNESDAY, MARCH 10, 1943 | TEN CENTS

NAB Sets Selling Manual

FCC Forbidding ration Suspension

shington Bureau, RADIO DAILY

ington—The FCC, in two de- announced yesterday, made it hat it does not intend to sanc- ense suspensions for the dura- cause of operating difficulties. al statement to that effect is for today. KAST, Astoria, and WPID, Petersburg, Va., oth denied permission to sus- or the duration of the war. ations had sought the right to their licenses even though

(Continued on Page 6)

y More War Bonds and Stamps

air Refining Buys Confidentially Yours"

ber subsidiary of the Consoli- Oil Corp., the Sinclair Refining ay, will sponsor Arthur Hale's ntially Yours" on MBS start- rch 16. Currently, Richfield poration of New York spon- e program on 27 eastern sea- stations, Tuesdays, Thursdays turdays, 7:30-7:45 p.m., EWT. ditional commercial will take n the midwest and Rocky Mt.

(Continued on Page 2)

y More War Bonds and Stamps

d Appoints Simonds West Coast Manager

& Co. have appointed P. Simonds as West Coast r with offices in Hollywood n Francisco. Appointment be- effective March 15. Simonds, past two years, has been asso- with Weed & Company's New ffice, and is a veteran of 10

(Continued on Page 2)

Fancy Canine

Philadelphia—While it is known that a radio acts as instructor for things, instruction is probably carried too far when it teaches bull how to sing. A toy bull pup, owned by a Philly woman, sounds off with the opening strains of "Dialing for Dollars" theme song. To prove it she brought the pup to the studio to bark his unique

Competition!

Peter Donald doesn't know where the rumor started but it appears it started a run on all of his jobs, wherein he acts as narrator, etc. Believing Donald was slated for the army, artists converged on "Can You Top This"; "Radio Reader's Digest"; "Stage Door Canteen"; "Famous Jury Trials"; "March of Time," and a few others that use Donald's services. No, he's not lazy.

Wants CBC To Refuse 'Needless' Soap Advt.

Montreal—Charging in the House of Commons here yesterday that a portion of the cost of soap advertising on radio is borne by the Dominion Treasury through subsidies paid by the Government to soap manufacturers, Joseph H. Harris (Toronto, Danforth), asked that soap companies institute economies in the form of reduced advertising expenditures. He

(Continued on Page 6)

Buy More War Bonds and Stamps

NBC Gets Three Renewals; Two On Full Network

Renewals for "Fibber McGee and Molly," "Dr. I. Q." and "Portia Faces Life." were announced this week by NBC. S. C. Johnson & Son, Inc., through Needham, Louis & Brorby, Inc., renewed Fibber McGee for 52 weeks over 127 NBC stations. John-

(Continued on Page 2)

Sales Managers And Executives At Meet Decide To Issue Book Immediately In Interest Of Small Outlets

Offers Industry Idea As Good-Will Builder

New idea for closer co-operation between local radio stations and local business leaders, through the medium of the "Treasury Star Parade" transcriptions, has been offered to the industry by Roy G. Terry, manager of KOCA, Kilgore, Texas, in a wire to Vincent F. Callahan, director of radio, press and advertising, War Savings staff.

"There are about two million civic

(Continued on Page 3)

Buy More War Bonds and Stamps

"Basin Street" To Jergens For "Parker Family" Web

The Andrew Jergens Co. will substitute the "Chamber Music Society of Lower Basin Street" for "The Parker Family" on the Blue beginning April 4. Program, condensed

(Continued on Page 2)

Buy More War Bonds and Stamps

KFEL To Feed MBS Show For Local Sponsorship

Denver—Starting Monday, March 15, KFEL will feed "Ozie Waters, The Colorado Ranger" to Mutual Broadcasting System, Monday through

(Continued on Page 2)

Initial session of the NAB Sales Managers Executive Committee here yesterday, resulted in plans to compile and distribute immediately, a book of sales ideas—where and how to get new business—as the trade organization's first concrete contribution to the solution of the problem of diminishing business among small stations. Publication will be prepared by Lew Avery of NAB's Department of Broadcast Advertising, and distrib-

(Continued on Page 3)

Buy More War Bonds and Stamps

Reveal OWI Request For Stars' Deferment

Washington Bureau, RADIO DAILY

Washington—Elmer Davis, director of the OWI, has interceded in behalf of Kay Kyser in order that the band leader might be given draft deferment and so be retained in the entertainment field for morale-building purposes, it was revealed here yesterday. Kyser was classified in 1A by his draft board.

This action by the OWI was taken

(Continued on Page 2)

Buy More War Bonds and Stamps

OWI Establishes School For Overseas Personnel

Washington Bureau, RADIO DAILY

Washington—Plans for a school to teach foreign outpost personnel the technical aspects of radio and other information activities in the field

(Continued on Page 6)

Columbia Pix Spot Campaign Using 53 Stations -- 6 Weeks

Columbia Pictures is buying time in 53 key cities throughout the country for its forthcoming release "The More the Merrier," majority of the stations set so far being CBS affiliates, although this may not be the case with the many additional cities yet to be set. Campaign will use from 10 to 15 announcements per week on the outlets, in some cases the programs being before or after

(Continued on Page 6)

Collegiate Radio Debate Picks Mid-West Winners

Dr. William F. Peirce, chairman of the Board of Trustees of the American Economic Foundation, which conducts the weekly "Wake Up America!" forum over the Blue Network, yesterday announced the winners of the mid-western semi-finals of the National Intercollegiate Radio Prize

(Continued on Page 2)

Authentic Stuff

Toledo—When fetching his laundry, Charles Baxter, WTOL announcer, was greeted ecstatically by the Chinese laundrymen. After much difficulty, he found they had heard authentic Chinese music over WTOL. Racking his brain to recall such a broadcast, Baxter finally figured out it must have been the music theme of "Terry and the Pirates!"

RADIO DAILY

Vol. 22, No. 46 Wed., March 10, 1943 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

(Tuesday, Mar. 9)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	142⅝	141⅞	142⅝	+ ⅝
CBS A	17½	17½	17½	...
CBS B	18	18	18	+ ¼
Crosley Corp.	12⅜	12⅜	12⅜	...
Gen. Electric	35½	34⅞	35¼	...
Philco	18½	18⅛	18½	+ ⅛
RCA Common	7⅝	7¼	7¼	— ⅜
RCA First Pfd.	63⅝	62¾	62¾	— ¾
Stewart-Warner	9¾	9½	9⅝	— ⅛
Westinghouse	87	85¾	86½	— ⅛
Zenith Radio	25	24⅛	24⅛	— 1

NEW YORK CURB EXCHANGE

Nat. Union Radio	2¾	2⅜	2⅝	+ ⅜

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	7	7⅛
Stromberg-Carlson	9½	10½
WCAO (Baltimore)	17	20
WJR (Detroit)	21	..

Weed Appoints Simonds West Coast Manager

(Continued from Page 1)

years standing in commercial radio and came to Weed & Company from the Texas Network where he had been sales manager.

His new appointment is in line with the firms's preparation for the extension of business and industry on the West Coast, which is viewed as an inevitable development as soon as the war ends.

Sinclair Refining Buys "Confidentially Yours"

(Continued from Page 1)

areas, same three days, 7:45-8 p.m., EWT. Hale, thus will talk for a straight 30 minutes. Program, using Transradio Press, has been on Mutual since July, 1939.

WANTED

Within 30 days, announcers for 10 kw Eastern independent in third largest market area. Splendid opportunity for ambitious, all-around men. Give draft status. Write

RADIO DAILY, Box 123
1501 Broadway New York City

Reveal OWI Requested Radio Stars Deferment

(Continued from Page 1)

four months ago, it was further revealed by the OWI officials, who stated that deferment also was asked for Freeman Gosden, of the "Amos 'N' Andy" program, and Harold Perry, of the "Great Gildersleeve" show.

Kyser, Gosden and Perry were members of the radio advisory council of the OWI, formed of 25 very popular radio stars to consult with the OWI on radio programs. The agency has interceded on draft matters for eight of these 25 stars, although it has had to forego intercession, since the executive order of two months ago barred draft exemption for federal employees.

Among those for whom the OWI interceded, in addition to the three above named, were Edgar Bergen, Red Skelton, Bob Hope Nelson Eddy and Lanny Ross, all known both for radio work and as film stars.

Reason for the intercession, said Douglas Merservey, acting chief of the OWI radio bureau, was that "we can't get our government messages before the people of the United States unless we allow them their favorite entertainers. He added that it is recognized the value of these men behind a microphone is many times what they would have behind a gun.

"Basin Street" To Jergens For "Parker Family" Web

(Continued from Page 1)

from a half hour to fifteen minutes, will be heard in behalf of Woodbury Soap at 9:15 p.m., Sundays. There is no change in the lineup of 45 stations.

The Chamber Music Society has been on the Blue since 1940, and is one of its most famous sustainers. Dedicated to the "3 B's"—Barrelhouse, Boogie-Woogie and the Blues—it is a burlesque of a serious music program, and announcer Milton Cross sets the pace with the style he uses in the Metropolitan Opera broadcasts.

Paul Lavalle and his orchestra remain with the show, and "Professor Giacomo" McCarthy will be on hand to help with the proceedings. Soloist for the show's commercial debut will be Jimmy Blair, baritone. Other members of the cast will be announced.

Lennen & Mitchell is the agency handling the Andrew Jergens account which recently renewed Walter Winchell and the "Parker Family" time.

WMCA "Town Hall" Series Ends Season On March 30

Weekly series of Town Hall lectures and discussions, which WMCA has been airing since October, will conclude its season with the March 30 broadcast. George V. Denny Jr., has been acting as moderator on the Monday and Tuesday programs which ran from 11:03 a.m. until noon, as an innovation in daytime programming. Denny is also associated with the "Town Hall of the Air" evening productions.

Collegiate Radio Debate Picks Mid-West Winners

(Continued from Page 1)

Debates held under the auspices of the Foundation. The debate subject is: "Should American Youth Support the Re-Establishment After the War of Competitive Enterprise as Our Dominant Economic System?"

A first and second prize of $50 and $25 respectively was given to two out of four debaters in each local contest, these winners having a chance to qualify for the final national debate broadcast from WJZ New York over the Blue Network April 18. The Foundation will give a first prize of a $1,000 War Savings Bond and $250 cash and a second prize of a $500 War Savings Bond and $125 cash to the first and second speakers in the final debate.

The winners of the mid-western semi-final debates follow:

Toledo debate over WTOL, Feb. 22—first, Calvin DeVries, Hope College, Holland, Mich.; second, Mrs. Mary Jean Bell, Wilmington College, Wilmington, Ohio. Milwaukee debate over WEMP, Feb. 24—first, Allan Conwill, Northwestern University, Evanston, Ill.; second, Paul Francis Elward, Loyola University, Chicago. Davenport debate over WOC Feb. 27—first, Hugo Pearson, Augustana College, Rock Island, Ill.; second Harold Brack, Augustana College. Lawrence, Kansas debate over WREN, March 2—first, James Lee Gibson, Iowa State College, Ames; second, Arthur Nelson, University of Kansas, Lawrence.

KFEL To Feed MBS Show For Local Sponsorship

(Continued from Page 1)

Friday at 2:15 to 2:30 (PMT). Waters will be available to all Mutual stations as a sustainer between "Commentaries of Cedric Foster" and "Mutual Goes Calling." It will be available for local sponsorship on all Mutual affiliates at a talent charge based on prevailing local union scale in each city.

Waters made his radio debut as the "Ozark Ranger" over KMBC in the early thirties. Later his name was shortened to "Ozie" when he founded KMBC's "Texas Rangers." Seven years ago he moved to Colorado to found the "Colorado Rangers" radio show which was aired weekly on a long run for the Ford Motor Company Mountain Division. For the past winter it was sponsored locally by the Vick Chemical Company.

He was officially commissioned "Captain" of the Colorado Rangers by Governor Johnson. He previously guested on network shows but this will be his first regular network series.

Percilla Doing PA Scripts

Martha Percilla, formerly of CBS has taken over Press Association's two special women's Telescripts "Listen Ladies" and "Women Today." She succeeds Diana Ashley, who has scripted the commentaries for the last two years.

The new scripter started her radio career as a woman's commentator at WGPC, Albany, Ga.

COMING and GOI

PHILLIPS CARLIN, vice-president of t Network in charge of programs, left ye afternoon for Washington. He plans to tomorrow.

MAJ. EDWARD A. DAVIES, vice-presi WIP, Philadelphia, expected in town to conferences with the New York represe of the station.

HERBERT L. PETTEY, director of WH returned from a vacation spent in Mexic

KINGSLEY HORTON, sales manager of Boston, is here on a short visit. Called day at the headquarters of CBS.

MARY COLWELL, publicity manager o Atlanta, has arrived from Georgia for days on station and network business.

JOHN W. BOLER, president of North Broadcasting System, in town this week ing New York accounts. He recently co the establishment of a Chicago branch regional network.

CHARLES BARRY, eastern program m of the Blue Network, is leaving tomor Thursday for a combined business and p trip to Florida.

E. J. FREY, station manager of WBRY, C bia affiliate in Waterbury, Conn., was yesterday on station business and left night for home.

BRUFF OLIN, JR., general manager of Poughkeepsie, N. Y., a visitor yesterday offices of the Blue Network.

DAVID H. HARRIS, program-production ager of WTAG, Worcester, Mass., and KORNETZ, publicity director of the stati in New York this week on station busines

JERRY LESTER, soon to start in a ne program, is back in town for a four-wee gagement at the Strand Theater.

NEIL SMITH is in New York. He's manager of WCOL, Columbus, Ohio, out the Blue.

NBC Gets three Renewa Two On Full Netw

(Continued from Page 1)

son's Wax will continue to be product advertised.

General Foods Corp., through B ton & Bowles, Inc., renewed, weeks, the daytime serial "Po Faces Life" over 86 NBC outlets. Post's 40 per cent Bran Flakes.

Vick Chemical Co., through G Advertising, Inc., renewed the p lar quiz, "Dr. I. Q.," on the full N network of 129 stations for thre its products, Vitamins Plus, V po and Va-tro-nol. The contract r for 26 weeks.

NOT JUST MONROE COUNTY
but WHAMland
WHAM
ROCHESTER, N. Y.
43 counties . . . 10 ing centers . . . radio homes . . . factories . . . farms.
Nat'l Rep. George P. H
50,000 Watts . . . Clear Chan
Time . . . NBC Blue and Red N
The STROMBERG-CARLSON STA

NAB's Sales Manual For Small Stations

(Continued from Page 1)

ed within the next two weeks
f the small stations in particular
lp them gather business.
Material will be culled from sales
submitted by NAB's sales man-
general committee which num-
0. John M. Outler, Jr., WSB,
, presided at the meeting
will be resumed today.
dic follow-ups via bulletins
ing other sales suggestions as
ay flow into the NAB from
s other than those actually on
mmittee, will be issued.
ur dispositions on yesterday's
included a resolution urging
etail Promotion Committee,
by Paul Morency of WTIC,
rted, to start production on the
ion, and approval of continued
tion of NAB reports exposing
me deals.
day's sessions, committee will
the following subjects: recom-
d standards for the determina-
coverage maps; the "Declara-
ndependence for Broadcasters"
ed by William B. Way, KVOO,
methods of audience measure-
nd the NAB War Conference.
lution to Outler and Avery,
rs of the committee attending
eting were: Frank R. Bowes,
oston; Donald D. Davis, WHB,
City; Dietrich Dirks, KTRI,
City, Ia.; George H. Frey, NBC,
ork; Arthur Hull Hayes, CBS,
ork; and William Malo, WDRC,
d.

...ate Show To "Worship"

h 12 being the first Friday in
e CBS "Keep Working, Keep
, America," will dedicate its
n on that day to "Worship"
ontribution to the World Day
er. David Ross' "There Was
m" will be read during the
of the quarter-hour, which is
om 6:30-6:45 p.m.

...Kersta At Wesleyan

E. Kersta, manager of the
levision department, will ad-
e Middletown (Conn.) Scien-
sociation tonight on "Televi-
oadcasting." The meeting will
in Rich Hall, Wesleyan Uni-
and will be open to the

☆ PROMOTION ☆

Programs For Retailers

As an aid to better promotion and merchandising, WLW, Cincinnati, broadcasts three programs once a week for the grocers, druggists and tobacconists in Indiana, Kentucky, Indiana and Ohio.

These programs present a series of tributes to the merchants in a particular city or area and feature a message from a prominent dealer of that area on each program.

"Smoking Pleasure," program for tobacco dealers recently aired the suggestions of the manager of a large Indianapolis cigar company in a tribute to that city's dealers. "Ballads By Brito," the grocers' broadcast, carried a tribute to Lima, Ohio, grocers in a statement from the president of the local Retail Grocers' Association. The druggists' show, "Your Romance Music," carried the words of an executive of the Licking County, Ohio, Druggists Association in tribute to druggists in that area.

The whole project is designed to create better co-operation and understanding among dealers in the WLW area, and leads to a free interchange of ideas and plans to meet the problems of merchandising in a war economy.

"This Is Youngstown"

"This Is Youngstown" is the caption-title of the WKBN, Youngstown promotion-folder that emphasizes the importance of the station in reaching the 75,000 workers that are working day and night in the Youngstown area and of its influence among 1,599,819 people within primary earshot of its transmitter.

The folder, a simple presentation, is done in black and white with only one section of the inner side of the folder carrying any printed matter. The single photograph in the folder is a dramatic black and white shot of a Bessemer Converter shooting its white-hot flames skyward.

The simplicity of the promotion highlights the facts that are presented. It points out that WKBN is the only CBS station to serve that section of the country; and that it serves an area where people in 1940 spent over a half a billion dollars in retail stores and that they are spending more than that today.

The station presents all Columbia's outstanding programs and also produces local shows. It operates on 5,000 watts day and night over 570 kc. and is represented by Paul H. Raymer Company.

Three Accounts Return For Spots Over WABC

WABC announces the addition of three clients this week—Gordon Baking Co., H. C. Bohack & Co. and the Roxy Theater. For its sixth campaign over WABC, the first having been aired in 1939, Gordon Baking will sponsor the "Five of Seven News," with Gordon Eaton reporting Tuesday, Thursday and Saturday from 6:55-7 a.m. In addition the client will participate in "Personally, It's Off the Record" Monday through Friday from 5:45-5 p.m. Gordon's participations begin March 10; its sponsorship of the news show starts March 11. C. L. Miller Co. handles the Gordon Baking account.

H. C. Bohack & Co. returns to WABC to participate in Adelaide Hawley's "Woman's Page of the Air" Monday, Wednesday and Friday, for the Bohack Stores in Brooklyn, N. Y. Its participations will be heard from 8:45-9 a.m., on the contracted days. E. M. Freystadt Associates, Inc. is the agency handling the account.

The Roxy Theater has launched an intensive campaign over WABC for its current attractions, "The Young Mr. Pitt" and the Roxy stage show headlined by Grace Moore. Roxy will participate in the 7-7:45 a.m., "Arthur Godfrey" program, Monday through Friday; it will sponsor the WABC musical program "Music For Today" Monday and Wednesday from 8:15-8:20 a.m., and will participate in the "Woman's Page of the Air" from 8:45-9 a.m., on Tuesday. The agency handling the account is Kayton-Spiero Co., Inc.

No Petrillo Probe Action Before Tuesday—Clark

Washington—There will be no action by the special Senate Interstate Commerce Sub-committee named to investigate the Petrillo recording ban before the Chicago conference next Tuesday, Chairman D. Worth Clark, Idaho Democrat, told RADIO DAILY yesterday. "There's nothing for us to do as long as negotiations are on," he said.

The committee has not been together since its hearings nearly two months ago, and unless all settlement efforts fail it is unlikely that the inquiry will be resumed.

Senator Clark obviously has no intention of probing the record industry, although his hand may be forced by the New Hampshire Republican Charles W. Tobey, who has made it plain that he would like to see the inquiry carried much further.

WINS' Special Event

WINS will air a special feature consisting of comments from picture and radio trade notables who will attend a private preview of John Steinbeck's "The Moon Is Down" at 20th Century Fox's projection room here, Thursday, March 11, 10:30-11 p.m. WINS mike will be set up in the projection room. Among those who will attend the screening and who are slated to say something on the air are Howard Barnes, picture critic on the New York "Harold Tribune"; Constance Bennett, Sir Cedric Harwicke; Elsa Maxwell; Sydney Moseley; Jack Pearl; Lt. Gilbert Roland; Monty Woolley, and Roland Young.

Offers Industry Idea As Good-Will Builder

(Continued from Page 1)

club members in the United States who have regular weekly meetings," Terry states. "And no doubt many stations can do the same thing we are doing with Treasury Star Parade transcriptions, namely, provide these meetings with the transcription, 33-1/3 equipment and amplifier." Terry also added that in cities where there are no stations a nearby station can furnish the "Parade" transcription after broadcasting it, providing the local War Bond chairman would furnish the necessary sound equipment. According the Terry, playing the transcriptions regularly at civic group luncheons does the following: entertains the audience; gets good bond selling messages across to receptive groups; builds up lasting good will among the business leaders toward the local station which is engaging in this operation.

In instances where this co-operation takes place, it would be necessary for stations to assume responsibility for return of the transcription owing to the scarcity of materials.

WFAS Granted Full Time Also Shift Of Frequency

Washington Bureau, RADIO DAILY

Washington—With Commissioners Case and Craven dissenting, the FCC yesterday announced that it has granted the application of WFAS, White Plains, N. Y. to change frequency from 1240 to 1230 kilocycles go on unlimited time. The station shares time now with WGBB, Freeport, N. Y.

Los Angeles

By JAC WILLEN

RADIO was well represented at the annual Academy Awards dinner at the Cocoanut Grove, Thursday, March 4, with Bob Hope, acting emcee, Frances Scully at the microphone for the "Speaking of Glamour" pickups, Chet Huntley announcing the dinner over the CBS airlanes from 10:30-11 p.m., PWT for the Fox Case Special Events broadcasts, and the Don E. Gilman's, Donald Thornburgh's, Sid Strotz's and Lewis Allen Weiss on hand representative of the West Coast radio group.

Frank Weltmer, chief announcer of KTMS, Santa Barbara, has been appointed program director of the station, succeeding Ken Peters, who resigned to join the OWI in San Francisco. Weltmer was formerly announcer and continuity editor of KOY, Phoenix.

The news, and the meaning of the news from various viewpoints, will be presented to Pacific Coast Blue listeners in a Monday through Friday "Blue Newsroom of the Air" broadcast to be launched on Monday, March 15. The program will be heard from 1-2 p.m., PWT.

Chester Morris will appear as guest star on the Tommy Riggs and Betty Lou broadcast of March 19, which will be aired from Camp Haan, Riverside.

Union Oil Company held its West Coast meeting for 7,500 dealers and station managers "via-the-airlanes" in a half-hour broadcast over the 33 Don Lee Broadcasting System stations March 4, from 8:30-9 p.m., PWT. The "aired" meeting, which company officials estimate saved the Union Oil dealers at least a month of totalled loss of conventioneers' time from duties, reached delegates in Washington, Idaho, Oregon and California.

Program consisted of entertainment plus an address by Reese Taylor, president of the Union Oil Co., who reviewed the business year of 1942, and addresses and reports by sectional representatives of the Company's dealers and station managers and reports from "minute men and women" of the company. General David Prescott Barrows, who is the Union Oil Co.'s Don Lee broadcaster, aired a program from his Berkeley, California, home to the listeners. Members of the "Point Sublime" airshow, released regularly on another network for the Union Oil Co., put on a special broadcast of their show for the Don Lee listeners of the special broadcast.

WKNE To Headley-Reed

Headley-Reed Co. has been appointed national advertising representative of WKNE, Keene, New Hampshire, effective April 1. WKNE, a CBS affiliate, operates full time with 5,000 watts on 1290 kc. David Carpenter is station manager and it is owned by Col. Harold C. Wilder of WSYR, Syracuse.

Notes From A Ringside Seat. . . !

● ● ● Coming smack on the heels of the recent U. S. victory in the Pacific that MacArthur's Eagles dealt the Japs, those two programs heard Monday night, proved a happy and portentious coincidence...we mean Monday at 8 p.m., the "Cavalcade of America" WEAFeature, based on the life of John Paul Jones, dramatized our First Naval Hero's immortal "I have not yet begun to fight"...later, at 10 o'clock that night, in the Screen Players' Guildrama, aired over CBS, Charles Laughton had occasion to repeat that famous J.P.J. squelcher to an enemy's demand to strike his colors....Those musical answers to current national questions involving 'income taxes', 'ration points', etc., heard on the WORevue, "Cresta Blanca," is composed by Harold Rome, who has been signed to write one a week for those Wednesnite programs....Abbott & Costello will visit their 300th Armed Forces Camp late this month....Hurry up and get well Lou.... ain't every big leaguer who can bet 300....George (Superman) Lowther has been matched (unwillingly) to a set-to with Kid Flu at his home in Dobbs Ferry....The Stork has left a "little Pond" at the Arthur (Dagwood) Lakes....The mother of the boy is Pat Van Cleve....George Tobias, who did a memorable bit of histrionics in the screenovation, "Air Force," will face a Rudy Vallee "mike" for the first time, Thursday, March 18.

☆ ☆ ☆

● ● ● Josephine Houston, heard on WJZ's "Stars in the Blue" program, is substituting for Lucille Norman at the Versailles, during the latter's illness....Irving Caesar, journeyed to Washington over the week-end to sign Willie Howard as the star of the revised edition of "My Dear Public," slated for production this Fall.... Last week, Sam Moore, author of the CBSwell "Great Gildersleeve," phoned his associate John Whedon, saying, "I'm afraid we'll have to do this week's story conferences over the phone...my children have chicken pox"...answered Whedon, "Come on over, so have mine"....Just a reminder to radio folk: Have you sent your Boy Scout donation yet to Mark Woods, chairman of the local drive?.... only five days left and the radio quota still short of its mark.... Last week Priscilla Fortesque, WEEI's femme commentator, had a date to appear as a guest speaker for a ladies' club in nearby West Roxbury, and, due to an admittedly poor memory forgot when and where she was scheduled to speak. She "confessed" her predicament over the air.

☆ ☆ ☆

● ● ● The Blue Network is keeping an eye open for fast-moving children-pleasers on the "Dick Tracy" type for possible summer daytime replacements....Stewart Brody has been selected for the lead opposite Miriam Hopkins in next Saturday's CBShow, "American Theater of Today." ...Wednesday, April 14, 10:30 p.m. is the definite CBS premiere of the "Cresta Blancapades" currently heard over MBS....Artie Pine's new musical audience-participation show can be used on the air, as well as in theaters, hotels or clubs....In keeping with its policy of promoting its writers, Transamerican has given a writer-director mantle to DeForrest Ely, now doing "Victory Is Our Business" ET series for General Motors.... Marjorie Hannon, of the cast of "Bachelor's Children," CBSeries is ill... appropriately enough it's measles...or as Fred Allen would say, "that's carrying realism too far"....Henny Youngman, comic on the Kate Smith show knows a man who, despite the Government's ban on cuffs—manages to live on one....Contemporaries have mentioned the oddity in the appellation, "Ensign Benson," but did you know that Jean Holloway, 23-year-old writer of the CBS program, "Mayor of the Town," is married to him?.... A night club inebriate, who hit him over the head with his guitar, is why Jerry Wayne, forsook being a guitarist and became a singer.

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—Remember Pearl Harbor—

Chicago

By FRANK BURKE

QUIZ KIDS leave Chicago on day, March 12, for an e tour which will take them to York for their broadcast on Su March 14, and to Convention H Philadelphia on Sunday, Marc where they will broadcast fr special Bond Rally. They will wits with veteran news comm tors during the New York broa with Earl Godwin, John Vande and Leland Stowe as guests. youngsters making the eastern are Joel Kupperman, Harve man, Ruthie Duskin, Richard liams and Gerard Darrow.

Don McNeill, emcee of the Network's "Breakfast Club" has been hospitalized for a few with an infected throat.

Chico Marx, recovering from a cold, left Chicago yesterday to r his band at the Stanley Theat Pittsburgh.

Carl Kroenke, in the role of C Brainfeeble, has been added to "Vic and Sade" cast on NBC.

Don Pontius, Midwest sales pr tion man for Mutual, and Mrs. tius, are the parents of a six-po eight-ounce daughter, Mary born Monday at Passavant Hos Chicago.

Bob Becker's "Sportsmens S light" has been renewed on WG the Illinois Commercial Men's A ciation, through the L. W. Ra agency, Chicago. The program heard Sundays, from 3:00-3:15 p

Dick Post, WBBM staff annou and the "King's Jesters," singing launch a new music chatter prog Tuesdays and Thursdays on WB from 6-6:15 p.m. sponsored by Greer School for Shop Training.

Renewal of "Chicago's Own B Battle" for another 13 weeks Noxzema Chemical Company be ning March 12 has been announce WBBM.

Billy Foy, entertainer on the W "Supertime Frolic," is singing labys to a new daughter born yes day.

Barry Wood may be featured o new network show sponsored b cosmetic company and originating Chicago.

Willard Alexander, William Mor Agency executive, here from N York, has visited the Chicago offi the past few days.

Carl Con's new weekly magazi "Our Town," folded with the issue.

Jack Ryan, central division NB press director, has been called ho by the death of his father at App ton, Wis. Ryan was in Nashvill Tenn., doing a pix cover of "Gran Ole Opry" show when word of h father's death was received.

WQXR Ups McGee

Norman S. McGee, formerly direct of agency relations, WQXR, has be appointed assistant vice-president charge of sales, acting under the d rection of Hugh Kendall Boice, vic president in charge of sales.

AGENCIES

LLAN B. SIKES, member of the au of advertising of the Amer- Newspaper Publishers Assn., be the principal speaker at the ting of the Media Men's Assn., to eld tonight at the Advertising Cl .

ILD ARTISTS BUREAU is con- ing an exhibition of portrait s done by Ernest Hamlin Baker the magazine "Time." The por- s are on display at the bureau's ry, 10 West 47th Street, and will available for inspection until h 20.

RLENE OLSON, for the past six s fashion co-ordinator of Powers Dr Goods Company, Minneapolis, been named fashion co-ordinator Gamble Stores, retail chain of than 2,000 stores and author- dealers in 24 states.

ERCULES POWDER CO., Wil- ton, Del., is the recipient of the erty Bell" safety award given week by Liberty Magazine dur- s weekly broadcast. The trophy, oden replica of the Liberty Bell, presented by Paul Hunter of rty" and accepted by John S. safety director of the Hercules ization.

Talbot To CBS Press

Talbot, New York news writer ormerly a foreign correspondent, oined the CBS Press Information rtment, George Crandall, direc- of the department, announced day. Talbot's newspaper as- ments included coverage of the pean peace conference, and the mic changes in European coun- after the First World War, as pean correspondent for The New "Sun." Subsequently he was mic writer and finance editor of New York "World-Telegram," nal-American" and the Chicago omist." He also served with the iated Press and the International Service. Most recently he has freelance writing and Spanish ation for the Office of Censor-

Free Czech Disks

choslovakian Government in will distribute gratis for broad- g, transcriptions of "We Refuse ," a WNEW broadcast dedicated town of Lidice which had been out by the Nazis. Original pro- was aired last October here, and d outside this country by BBC VRUL.

usual opportunity for salesman. ry-commission arrangement. Send erience, draft status and picture first letter.

VTN———Jamestown, New York

WARTIME PROMOTION

KIRO's 4-H Club Tieup

Bill Moshier's "Farm Forum" aired over KIRO, Seattle, launched an enrollment competition among the 4-H Clubs of Washington, in a new campaign effort to get as many of the state's youth as possible to produce and conserve farm products. The competition is being conducted in cooperation with the Washington State College Extension Service.

It is expected that, Bill Moshier's KIRO Farm Forum 4-H Club Enrollment Competition, as the campaign is officially titled, is expected to accelerate the interest of the Farm Youth in food production through increased enrollment in the 4-H Clubs.

To add further interest in the competition a suitable trophy will be awarded by the Farm Forum to the county showing the greatest percentage of increase in enrollment over the previous year. This trophy will revolve year after year to the winning county, and will be retired after one county has won it three times. At such time it will become the permanent property of that club. Second and third place winners will receive banners each year, and each 4-H Club member of the first, second, and third-place winners will be awarded blue, red, and white ribbons respectively.

Judges for the competition will be committee composed of the director of State College Extension Service, Dr. J. C. Knott; State 4-H Club agent, Charles T. Meenach, and Bill Mosnier.

Crosley Ads

Appearing in newspapers and magazines are the latest Crosley Corp. ads devoted to the war effort.

In the Feb. 20 issue of the "Saturday Evening Post" the Crosley ad featured a picture in color of a young boy, seated at a window reading and listening to the radio. The caption of it is, "Can That Happen to My Home?" The thought behind it is that, Crosley marshalling all its resources, is engaged in an all-out effort to create the implements of war so necessary to the victory that will enable this young boy and all the young boys in America and the world over to enjoy his childhood.

The ad appearing in the newspapers is a full-page recapitulation of what Crosley is doing and incorporates a promise of a better, fuller, and more complete life after this war is over. Without divulging any of the methods, or newly created machines of war, the ad implies that, the world as we know it today will be a vastly different place because of the inventions that are created today for war will, some day, be converted to peace-time usages.

New York-Dakar Service Started Today By NCAC

Extending direct radio communication service to another sector important in United Nations war strategy, a radiotelegraph circuit between New York and the West African key port of Dakar will be opened today by RCA Communications, Inc. Formerly, telegraphic messages between the United States and French West Africa were routed by way of London. With this direct radio circuit in operation, message traffic will move much faster and cheaper since RCAC announces a 15 per cent reduction in the rate.

The new service is to be operated in co-operation with the Administration of Posts, Telegraph & Telephone of French West Africa.

Other RCAC direct radiotelegraph circuits with African terminals link New York and Monrovia, Liberia; Leopoldville, Belgian Congo; Brazzaville, French Equatorial Africa, and Cairo, Egypt. A radiophoto circuit also operates between New York and Cairo.

More Stations To AP

Press Association, Inc., radio subsidiary of the Associated Press announced that the following stations have acquired the AP Radio News Wire: KWTO-KGBX, Springfield, Mo.; KHUB, Watsonville, Cal., and KGFF, Shawnee, Oklahoma.

Hope Show's Spring Tour May Include British Visit

Bop Hope and his crew of "campbusters" are going on another cross-country tour of Army, Navy and Marine posts and bases—a tour that even may take them to England. The NBC comedian, who expects to leave early in April, will be accompanied by Frances Langford, Vera Vague, Jerry Colonna, Wen Niles and Skinnay Ennis and his orchestra. The exact starting date depends on the completion of Hope's in-production movie, "Let's Face It." Their route lies through the South, South-west and along the Atlantic Seaboard.

Only hitch in the trans-Atlantic hop plans is transportation. If this can be solved, the entire gang will land in England sometime in early June and shortwave two of their Tuesday editions from London to America. The program is heard over NBC at 10 p.m., EWT.

Melville Is Ames' Guest

Frank Melville, ace aeronautical radio communications expert will guest-star with Adrienne Ames over WHN this afternoon at 3:55 p.m. He will discuss the opportunities opening up for women in radio communications. In addition he will discuss the post-war problems in aviation and the opportunities women will have to hold down peace-time jobs in aeronautical communications.

GUEST-ING

CAPT. BURR LEYSON, camouflage expert of the U. S. Army, on the Mary Margaret McBride program, tomorrow (WEAF-NBC, 1 p.m.).

SIR NORMAN ANGELL, Nobel Peace Prize winner and author of "Let People Know"; ROBERT LEE HUMBER, international lawyer and author of "The Declaration of the Federation of the World," and NORMAN THOMAS, discussing "What Peace Principles Can the United Nations Agree Upon Now," on "America's Town Meeting of the Air," tomorrow (WJZ-Blue Network, 8:30 p.m.).

EARL GODWIN, JOHN VANDERCOOK, LELAND STOWE and H. R. BAUKHAGE, as guests with the "Quiz Kids" on their program originating in New York, Sunday (WJZ-Blue Network, 7:30 p.m., EWT.)

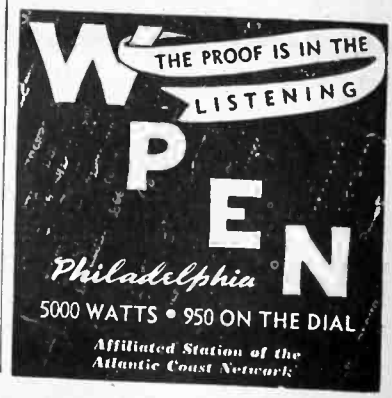
ARTHUR GARFIELD HAYS, lawyer, and WILLIAM E. DuBOIS, Negro editor and author, discussing Booker T. Washington's "Up from Slavery," on "Invitation to Learning," Sunday (WABC-CBS, 11:30 a.m.).

Re NBC's Figures

Wherever NBC was referred to in RADIO DAILY'S survey of "Program Trends" (March 8) figures represent the single network, including the NBC five year comprehensive picture where the per cents cover the then existing Red network only, and as the statistics move into 1942, the network title only changed to NBC. Footnote on the "Five Year Trend of Program Types" for NBC made clear the division between the Red and Blue networks. However in the editorial text, it was incorrectly stated that the figures represented the combined chains. The Blue had not been officially divorced from NBC until 1942, but the survey retained the identity of each separately.

Stork News

David Hall and Mrs. Hall are parents of a boy born Monday, March 8, at Harkness Pavillion, New York City. Hall is NBC's script writer for serious music programs and is the author of "The Record Book." This is their second child.



See FCC Forbidding Duration Suspension

(Continued from Page 1)

broadcast was suspended during the course of the conflict.

Refusal to grant the permission was not unlooked for, in view of the Commission's strong desire to keep small stations on the air regardless of their financial difficulties. Chairman James Lawrence Fly has said he hopes to be able to convince many large-volume advertisers of the wisdom of using these small stations, and he is evidently desirous of beginning conversations with advertisers in the near future. He expects to have full data on operating records of all standard broadcast stations for 1942 within the next two weeks.

OWI Establishes School For Overseas Personnel

(Continued from Page 1)

have been announced by the OWI. The students will be employees of the agency's overseas branch who have been assigned to posts abroad, many of them in actual theaters of operation.

Executive Order 9182 assigns to OWI the task of developing an informed and intelligent understanding abroad of the American war effort. The school was founded, OWI said, to train technicians for foreign posts competent to carry out this assignment.

Many employes trained at the new school will work in the 28 foreign outposts already organized by the OWI. Others will be assigned to work in North Africa and other theaters where technical facilities are so limited that special training is required for motion picture, press and radio work.

The school will teach under conditions approximating as closely as possible those actually found in the field. A portion of the estate of Marshall Field at Huntington, L. I., has been leased to the government for the duration of the war at a rental of $1. Instructors will be men on leave from outpost service or loaned by operating divisions of the OWI.

Approximately 40 students will be at the school at any one time, most of them studying for a 30-day period. Students will pay the cost of their maintenance. Total cost to the government, OWI officials said yesterday, will be considerably less than teaching facilities in New York City comparable to the Huntington site would cost.

The curriculum of the school, it was explained, will concentrate on technical aspects of distributing information under adverse conditions comparable to those to be found in theaters of military operations. It will include, among other things practice and instruction in listening to and transcribing shortwave radio news programs of the OWI itself, preparation of radio programs and special leaflets in various foreign languages, coding and decoding, radio photo work, cutting and editing newsreels and operation of portable printing and mimeographing equipment. There will also be instructions in security measures and in the specialized problems of the areas to which the men will be assigned.

Columbia Pix Spot Campaign Using 53 Stations -- 6 Weeks

(Continued from Page 1)

news or commentator periods and occasionally on network commentators where local sponsorship is possible.

Business, being placed through Weiss & Geller agency, New York, is the most ambitious spot drive of its kind and will run for approximately six weeks before release of the picture which will be May 15, and for two weeks after the film premieres. This would give an April 1 starting date for the campaign.

Picture Itself Is "Sponsor"

An important angle brought out by Columbia Pictures is that the picture itself will become the sponsor instead of a company which calls attention to a new picture for a short campaign. In this case the picture will constantly loom as the "client." "The More the Merrier" which Columbia regards as the best picture it has yet produced will star Jean Arthur, Joel McCrea and Charles Coburn.

In using CBS stations, Columbia pictures may have a peculiar angle wherein the repetition of Columbia Broadcasting System serves as a reminder of Columbia pictures. The film is held to be a high comedy of present-day life in Washington and the living problems there.

First week after the picture opens the copy will be devoted to building audiences for the first run theaters and the second week after the release will be devoted to theaters subsequently playing the film.

Stations already set are: WABC, New York, Ned Calmer news program; WCAU, Philadelphia, "World News"; KNX, Los Angeles, "10 O'clock News Wire"; WCAE, Pittsburgh, Fulton Lewis, Jr.; WEEI, Boston, "Herald Traveler" News, Harlan Ratcliffe; KGO, San Francisco, News; WGAR, Cleveland, Sid Andorn Speaking; WJR, Detroit, Tony Weitzel, commentary; WFBR, Baltimore, Fulton Lewis, Jr.; WREC, Memphis, "CBS News of the World"; KOMA, Oklahoma City, "Your Dinner Date"; WGR, Buffalo, Billy Easton; WOL, Washington, Walter Compton and WSOC, Charlotte, N. C., News.

Country-Wide Coverage

Other cities to be used are: Birmingham, Hartford, New Haven, Atlanta, Chicago, Indianapolis, Des Moines, Louisville, New Orleans, Portland, Me.; Springfield, Mass.; Worcester, Minneapolis, Kansas City, Mo.; St. Louis, Omaha, Rochester, Syracuse, Akron, Cleveland, Cincinnati, Columbus, Dayton, Toledo, Youngstown, Tulsa, Portland, Ore.; Allentown, Harrisburg, Providence, Nashville, Dallas, Ft. Worth, Houston, San Antonio, Salt Lake City, Richmond, Seattle and Milwaukee.

Senators Ask Vigilance To Guard Radio Freedom

Washington Bureau, RADIO DAILY

Washington—Eternal vigilance on the part of press and radio to retain their freedom were urged yesterday by Senators C. Wayland Brooks, Illinois, and Alexander Wiley, Indiana, both Republicans. Brooks charged that the New Deal has been whittling away at press and radio freedom for the past 10 years, while Wiley stated that the OWI budget of $137,000,000 constitutes a definite "menace" to the future.

Commentators At Rally For Russian War Relief

Russia's place in the fight of the United Nations will be discussed by Johannes Steel (WMCA, N. Y.) and William S. Gailmor (WHN, N. Y.) radio commentators, at a rally in salute to the Red Army to be held at Manhattan Center at 2:30 p.m., Sunday March 14. The rally is being sponsored by the Nationalities Division of the Russian War Relief, Inc.

Expect Several Additions To FCC Probers' Staff

Washington Bureau, RADIO DAILY

Washington—Several appointees to the investigating and legal staff of the special House Committee to investigate the FCC are due to be appointed within the next day or two, it was learned yesterday. There has been some difficulty in getting the men desired for the staff, it was admitted, but officials hoped to be able to announce several appointments later this week.

Eugene L. Garey, Wall Street lawyer, is chief counsel, and Fred L. Walker, former assistant U. S. Attorney in Detroit, is his associate. No other appointments have been made as yet.

Opening of hearings about the middle of April is predicted by Garey. Although it has been reported that a good deal of the inquiry would center around the special war services of the Commission, it is believed that preliminary studies of these activities have convinced Garey and Walker that the Commission is doing a good job on its war activities.

"Vox Pop" From Walter Reed

The "Vox Pop" program will emanate from Walter Reed Hospital, Washington, D. C., next Monday night, through WJSV, Capital CBS outlet. Quizzed on the program will be wounded servicemen sent to the hospital from the North African campaign.

Wants CBC To Refus 'Needless' Soap Ad

(Continued from Page 1)

was especially critical of the exp and character of soap advertisin the air.

Harris, who heads a Toronto manufacturing company, delivere address in the course of the de on the budget, during which he clared that subsidies to equalize sumer costs were "fraught danger." Turning his attention to the soap industry, he said:

"The cost of maintaining the ce prices of September, 1941, will into scores of thousands of dolla said Harris, adding, "Every few h during the day and during the n the radio bleats out all sorts of vertising, stories of fiction, fact fancy, the cost of which is ad to the cost of this necessary essen namely soap. If this House of C mons should determine that it not necessary for the Canadian Bro casting Corporation and the ot broadcasting corporations to ca this advertising... I am satisfied t the industry would be prepared economize in that regard and mo would be saved for the Treasury. my mind this is price control wh illustrates the lack of control."

Harris said that Canadians wo use soap without being told so oft also that it is uneconomic to h such costly radio broadcasts dur the war, while there is a defi shortage of the raw materials quired by soap manufacturers. declared:

"If the broadcasting corporati cannot balance their budgets wi out the revenue they receive fr this advertising, they might just well fold up. The power could saved for more essential war nee during the peak loads if the pow consumption is not serious.... th could use a little canned music taking some records off the shelv In any case, it would be just as eleva ing as the advertising propagand which comes over the airwaves. O women could knit much faster to th recordings of music than they a able to weep to the fiction of th radio soap ads."

Harris is listed in the Parlian entar Guide as president of the Wonderf Soap Co., Ltd., Toronto.

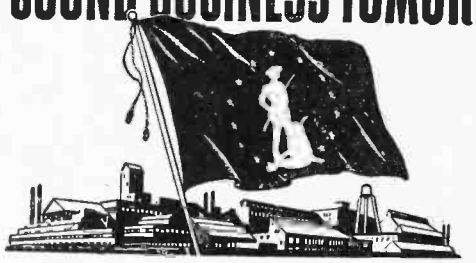
Canadian Radio Dividend

Montreal—Directors of Standar Radio Ltd., formerly Rogers-Majest Corp., Ltd. and now a holding com pany with head office in Toronto, con trolling Rogers Radio Broadcastin Co., Ltd., and Canadian Radio Artis Bureau, Ltd., has declared a quarter dividend of ten cents a share on th 200,000 shares of Class "A" stock pay able April 10, to shareholders o record March 31.

Wedding Bells

Marcella Garvin, head of the Blu Network script routing division, wa married recently to Lt. E. V. Berg strom, USN, of Braddock, Pa.

FOR VICTORY TODAY
AND SOUND BUSINESS TOMORROW



Get This Flag Flying Now!

This War Savings Flag which flies today over companies, large and small, all across the land means *business.* It means, first, that 10% of the company's gross pay roll is being invested in War Bonds by the workers voluntarily.

It also means that the employees of all these companies are making a definite contribution to Victory . . . by helping to buy guns, tanks, and planes that America and her allies *must* have to win. And it means that billions of dollars will be held in readiness for post-war readjustment.

Think what 10% of the national income, saved in War Bonds now, month after month can buy when the war ends!

For Victory today . . . and prosperity *tomorrow,* keep the War Bond Pay-Roll Savings Plan rolling in *your* firm. Get that flag flying now! For full details, plus samples of result-getting literature and promotional helps, write or wire: War Savings Staff, Section F, Treasury Department, 709 Twelfth Street NW., Washington, D. C.

SAVE WITH

War Savings Bonds

This Space Is a Contribution to America's All-Out War Program by

RADIO DAILY

☆ ☆ Coast-to-Coast ☆ ☆

HAROLD E. SMITH, general manager of WOKO, Albany and Harry Goldman, sales manager, have joined the Albany Variety Tent Nine, a popular local organization.

* * *

A series of roundtable discussions was started over WAAT, and the New Jersey Network, March 10, including WTTM, Trenton, and WFPG, Atlantic City, by members of the New Jersey Constitution Foundation under the chairmanship of Spencer Miller, Jr. The topic under discussion on the first program will be "Your State Constitution in Important to You."

* * *

Although WAAB, Worcester, has been on the air less than three months, its acceptance by local listeners has been established by the mounting piles of mail that reach the station each day. In the business field activity has been recorded by the Hathaway Bread Company, sponsors of a half-hour children's program aired Saturdays at 12:30 and the 15-minute program sponsored by Ross Brothers Seed Company that starts March 19 featuring Jack and Janet Gardner in a skit called "The Gardners Start a Victory Garden."

* * *

The Debunker spot series has been sold to the Lewis Men's Shop for a year's airing over WWNY, Watertown, N. Y. ....The opening of the American Red Cross War Fund Drive was broadcast Monday evening. Principal speaker was E. R. Vadeboncouer, Syracuse radio commentator.

* * *

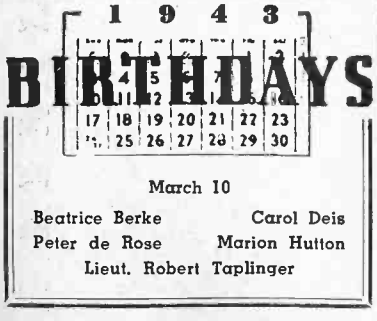
Recent contract inkings on WTAG, Worcester, include 52-week renewal of 6 p.m. newscast, Sundays, by the Worcester Five Cents Savings Bank and five announcements weekly, 10 weeks, for the Worcester Street Railway Company, new account.

* * *

Paul Moore, vice-president of the Southern Artists' Bureau of Dallas, Texas, and former amateur theatrical director of Dallas, has entered radio via the announcing staff of WHBQ, Memphis.

* * *

A record for continuous announcing service on one commercial network account is claimed by WLS, Chicago, for Jack Holden. Holden has handled the commercials for the Alka-Seltzer portion of the National Barn Dance program for more than ten years.



March 10

Beatrice Berke — Carol Deis
Peter de Rose — Marion Hutton
Lieut. Robert Taplinger

KOA, Denver, brought back its program "Civilians At War" last week after an absence from its schedule. The program is aired weekly over the Denver NBC station and was heard for 23 weeks last season. Produced by the Rocky Mountain Radio Council in co-operation with the local OWI, and written by Jack Lewis, the program deals with civilian activities on the home front. Music is provided by Milton Shrednik and the KOA string ensemble. Series will be transcribed for replaying by smaller stations.

* * *

Marilou Neumayer, roving announcer on the WGN, Chicago, "Shoot the Works" program, has been designated by the War Production Board as the official "Jalopy Queen." For several weeks she has been touring the middle-west to encourage youngsters to junk their jalopies for war salvage ....."Morning Musical" five-a-week morning recorded series, has been renewed for 52 weeks by Dr. W. B. Caldwell, Inc. Sherman & Marquette, Inc., of Chicago handled the deal.

* * *

Day-by-day war stamps and bond sales at WCKY, Cincinnati, since it was designated as a sales center have totalled $173,600. Of the total, $119,050 worth of stamps and bonds have been sold at the station's Demolition Depot and War Barrel on downtown Fountain Square and $54,550 represents office sales.

* * *

Pan American broadcast, designed to acquaint listeners with the economic expansion of our South American neighbors was heard over KHJ, Mutual-Don Lee, recently. A portion of the broadcast originated from Lima, Peru. Eric Johnston, president of the U. S. Chamber of Commerce, and economist Hardy Burt spoke from the U. S. and exchanged views with prominent Peruvian officials.

* * *

The "America at War" program, featured by the D & H Anthracite Hour over WBZ, Boston, at 7:30 p.m., Tuesday, March 9, presented a dramatization of the efforts of 318 North Abington High School students to raise $75,000 for the purchase of a pursuit plane.

* * *

WHAS, Louisville, Ky., opened a new series of talks with an address by Dr. H. L. Donovan, president of the University of Kentucky. Purpose in back of the series is to sell Kentucky to the world so that in the period following the war the Commonwealth will be in a position to cash in on its resources.

* * *

Leonard Kapner, president and general manager of WCAE, Pittsburgh, is recuperating from a recent appendicitis operation....Polly Malone, originator of the "School of Charm" program on WCAE, is celebrating her third year on the air .....Highlight of 1,000 small chapter meetings in Allegheny County, will be special Red Cross broadcast of WCAE, serving to instruct the volunteer workers in the drive for War Funds.

KSTP, Minneapolis-St. Paul, now has completely-equipped sound theater in its studios. New arrangement in addition to providing 200-seat theater for film screenings, augments KSTP's television set-up. Currently, theater is available for use by KSTP clients for sales meetings.

* * *

Two WHIO, Dayton, control operators have been studying nights lately. Tom Pickering has just obtained his first class transmitter license, while Don Hapner has just passed the examination for his second class license. Both Tom and Don started with WHIO after "ham" experience of their own.

* * *

Russian War Relief, Inc. has commended KGVO, Missoula, Mont., for its promotional work in behalf of the Seed Committee for "Plant the Scorched Earth" campaign, which recently came to a close. Western Montana contributions to the campaign far exceeded quota expectations.

* * *

In observance of the fourth anniversary of the Esso Reporter, WWL, New Orleans, has prepared a special dramatization of highlights both from news and the Standard Oil Company's efforts in the petroleum industry's war program. Title of show is, "Salute to Service."

* * *

Pillsbury Flour Mills Co. has contracted for an extensive spot campaign over WDRC, Hartford. The schedule, which runs from March 15 through May 7, calls for 84 one-minute announcements. The account was placed by McCann-Erickson.

* * *

WLW, Cincinnati, increases its foreign news coverage by adding to its staff, Hugh Dash, Australian newspaperman who will supply cable reports for the station's listeners. The WLW news department already has correspondents in Algiers and London.

* * *

S. Roger Bowman is the latest addition to WQXR's announcing staff, having previously been with WHN and WNYC. He is also on the staff of the Office of War Information's overseas broadcast division.

* * *

Eastman Kodak Co. of Rochester, N. Y., has piled up a very impressive list of guest soloists on their "Musical Pictures" program, aired every Friday at 7:30 p.m. over FHAM, Rochester. Included in the list are: Walter Cassel, Olga Coehlo, Robert Weede, The Eva Jessye choir, Eileen Farrell, Eleanor Bowers, Jan Peerce, Eugene Connelly, Susanne Fisher and Vivien della Chiesa. The Rochester Civic Orchestra under direction of Guy Fraser Harrison provides the music.

* * *

Maurice McDonald, a former Democratic county chairman, recently resigned his position as Lewis County Clerk to join the continuity staff of KIRO, Seattle....Madeline Reynolds has been transferred from the program department to publicity.

Dave Gilmore, early-morning ... sopher, on KPO, San Francisco, rec... took on the job of selling the Fisher ... Mills Company product once a ... The campaign is in behalf of their ... whole-wheat breakfast food "Zoom."

* * *

KYSM, Mankato, Minn., annou... the addition of Dick Loughrin t... staff. Loughrin, formerly with ... Yankee Network, will be prog... director.

* * *

Larry Bloom, formerly of KLX, Oak... has joined the announcing staff of ... San Francisco....In co-operation ... KQW, station KJBS is now airing ... transcription important CBS network ... leases, such as the recent talk by P... dent Roosevelt....Dean Jennings, ... ern regional director of the OWI, has ... gun a new weekly series of discuss... on war propaganda over KJBS.

* * *

A 15 per cent increase in t... radio advertising budget was app... tioned by the St. Augustine Nati... Bank, Fla. The bank signed a fi... two week contract on March 1 ... WFOY, St. Augustine, for a quar... hour show to be heard seven ni... weekly.

* * *

The Stinson Field Radio Players, re... ly organized under supervision o... Everett T. Swalm, assistant public ... tions officer, formerly on the staf... Radio Daily, is set for a series on K... San Antonio, Texas, in "Fighting ... wear," the first of the shows. Series ... be called "It's For Victory." Scripts, ... ten by Lt. Swalm and Pvt. Hugh Ba... are based on material from official ... department sources, and will utilize ... full range of radio art in presenting ... "news behind the news—as it affects ... army."

* * *

WAAC recruits in the studios ... KOMA, Olkahoma City and KT... Tulsa, vied with each other in a ba... of acts, "Battle of the Sooners." A... present in the studios were WA... contingents who urged the prospect... WAAC's on. The Oklahoma City gro... won the pen and pencil awards.

Wallace's Ohio Address Shortwaved To S. A

Vice-President Henry A. Wallace opening address of a five-day confe... ence at Ohio Wesleyan Universit... Delaware, Ohio, was broadcas... throughout Latin America in Englis... Spanish and Portuguese on Monday... according to the Office of Co-ordinato... of Inter-American Affairs. The ta... on "The Christian Basis of Worl... Order," was aired to Spanish speak... ing Latin America over NBC L... Cadena Panamericana shortwave sta... tions at 9:30 p.m., EWT and at 9:3... p.m., EWT over CBS La Cadena de l... Americas shortwave stations. The... Portuguese version of the address was... broadcast to Brazil at 6:30 p.m., EWT... over stations WRCA and WCBX.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

22, NO. 47 | NEW YORK, N. Y., THURSDAY, MARCH 11, 1943 | TEN CENTS

Align OWI Domestic Unit

...wn Tells Adv. Men ...ost-War Prospects

...shington Bureau, RADIO DAILY

...ington — The greatest oppor... the advertising profession has ...d—and the greatest threat to ...tinued existence—lie just ahead, ... B. Brown, Director of Promo... Advertising for NBC, told ...shington Advertising Club yes... Broad understanding of the ...orld economy and competent ...on of the general good are the ...ibility of advertisers in the

(Continued on Page 7)

...Sales Managers ...ry 'Coverage' Method

...s sales managers executive ...tee yesterday approved the ... station coverage recommenda... ...hich defines station coverage ... physical limits of area served ...onstrated by actual listening, ...tiated by evidence of the ...ance of signal, and interpreted ...s of market data consisting of ...ion, number of families, radio ... and selected retail sales data,

(Continued on Page 2)

...U. S. Shortwave News ...rite Source In Mexico

...icans and Englishmen in ... appear to favor American ...ve broadcasts for spot news ...nternational situation, Herbert ...y told RADIO DAILY yesterday, ...rn from a vacation in and ... Mexico City. Though long... ...exas stations could be brought ...out difficulty, Americans in

(Continued on Page 2)

Pan-Mail

...shington, D. C.—Judging from ... of the mail received at WOL ... Eddie Rickenbacker's recent ...hes weren't too well received ...me irate listeners. A very fat ...tte was received recently by the ...department addressed to Rick... ...ker with this notation on the ...ope: 'Postal Inspectors may ...t this for explosives if de... The letter arrived unopened.

Quick Response

Lawrence, Mass.—One minute after receiving the request, WLAW here aired an appeal for searchers to help find an Army pilot who had bailed out near the town of Andover. Pilot was subsequently found suffering from a leg injury which had prevented him reaching the main road under his own steam.

Liberalize Features Of CBS Discount Plan

After nearly a year of experience with the full network Discount Plan, William C. Gittinger, CBS vice-president in charge of sales, announces today liberalization of some of its essential features in the interest of greater fairness to all CBS advertisers. The revised full network plan now modifies the original requirements so as to grant at least part of the discount on programs which order the entire network, but on which as

(Continued on Page 7)

Met. Life Buys Blue Net For One-Time Program

Metropolitan Life Insurance Co. will mark its 75th anniversary Wed., March 24, in a half-hour program to be broadcast on the complete Blue Network.

The broadcast, at 9:30 p.m., EWT. will represent the first coast-to-coast network advertising venture by Me-

(Continued on Page 2)

Lewis To Direct Program Coordination In Radio, Film Fields; FDR Order Broadens Activity Of Bureau

Washington Bureau, RADIO DAILY

Washington—Following closely the reorganization last month of the overseas branch of the OWI, Director Elmer Davis yesterday announced an overhauling and general tightening up of the domestic branch. About 100 of the branch's 1,500 employes will be dropped.

Under the new plan James Allen, assistant in charge of policy to Domestic Director Gardner B. Cowles, Jr., will supervise work of the news, publications and special services bu-

(Continued on Page 6)

Important CIAA Posts To Don Shaw-Jennings

Two major personnel appointments were announced yesterday by the CIAA, Radio Division. Dwight Jennings, advertising man formerly with Lord & Thomas, and Blackett-Sample-Hummert, has been named director of Domestic Broadcasts, indicating renewed activity in that branch of the service. Unit was active in the beginning, but schedules were curtailed

(Continued on Page 5)

Anacin Renews Hughes For Year On Mutual

Anacin has renewed John B. Hughes' news comments, on MBS, for another 52 weeks, effective March 24 when he rounds out his first full year on this series. Hughes airs, commercially, on 70 stations, Wednesdays

(Continued on Page 2)

"Mystery Chef" Adds 3; Now Has 34 Sponsors

Beginning March 15 the "Mystery Chef" will be sponsored on three stations of the Blue Network by Igleheart Brothers, Inc., Evansville, Ind.,

(Continued on Page 2)

WOW Lease Approved In Court's Decision

Omaha, Neb.—In a decision rendered by District Judge A. Rine, the lease deal under which John J. Gillin, Jr., and others acquired the operating control of WOW for 15 years from the Woodmen of the World Life Insurance Society was approved. The lease was contested by Dr. Homer Johnson of Lincoln, who sought to have it cancelled by alleging fraud and on

(Continued on Page 2)

$389,000 In War Bonds Sold At Brown Lecture

Syracuse—Latest War Bond selling record compiled by Cecil Brown, CBS news analyist, during the 21st anniversary of WFBL was $389,000 ac-

(Continued on Page 2)

FCC Takes Definite Stand vs. Suspension For Duration

Washington Bureau, RADIO DAILY

Washington—Refusing to open the door for large scale suspension of broadcast operations because of red ink business during the war period, the FCC in a formal statement yesterday announced that it has rejected a proposal that broadcasters be permitted to cease operation for the duration and at the same time retain their licenses. This decision followed

(Continued on Page 6)

Organized Labor Heard On 120 Web Shows In Year

Organized labor participated in 120 individual network broadcasts wherein the chains and their affiliates contributed the time. NAB, in announcing the total, reported that these were in addition to regional and local labor broadcasts throughout the country. Thirty-seven of the labor broadcasts

(Continued on Page 2)

Reprinted

NBC has reprinted the commencement address, "Radio, Music, and the Future," delivered by Thomas H. Belviso, of the NBC music division at Bethany College. The reprint in brochure form also includes brief notes on the history of the West Virginia college and a biography of Belviso, who was awarded the honorary degree of Doctor of Music at the exercises.

RADIO DAILY

Vol. 22, No. 47 Thurs., March 11, 1943 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. Merseareau, 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

(*Wednesday, Mar. 10*)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	142⅝	141¾	142½	— ⅛
CBS A	17¾	17¼	17¼	— ¼
CBS B	18	17¼	17¼	— ¾
Crosley Corp.	12⅜	12⅜	12⅜	....
Gen. Electric	35⅛	34¾	35	— ¼
Philco	18⅝	18⅛	18⅝	+ ⅛
RCA Common	7⅜	7¼	1¼	....
RCA First Pfd.	62½	62	62	— ¾
Stewart-Warner	9½	9⅜	9½	— ⅛
Westinghouse	86¾	86	86	— ½
Zenith Radio	24⅝	24¼	24⅝	+ ⅛

NEW YORK CURB EXCHANGE

Hazeltine Corp.	28	27¾	27¾	— 1¼
Nat. Union Radio	2¾	2⅝	2¾	+ ⅛

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	7	7¼
WCAO (Baltimore)	17	20
WJR (Detroit)	21	..

WOW Lease Approved In Court's Decision

(*Continued from Page* 1)

the grounds that the lease called for an inadequate consideration for the Woodmen Society.

After listening to eight days of testimony Judge Rine said that he found no evidence of fraud, and further found no evidence substantiating another charge that WOW might be used to sponsor the purchase by the Consumer Public Power District of Nebraska, of the Nebraska Power Company of Omaha.

Judge Rine indicated that he would sign a formal decree next Monday completely exonerating Gillin, all officers and directors of the Woodmen Society and stockholders of WOW, Inc.

Besides Gillin, Tom Wallace, formerly with the Russel M. Seeds Agency, Inc., of Chicago; Guy Myers of New York City, and five Omaha men are the new operators of WOW.

The actual operation of the station under the new lease took effect Jan. 14. The lease provides WOW, Inc., will pay approximately $8,000 a month for three years and $6,000 per month for the remaining 12 years.

Met. Life Buys Blue Net For One-Time Program

(*Continued from Page* 1)

tropolitan, a pioneer radio advertiser. An important factor in the company's decision to celebrate its anniversary with a broadcast instead of featuring it at a convention is the current strain on transportation facilities. The annual convention is normally attended by 1,500 persons from the United States and Canada, including managers of Metropolitan branch offices, selected assistant managers and leading agents.

The company will provide leaflets announcing the program to be delivered personally by Metropolitan Life agents to a large portion of the Metropolitan's 30,000,000 policy holders who will be invited to listen to the birthday messages to be aired by Frederick H. Ecker, chairman of the board; and Leroy A. Lincoln, president.

With Edwin C. Hill as master of ceremonies, the broadcast will offer songs and music by Richard Crooks, Helen Traubel, the Lynn Murray Chorus of 16 voices, and Don Voorhees and his orchestra.

Metropolitan's previous use of radio advertising was confined to spot radio and a network of eight NBC stations. A program of health exercises was broadcast on an extensive scale for 10 years and discontinued eight years ago.

Finds U. S. Shortwave News Favorite Source In Mexico

(*Continued from Page* 1)

Mexico revealed to the WHN director that they were long in the habit of tuning in the frequent shortwave California broadcasts to keep up with the news. This was further indicated by the radios in Mexican taxis, the sets containing an extra button for shortwave, Pettey noted.

In "live" entertainment, Mexican stations rank high, according to Pettey's observations, programs, sustaining as well as commercial, being studded with top names. He was especially impressed with the daily one-hour elaborate "National Lottery" program on XEW which provides a symphony orchestra and stage headliners as added entertainment.

For the most part, Mexican newspapers devote little space to radio, Pettey found, the dailes limiting these services to program time and schedules. Conditions in general were good, he observed, with much housing under construction. A further indication was the opening of the new race track in Mexico City, with a crowd of over 48,000 on hand for the premiere.

Travelling with Pettey were, Mrs. Pettey; W. B. Dolph, of WOL, Washington, and Mrs. Dolph; Governor John J. Dempsey of New Mexico, and Mrs. Dempsey.

NCAC Reps Leontovitch

NCAC has been authorized by Eugenie Leontovitch, co-author and co-star of the current Broadway success "Dark Eyes" to represent her in connection with her radio appearances.

"Mystery Chef" Adds 3; Now Has 34 Sponsors

(*Continued from Page* 1)

the Swansdown division of General Foods Corporation. The "Mystery Chef," offered to affiliates of the Blue on a local co-operative basis, is now sponsored on a total of 34 stations spread throughout the country.

Swansdown Flour is the second national advertiser to sign up for the "Mystery Chef." National Biscuit Co., which began sponsoring the program in behalf of NBC bread on three stations in February, this week took over a fourth station, KXYZ, Houston, Texas. "Chef" is sponsored by National Biscuit five days weekly through McCann-Erickson, N. Y.

The three stations on which Swansdown Flour will sponsor the program are WORD, Spartansburg, S. C., WHMA, Anniston, Ala., and WJHP, Jacksonville, Fla. Swansdown has signed up WHMA and WORD five days weekly, and WJHP, two days a week.

"Mystery Chef" was made available to local sponsors Jan. 15, and is heard from 2:15 to 2:30 p.m., EWT, Monday through Friday.

Bringing his program in line with Point Rationing, "Chef" offers only recipes which require the use of few or no points.

$389,000 In War Bonds Sold At Brown Lecture

(*Continued from Page* 1)

cording to the final count. Syracuse patriots purchased $187,000 worth of War Bonds as their admission price to hear Brown's lecture. And later in the evening after the lecture was concluded an auction of eleven autographed copies of Brown's recent book "Suez to Singapore" brought in an additional $202,000, making a grand total for the evening of $389,000.

Anacin Renews Hughes For Year On Mutual

(*Continued from Page* 1)

and Saturdays, 10-10:15 p.m., EWT. He is sustaining on Sundays, Tuesdays and Fridays when boxing bout schedules do not interfere. Programs originate at KHJ, Hollywood. Blackett-Sample-Hummert handle the account.

Organized Labor Heard On 120 Web Shows In Year

(*Continued from Page* 1)

on the networks were part of the "Labor for Victory" series which featured the AFL and CIO on alternate weeks.

Sound-Effects Talk

Talk and demonstration entitled, "Production of Sound Effects in Radio Broadcasting" will be delivered to members of the Radio Club of America, Wednesday, March 17, by Frederick G. Knopfke, NBC's manager of sound effects. Group will meet in NBC's studio 6A so that the speaker can demonstrate the handling of production problems in sound effects.

COMING and GOI

CARL BURLAND, station manager of Columbia affiliate in Washington, D. C., in yesterday.

ARCH SHAWD, vice-president and manager of WTOL, has arrived from Tole conferences with the New York represent

MAJ. EDWARD BOWES is back in town the members of his program entourage a series of appearances at Army bases in F He will broadcast his "Amateur Hour" fro local CBS studios tonight.

A. N. ARMSTRONG, JR., general manag WCOP, is here from Boston on general bu and for talks with the local reps.

GEORGE M. JACKSON, general manag WBOW, Terre Haute, Ind., a visitor yes at the stations department of NBC.

JOHN WELLINGTON, producer of the tory Parade of Spotlight Bands" over the Network for Coca-Cola, will handle tor program from the Air Base at Reno, Nev., which he will head for San Diego, Cal. ginating point of tomorrow's stanza.

JOE B. CARRINGTON, president of K Wichita Falls outlet of CBS, is in town Texas on a short business trip.

BARRY WOOD has left for Baltimore, he is booked for a week at the Hippo Theater.

WILLIAM F. MALO, commercial manag WDRC, Hartford, in New York to attend meeting of the NAB sales managers' exec committee. He represents the medium p stations of the United States on the comm WALTER HAASE, program manager of the tion, also is in town.

KINGSLEY HORTON, sales manager of Boston, who was here this week for confer at CBS, left last night for home.

MICHAEL R. HANNA, station manage WHCU, Columbia station operated by Co University in Ithaca, N. Y., has returned upstate headquarters following a short in New York.

ARTHUR B. CHURCH, president of KM in town from Kansas City. Visited yesterda CBS, of which the station is an affiliate.

NAB Sales Managers Okay 'Coverage' Meth

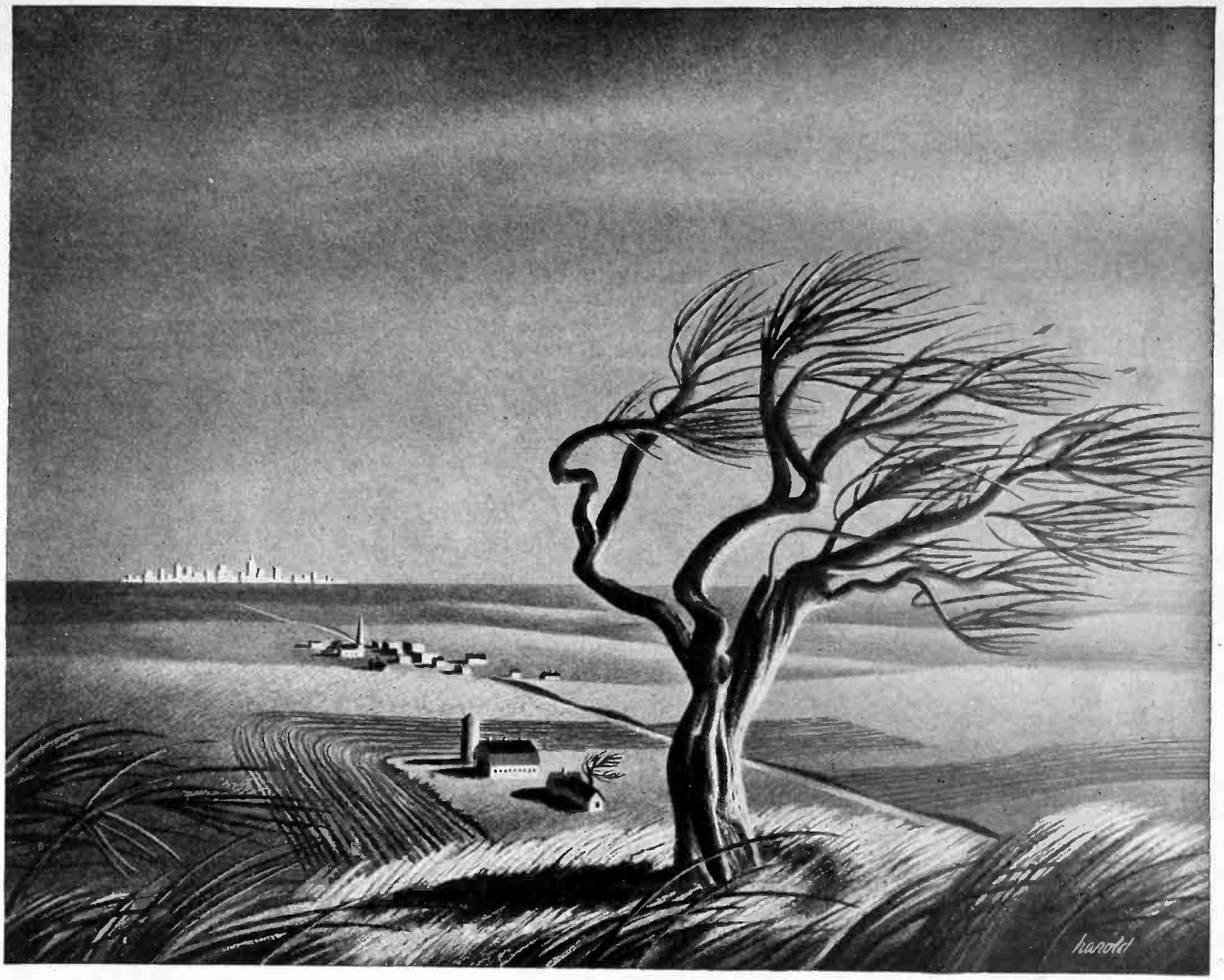
(*Continued from Page* 1)

the two measurements involved the method being signal strength me urement and audience mail analy

Committee, closing a two days s sion here, tabled for further conside tion, the "Declaration of Independe for Broadcasters" authored by W liam B. Way, general manager VOO, Tulsa, and discussed plans participating in the NAB War Co ference. Date and place of the co ference will probably be ready announcement by the end of th week. John M. Outler, Jr., WSB, A lanta, presided at the committ meetings.

THIS LITTLE BUDGET WENT TO

WOR
BOSTON
MASS.



"as large a charter as the wind..."

LONG BEFORE the world knew radio, Shakespeare caught a glimpse of its boundless scope in seven simple words. Today, radio hurdles all barriers of space and time and rank to inform and entertain all people...rendering this welcome service under a charter enlarged and endorsed by the people themselves.

Mutual has proved that there is room and need, in this largest of charters, for a kind of service no other network affords, a pattern of coverage unique in radio. This pattern is two-fold, comprising intensive coverage of the major markets, where living and listening are most heavily concentrated; and extensive coverage of the home-town communities where the rest of the country lives and listens.

Whatever the market, the Mutual station is a dominant, popular voice; in many a market, it is the *only* network voice. Together, the 207 Mutual stations bring the entire nation within reach of an advertiser. Market by market, they permit an advertiser to adapt the vast charter of radio to his individual needs...with matchless flexibility and economy.

Miller McClintock

THE MUTUAL BROADCASTING SYSTEM

Los Angeles

By JAC WILLEN

THOMAS FREEBAIRN-SMITH, Foote, Cone & Belding producer of the CBS "Ceiling Unlimited" program, is en route to New York to aid Jack Messler and Howard Cheney in script search for show material.

"This Is Our Enemy," KHJ-Mutual-Don Lee's Government produced anti-axis series, began a new program schedule when it was heard at a new time, Tuesdays from 6:30 to 7:00 p.m., PWT, and which started on March 9.

The May Company will sponsor "Captain Jack and his American G-Man Club" over KECA, starting March 15. Deal calls for a fifteen minute program on Mondays, Wednesdays and Fridays at 4:45 to 5:00 p.m., and was handled through the Milton Weinberg Advertising Company.

Relief in the writing of radio shows here is foreseen in the near future due to Army Information Services recently released advices which informs of ability of former writers of radio scripts to assume "commercial" writing chores in their "own spare time" when off duty.

Leon Gutterman, KFWB publicist, back on the job after his long layoff due to an automobile accident which has him still limping along with the aid of a cane.

Freedom's Plow, a poem especially written for radio by Langston Hughes, distinguished Negro poet, will be read by Paul Muni in a special broadcast over the Blue Network, Monday, March 15, from 12:45 to 1:00 p.m., PWT, presented in co-operation with the National Urban League.

Jack McClaren, of the Music Clearance department of KTMS, Santa Barbara, has been named traffic manager of the station. McClaren also continues his duties as staff Junior announcer.

Joan Davis, Rudy Vallee's star comedienne, went to work this week on Columbia's "Two Senoritas from Chicago," in which she is co-starred with Jinx Falkenburg.

Ish Kabibble's biggest motion picture comedy role to date has been handed the Kay Kyser funnyman in Kay's next film, "Right About Face." M-G-M producer took one look at rushes of Ish Kabibble and ordered more of him on film. Ish is likely to emerge quite well along the road to film popularity on his own, after the pictures release.

Ives Series On CBS

The first program in a series of three devoted to the rarely-heard music of Charles Ives, distinguished contemporary American composer, will be broadcast Wednesday, March 17, over CBS from 3:30-4 p.m. Bernard Herrmann will conduct the Columbia Concert Orchestra.

John Kirkpatrick, pianist, is soloist in the second program of the cycle on March 24, and William Ventura, tenor, will be soloist in the third Ives program, Wednesday, March 31.

Radio Is My Beat. . . !

● ● ● Ed "Archie" Gardner, is one of the few radio comedians who can repeat a routine and get away with it....for instance, on the "Duffy's" show, Tuesday night, he relied, with slight variations, on the same 'Income Tax' material which he used when he guested on the Camel Comedy Caravan about two weeks ago....but, like his famous 'two-headed pitcher' story, repetition did not detract in any way from its laugh-promoting qualities....Is the "57 Varieties" outfit planning to sponsor a second show to be heard over the Blue Network?....Bernard Dudley, who came to the big town only last August and since then has been announcing the Barbasol and Chevrolet CBShows has resigned from the network staff and will free-lance....Anita Boyar, the WOR "Keep Ahead"liner, will make ten songscriptions for World Broadcasting Saturday morning and that afternoon will have her adenoids removed....She'll miss that WOR show's March 19th broadcast....Cyril Armbruster's Blue Network sustainer, "The Sea Hound," may be sponsored toute de suite....Frank Sinatra, newest vocaluminary on the afirmament, who used to box with Tami Mauriello when they were boyhood friends, will sing the "Star Bangled Banner," at the 'Garden' just before the opening gong of the Jimmy Bivins-Tami Mauriello, lightheavyweight fisticuffo.

☆ ☆ ☆

● ● ● Arlene Francis, emcee (with Budd Hulick) of the NBC "What's My Name?" series, may make several shorts for Columbia Pictures....What makes this an item is that her husband, Neil Agnew, is vice-president of Paramount Pictures....WOR salesman, Bill Crawford, has originated an Air Raid Home Instructions chart, so timely and easy to follow, that the following New York City stations, WABC, WEAF, WOR, WNYC, WNEW and WHN, are jointly financing the printing of 500,000 of them which will be distributed by the N. Y. Police Dept. to all Air Raid Wardens who in turn will give them to residents of the Greater N. Y. area....Hizzoner will mention this in his next broadcast over WNYC and incidentally a low bow to M. S. Novik, director of that station for his foresight and industrious efforts in this particularly-up-to-the-minute endeavor....Max (Crime Doctor) Marcin, kayoed Kid Flu and is back on his feet.

☆ ☆ ☆

● ● ● Ten years ago, John Guarnieri had his own fifteen-minute program on WBNX, strictly classical....today he's Jimmy Dorsey's jazz-pianist....whom he leaves at the conclusion of the Pennsylvania Hotel engagement to go over to CBS....NBC will do an exclusive broadcast commemorating the 141st anniversary of the founding of West Point, Saturday, March 13, 7 p.m....one of the Generals slated to speak is General MacArthur....the planned dinner for Generals in the Metropolitan area, which NBC was to sponsor, has been called off due to the fact that West Point Alumni will hold simultaneous dinners all over the country that night....Oscar Levant, under contract to Dan Golenpaul to appear on the "Information Please" on alternate weeks, was heard for the last five consecutive weeks....Milton Berle, the Campbell's Soup salesman, has a name for the Hitler-Mussolini friendship...."Demon and Piteous"....adds Milt, "the Stage Door Canteen has the most unusual cover charge of any night club in America....You have to be covered with a uniform to get in"....and a final "Berle"sque...."Don't worry or fret about the footwear shortage....make yourself a victory garden and plant shoe-trees"....(that last gag sounds like a plant).

☆ ☆ ☆

—Remember Pearl Harbor—

Chicago

By FRANK BURKE

DON McNEILL'S record fo versatility reached a ne yesterday when the Blue N took their mikes to his bed Wesley Memorial Hospital and up a portion of the "Breakfas show. Don, confined with throat, took occasion to surrou self with nurses, and broad appeal for nurses to join our forces.

Three new personalities ha added to the cast of WGN's "I Dreams." They are Eloise K who takes the role of Sandra Rene Gekiere, who takes the Philip Niles, and Barry Dre will have the role of Bruce Wa

Wally Jordan of the William Agency radio department, is from New York for a visit o Radio Row.

Midshipmen from the Navy ing school at Abbott Hall will WGN's broadcast of the opera leria Rusticana" on Saturday, 20, from 9-10 p.m. Marion and Eugene Conley will be sta the production.

George Hicks In Britain Resumes Program Mon

George Hicks, the Blue Net roving special features reporte arrived safely in Great Britai cording to a radiogram received W. Johnstone, director of the work's news and special features sion. Hicks left the United S shortly after February 1 as a credited War Department and U States Navy "visiting correspond He made the voyage "the hard travelling on a United States co escort vessel.

Heard regularly until his depa on the Blue's "Man of the Land and Air" series, featuring inter with men of the United Na armed forces, Hicks will resume appearances on the broadcasts Monday, March 15. He will be h Mondays and Wednesdays at p.m., EWT, conducting his interv from "somewhere in Great Brita

In addition, he will act as t porary Blue Network special feat representative in Great Britain, operating with United States mili and service organizations statio there. He also will make a deta study of the British Broadcast Corporation's special features p grams, exchanging ideas for contin and future co-operation between Blue and the BBC.

Texaco Extends Opera

With the announcement that Metropolitan Opera Co. would e its current season, for another weeks, the Texas Company, spo of the regular Saturday after broadcasts over the Blue, is m arrangements to bring the five performances to radio listeners.

GUEST-ING

TH MOORE, author, on the Mary garet McBride program, today AF-NBC, 1 p.m.).

N. HARRY F. TRUMAN, chair- of the special committee investi- g the national defense program, SIR FREDERICK PUCKLE, tary of Information for the Gov- ent of India, on the "March of " program, tonight (WEAF-NBC, p.m.).

E LAURIE, JR., and JOE BES- on Jerry Cooper's "Keep Ahead" ty show, tomorrow (WOR-Mu- 7:30 p.m.).

VID HANS, Brooklyn sailor, on Meet Your Navy Show," tomor- (WJZ-Blue Network, 8:30 p.m.).

DOLPH FIELD, Broadway and wood commentator, on the it and Sanderson quiz program, day (WABC-CBS, 8 p.m.).

NCY SCHAEFFER, pianist, and ARD BONELLI, baritone, on the g People's Concert of the New Philharmonic-Symphony, Sa- y (WABC-CBS, 11:05 a.m.).

CEDRIC HARDWICKE, on the Treasury Department's "Satur- Night Bondwagon," Saturday R-Mutual, 10:15 p.m.).

S. LOU GEHRIG, on "We the e," Sunday (WABC-CBS, 7:30

O MARTINI, tenor, and WIL- PRIMROSE, violist, on the Cola program, Sunday (WABC- 4:30 p.m.).

DITH EVELYN, on the Inner ain Mystery, Sunday (WJZ- Network, 8:30 p.m.).

S. EVA WHITE, Negro nurse's and member of the American ross, on "Wings Over Jordan's y (WABC-CBS, 10:30 a.m.).

. Chiang Again Scheduled

e. Chiang Kai-shek, continuing nazing round of speeches, re- ns and broadcasts, will make ird appearance before a Blue rk microphone in little more three weeks, on Saturday, 13.

gracious wife of China's Gen- imo will be heard from 11:15- p.m., EWT, as she addresses s meeting in Chicago Stadium.

enewals Prove Results
WTBO
2Kc. Cumberland, Md.

WARTIME PROMOTION

WFIL's Reprint

The latest promotion piece sent out by WFIL, Philadelphia, is a re-print of an article that appeared in an issue of "Women's Wear Daily" by Paul Hollister, vice-president of CBS, discussing the prospect of a closer co-operation between newspaper department store advertising and radio.

A letter accompanied the article which was sent to all Philadelphia dept. store buyers by WFIL's president, Samuel R. Rosenbaum. The letter did not stress the advantages offered by one station but incorporated the merits of radio advertising as a whole. According to Rosenbaum's theory, the "majority of Philadelphia department stores have shied away from radio because their advertising thoughts have been geared to newspaper lines, and, in this way are inviting consideration of radio as an advertising medium perhaps concurrent with, but entirely different from newspapers."

The article appearing in "Women's Wear" is presented in folder type and includes a picture of Hollister in the middle section of the article.

"E" Award On KPO

At a colorful ceremony broadcast over KPO, San Francisco outlet for NBC, the coveted Army-Navy "E" was awarded the Richmond Refinery of Standard Oil of California, located adjacent to two of Henry J. Kaiser's shipyards. Principal speakers were the firm's president, H. D. Collier, and Vice-Admiral John W. Greenslade of the Twelfth Naval District, who praised refinery employees for quintupling production, overcoming production obstacles, breaking bottlenecks and maintaining fair labor standards.

Blue's "Mrs. Consumer"

Using the traditional elephant who never forgets as "emcee" in a promotional folder, the Blue Network introduces Mrs. Consumer of 1943, familiarly known as "Amnesia." "She's a nice girl but . . ." is the title on the first page, with an accompanying sketch of Mrs. Consumer. Inside the folder she is exhibited by M. Elephant on a platform for wartime advertisers to see. She's a nice girl but "she forgets trade names, and products and packages that war production or priorities have removed from the market. She even forgets to buy the things she can . . ." Blue advises a "consumer memory course" to keep Amnesia remembering.

The folder is heavy coated stock with blue ink used on the cover and black on the inside pages. Amusing thumbnail sketches of the elephant illustrate various points.

WGBR Message

WGBR, Goldsboro, N. C., recently issued a give-away type promotion piece carrying the message that, "Now More Than Ever Your Advertising Dollars Must Have Punch." "Punch" is represented by a powerful forearm blow lifting a punch-drunk Hitler into the ether.

The primary function of the promotion is to reveal the results of a recent Independent CPA telephone survey which showed that "3 out of every 4 Goldsboro listeners prefer WGBR over all stations."

The middle section of the piece is devoted to the possibilities now offered by radio in the advertising field since newsprint shortages and possible reductions in the size of newspapers.

It also lists what main attractions are offered by the station.

Rectifier Tube Production Put Under WPB Control

Washington Bureau, RADIO DAILY

Washington—Complete control over the production, distribution and sale of rectifier tubes was announced yesterday by the War Production Board. By next Monday manufacturers must submit statements of proposed production and delivery schedules for the next three months, and have been instructed to continue thereafter with quarterly proposals.

No change in the production rate is contemplated by the order, which is designed mainly to assure users of equitable distribution.

Rectifier tubes are utilized principally for charging batteries used in communication and projection equipment.

Casey Meet On Blue

Highlights of the Knights of Columbus track meet in Madison Square Garden on Saturday night will be broadcast on the Blue Network by Jack McCarthy.

Important CIAA Posts To Don Shaw-Jennings

(*Continued from Page* 1)

for a while. More specific plans for the expanded domestic radio department will be announced later.

The second appointment is that of Don Shaw, former general manager of WMCA, as head supervisor of CIAA shortwave. Shaw's position will be primarily administrative, with one of his important functions listed as liaison between networks and CIAA.

One of CIAA's script serials, "Espiritu de Victoria," being broadcast to Latin America through CBS's international division, will be replaced by "La Marca del Jaguar" (Mark of the Jaguar), March 19. New script, written by J. Carmer-Ribalta, movie and radio scripter, is a thriller, employing as the principal character, a Latin-American soldier of fortune who has devoted his energies toward avenging friends of liberty. Replaced production is devoted to underground activities in Axis-subjugated countries. Forty-four stations in Latin America air the series locally.

AGENCIES

N. W. AYER & SON, Inc., has invited publishers of English-language daily newspapers throughout the United States to enter their March 3 issues in the 13th annual exhibition of typography sponsored by the agency. Deadline for receipt of entries is March 31, in the Philadelphia office of the agency. The F. Wayland Ayer cup will be awarded that paper judged best in typography, presswork and make-up. A certificate also has been prepared for presentation to a tabloid.

AMERICAN MARKETING ASSOCIATION has postponed until March 18 the luncheon meeting of the post-war market planning group, which had originally been scheduled for today.

ADVERTISING CLUB OF NEW YORK this week is exhibiting a showing of newspaper wartime advertising activities prepared by the ANPA.

WILLIAM HARTMAN, formerly assistant director of research for William Esty & Co., is now wearing the gold shoulder bars of a second lieutenant in the Army Air Forces. He trained at the Officer Candidate School in Miami Beach.

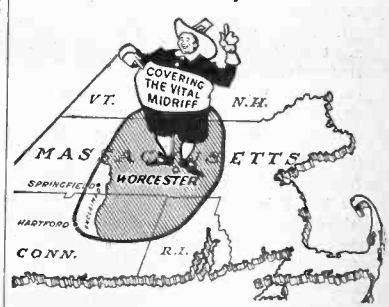
Stork News

John Shurman Chapman, staff announcer of WHBQ, Memphis, Tenn., entered the paternal ranks with the birth of his seven pound daughter.

Carl Vandagrift, production manager of WOWO-WGL, Fort Wayne, announces the birth of his daughter Diane. Mother and daughter are both doing well.

William Dukeshire, continuity editor and salesman at WELI, New Haven, became the father of a girl born, Monday, March 8, in New Haven Hospital. She will be named Leslie.

Where industry is busy night and day.



WTAG WORCESTER
When you buy time—BUY AN AUDIENCE

Definite FCC Stand vs. Duration Hiatus

(Continued from Page 1)

by a day announcement that such permission had been denied KAST, Astoria, Ore. and WPID, Petersburg, Va.

While it involved no change in the general policy permitting temporary suspensions because of emergencies, the decision shows that the Commission is determined not to allow interference with radio service to the public. Commission attitude as stated many times by Chairman James Lawrence Fly is that broadcast service is vital to civilian morale and the effective prosecution of the war.

In announcing the decision, Chairman Fly pointed out that adoption of a policy permitting suspension generally would probably result in the elimination of radio broadcasting in many areas where the need for public service is the greatest.

May Jeopardize 'Treaty'

Indefinite suspension of broadcast operations might jeopardize this country's interest in the radio frequencies as provided in the North American Regional Broadcasting Agreement, he said, and added that various steps have already been taken to alleviate the difficulties of the smaller stations.

While the Commission declined to give broadcasters who may be forced to suspend any preferred claims to use of frequencies after the war, it was observed that those who have rendered an effective public service in the past and were forced to close down because of circumstances beyond their control would have certain natural advantages over other applicants at a later time when operations may become feasible.

It was pointed out that presumably the business organizations and the broadcasting properties would remain intact even though actual operations are suspended. This would enable owners to move promptly to ask for the assignment of frequencies and the resumption of operations at the end of the war.

Temporary Suspensions Okay

It was also pointed out that the Commission will continue its policy of permitting temporary suspensions for short periods in order to alleviate emergency conditions. In other words, the operator may ask for a temporary suspension when he can show the necessity of closing down for a brief spell. He would be required to present a feasible plan for the alleviation of the difficulties and the return of the station to the air at an early date.

The policy approved by the Commission follows: "Insofar as relief may be needed by standard broadcast station license from difficulties of operation incident to the war, no general policy will be adopted, but the Commission will continue to consider on an individual basis requests for permission to temporarily suspend operations for short periods while efforts are being made to work out a means of resuming operations on a permanent basis."

WORDS AND MUSIC

By HERMAN PINCUS

DWIGHT WEIST, young CBS actor, on his way to a "Green Valley" rehearsal on the fourth floor of that building, was suddenly shanghaied into another studio, given a script and heard a frantic whisper, "hurry—read—you're on the air." Dwight's experience in stock companies, where the assumption of different roles was to be expected momentarily, served him in good stead....for Dwight immediately got the "feel" of the character he was doing from the mood of the surrounding group of thespians and injected plenty of "Schmaltz" into his make-believing....after the performance, when he was complimented on the splendid bit of pinch-hitting (the actor, whose place he filled, had taken suddenly ill) Weist said, "Thanks....but would you mind telling me the name of the show I just did?"

☆ ☆ ☆

Robbins Music Corp. has signed to an exclusive contract, Leonard Sues, whose trumpeting accompanied such movie luminaries as Judy Garland, Mickey Rooney, Ginger Rogers and Deanna Durbin.... Leonard will compose a Trumpet Method Book, slated for an early Robbins release and will also originate several trumpet solos.... P.F.C. Buddy Feyne, former Tin Pan Alleyite, now in the Army, where he writes and directs morale shows, knows which side his 'bread is buttered'....and we mean literally....he made friends with the company chefs by composing a song about them, called "Melikan & Brown" (their last names) and now, when Buddy's appetite craves 'between-meals' appeasement, a chorus or two (Buddy used to sing with Irving Miller's NBC orchestra) of the 'Special' song, never fails him.

☆ ☆ ☆

About two years ago, Victor Borge, now heard on his own five-minute WJZ program, gave an audition for an official of a leading talent organization, and because Borge does his best work before a large audience rather than for two or three individuals, he heard the phrase, dreaded by every auditioning artist, "Leave your home address and phone number with the receptionist"....two months later, the official heard Victor on the Bing Crosby show and sadly queried, "Is that the fellow I turned away?"....shortly afterwards, the Kraft people sold Borge's contract to an enthusiastic buyer, who gladly paid a substantial sum....the purchaser was none other than Jules Stein, who, a few months earlier could have had the contract for absolutely nothing....and speaking of Borge, reminds us of the story he tells about the symphony orchestra member, who was discharged after having worked in that aggregation for 30 years....a friend asked the disconsolate musician the reason for his dismissal and the answer was...."you see, the hair in the violin bow comes from horses' tails....and for the past six months I've been using hair from Bing Crosby's horses....and I've been finishing four bars behind the rest of the orchestra."

☆ ☆ ☆

Radiology: Bill Henry, who plays 'Kit' in the CBSeries "Those We Love," is the envy of his fellow actors....Bill has started a victory garden with some 3,500 feet of the 'Good Earth' under cultivation, and expects 25 varieties of vegetables, come summer.... thanks for the invitation, Bill, we'll bring along our own sour cream. ...Those zany Korn Kobblers, have written what they believe to be a successor to "Der Fuehrer's Face," a tune called "In Hitler's Hat"....Don McGrane's WORchestrations, heard from the Latin Quarter, makes you want to roll up the Axminster....The Three Sisters (formerly the Ross Sisters) have been given a regular NBC sustainer....beginning this Saturday at 9:45 a.m....Abner Silver's new ballad, "Completely," rates a program listing if only for this reason....In the recent catastrophic fire in Boston, Bernie Fazioli, of the Mickey Alpert orchestra, one of the trio who wrote the song, escaped from the inferno but ran back to help others....in so doing he lost his own life....the other two, who collabbed with Bernie on the composition, are donating all their share of the royalties to Hero Fazioli's widow and family.

Elmer Davis Realig OWI Domestic Bran

(Continued from Page 1)

reaus. William B. Lewis, erstw CBS vice-president who until cently served as head of the r bureau, in his new capacity as sistant to Cowles in charge of p and production, will have charge program co-ordination and will responsible for work of the ra motion picture and graphics printing bureaus. A statement of OWI declared:

"The reorganization represents effort to gear ourselves up better what is primarily our job of help the press, radio and other media get out the news of the war the information to people at h who are needed to win it. We substantially improve OWI's outp cutting out the waste motion. intend to concentrate on the n essential activities."

John R. Fleming, who was he of the Bureau of Publications Graphics—split in two parts by new order—has been named a s cial deputy in charge of speech cle ance, and will aid Director El Davis in his weekly broadcasts, get under way tomorrow night.

Radio Bureau Unchanged

The plans division of the off of the domestic director is re-co stituted the Office of Program C ordination, with Drew Dudley maining in charge, and will have augmented staff of campaign ma agers and other necessary perso to plan—with media bureau chiefs effective co-ordinated informati campaigns.

Setup of the radio bureau will unchanged.

The Davis announcement came a most coincidentally with the pu lication of a statement that the OW hereafter will exercise full contr over all propaganda activities outsi the Western Hemisphere under th terms of an executive order signe by President Roosevelt Tuesday nigh

The Presidential order provide that OWI "will plan, develop, an execute phases of the federal pro gram of radio, press, publication an related propaganda activities involv ing the dissemination of informa tion. The program for foreign propa ganda in areas of actual or projected military operations will be co-or dinated with the military through the planning agencies of the War and Navy Departments, subject to th approval of the joint chiefs of staff.

Wedding Bells

Dorothea Elizabeth Purtell, secretary in the WCAU, Philadelphia, promotion department, has become engaged to Lt. Francis X. McDermott of the Army Air Corps.

Gertrude Lanza, publicity director of the Yankee Network, was married recently to Lt. W. Brevoort Potts, Jr., of the U. S. Army Air Corps. The wedding took place in Boston.

EW BUSINESS

WO-WGL, Fort Wayne, Ind.: n Salt Co. (Table Salt) 32 one-ET's, thru J. Walter Thompson, go; Weil, Inc. (Wool) 65 50-word direct; Hubinger Starch Co. k Elastic Starch) 13 15-second breaks, thru Ralph Moore, St. Louis; Roman Cleanser an Cleanser) 260 one-min. anns., Gleason Adv. Agcy., Detroit; m H. Wise & Co. (Publisher) participations in "Modern Home ," thru Walter E. Thwing, Inc., Allen Dairy Products, Inc. Products) 312 five-min pro- direct; Martin Rosenberger Paper Co. (Wall Paper) 65 100- anns., direct; Lucille Beauty (Beatuy Shop) 13 100-word direct; M & N Shoe Store 13 15-min. ET's, direct; n Aircraft Welding School ol) 65 15-min. sports programs, Congress Cigar Co. (La Palina) 143 15-second ET's, thru mmer & Scott, Chicago; Grand Dept. Store (Department 250 15-min. studio programs, Gaseteria, Inc. (Gasoline) 468 n. anns., thru Hugo Wagenseil Dayton; The Home Telephone graph Co. (Telephone Service) word anns., direct; Modern Air- elding School (School) 13 five- ews programs, direct; Standard of Indiana, 156 one-min. anns., McCann-Erickson; Radbill Oil enuzit Dry Cleaner) 39 partici- ; in "Modern Home Forum," arry Feigenbaum Adv. Agency, elphia; City Light & Utilities & Power) 11 Allen County g Bee periods, thru C. J. Sued- dv. Agency, Ft. Wayne; G. E. Co. (Y-O Poultry Feed— ies) 50 one-min anns., thru & Smith Adv. Agency, Chica- iana Service Corp. (Street Car Service) 273 50-word anns., Modern Aircraft Welding (School) 78 five-min ET's, di- ulman & Co. (Baking Powder) s., thru Pollyea Advertising , Terre Haute, Ind.

n Tells Adv. Men f Post-War Prospects

(Continued from Page 1)

r world and even before the the war, Brown said.

ing out that industrialists, s, professional people, labor farm leaders and others have ctive in various organizations purpose is to outline plans for t-war world, Brown said that ing people have failed to take art in this vital work. "You oin and work with groups aims are the planning of the r world," he said, and urged tablishment of special com- of advertising people to con- h and work with labor, farm- vernment, industry and con- These committees must be ent, he added—not just for ation of the war.

rtising is the one activity which can do most to furnish mutual understanding among the various groups in our national life," he said, adding that effective use of our communications facilities is essential to a stabilized economy and a happy population, especially in the world following the present conflict.

CBS Liberalizes Features Of Full-Net Discount Plan

(Continued from Page 1)

many as twenty or thirty, depending on rates, may not clear.

Originally the 15 per cent Discount Plan as issued in CBS Rate Card No. 29 contained a "tolerance" formula which limited the 15 per cent full network discount to commercial programs on which CBS cleared all but three (or fewer) stations. It further provided that if more than three stations were unavailable, a pro-rata share of the 15 per cent full network discount might be allowed under conditions governed by the specific time period involved and the probable availability of the full network during the term of the contract.

This new method of calculating the full network discount will immediately apply to new business and will supersede the "three-station tolerance." Present CBS advertisers may take advantage of the new formula immediately or may continue to use the old formula on business now under contract until March 8, 1944.

The liberalized 15 per cent Discount Plan policy will operate as follows: if the stations which do not clear represent LESS THAN:

1%	of	the	full	network	billing,	a	14%	discount	will	be	granted
2%	"	"	"	"	"	"	13%	"	"	"	"
3%	"	"	"	"	"	"	12%	"	"	"	"
4%	"	"	"	"	"	"	11%	"	"	"	"
5%	"	"	"	"	"	"	10%	"	"	"	"
6%	"	"	"	"	"	"	9%	"	"	"	"
7%	"	"	"	"	"	"	8%	"	"	"	"
8%	"	"	"	"	"	"	7%	"	"	"	"
9%	"	"	"	"	"	"	6%	"	"	"	"
10%	"	"	"	"	"	"	5%	"	"	"	"
11%	"	"	"	"	"	"	4%	"	"	"	"
12%	"	"	"	"	"	"	3%	"	"	"	"
13%	"	"	"	"	"	"	2%	"	"	"	"
14%	"	"	"	"	"	"	1%	"	"	"	"
15%	"	"	"	"	"	" fraction of 1% will be granted.						

Provision has been made for fractional percentage points.

Recent CBS advertisers benefitting from the modified full network Discount Plan include the B. F. Goodrich Company, the Pabst Sales Co. and others. The 15 per cent Discount Plan went into effect July 15, 1942 and since then, under the original provisions, 21 CBS clients using 38 separate programs weekly have availed themselves of the plan.

Saerchinger's NBC Show Passes Fifth Anniversary

Cesar Saerchinger's "Story Behind the Headlines" broadcast Sunday, March 7, marked the completion of his fifth year as commentator of the NBC program. In a preamble to the broadcast, Prof. Nellie Neilson, president, of the American Historical Association, which sponsors the program said:

"It was a very fortunate moment in the history of broadcasting when NBC entered into an enlightened and harmonious partnership with a group of historians of the American Historical Association, to put this program on the air and to find the perfect broadcaster who would combine the power of observation and analysis of the journalist with accurate historical knowledge."

William Burke Miller, manager, NBC's Public Service Department and War Program Manager, sent Saerchinger a letter of congratulations on the occasion.

Five Red Cross Shows Sked By WEAF For A.M.

On behalf of the Red Cross, WEAF will offer a series of five Friday morning programs, starting March 12, 9:45-10 a.m., entitled "You Are the Red Cross." Opener will offer a scene from "The Patriots" featuring House Jameson and Raymond Edward Johnson, stars in the Sidney Kingsley play. Lt. Minnie Newall, nurse just returned from the South Pacific, will appear on the initial program also. Neal Hopkins is scripting the series which each will originate from different communities near New York.

Pabst's CBS Network Now Set At 104 Outlets

"Blue Ribbon Town" will be aired over 104 CBS stations when the Pabst Sales Co. launches its initial campaign for Pabst Blue Ribbon Beer over CBS March 27. The show is set for a Saturday evening airing from 10:15 to 10:45, EWT, and is headlined by Groucho Marx. Virginia O'Brien, motion picture comedy-singer is featured with baritone Donald Dickson and Robert Armbruster's orchestra. As an added feature a guest star will appear each week.

Warwick & Legler, Inc., is handling the account.

To the Colors!

WALTER W. WINKOOP, formerly known as Walter Windsor, announcer and producer for KLO, Salt Lake City; WSGN, Birmingham, and WMCA, New York, is now in the 23rd Special Service Unit at Camp San Luis Obispo, Calif.

—VVV—

NAVAL ENSIGN JOHN S. HERRICK, JR., formerly an announcer on the staff of WOKO and WABY, Albany, N. Y., has been assigned temporary duty in Albany to assist Lieut. Thomas B. Kieley, officer in charge of Naval Public Relations in this area. Sherb, as he is known in radio circles, enlisted in the Navy after the close of the baseball season in 1941. Along with Gren Rand, he was the ballcaster of local Eastern League games for four seasons, with Atlantic Refining and Wheaties as his sponsor.

—VVV—

ROBERT J. CONLAN, apprentice sound man at NBC's Hollywood studios, has been accepted for service in the Army.

—VVV—

RANDY SMITH, publicity and exploitation director of KOA, Denver, has been called to his home in San Francisco by his draft board for induction into the Army.

—VVV—

JOSEPH NEVILLE, associate editor of "Buy-Way" WLW, Cincinnati, radio merchandising newspaper, left the station to don the khaki of Uncle Sam.

—VVV—

Former chief announcer, RAY BARRET, who left WDRC, Hartford, last fall to join the Army as a volunteer officer candidate, has just been commissioned a second lieutenant in the Army Air Corps.

—VVV—

NORMAN B. LYONS, chief engineer at WWSR, St. Albans, Vt., left recently for service in the Army.... LT. WILLIAM G. RICKER recently was graduated from Officers Candidate School and is stationed at Camp Hood, Texas. He was the commercial manager of the station.

—VVV—

BILL CAMPBELL, violinist with the WHIO, Dayton, musical staff, has reported for induction into the armed Forces.

—VVV—

C. H. PRICE, announcer at WHBY, Memphis, Tenn., received his greeting card from the President and reported for induction into the Army, March 4.

—VVV—

Three members of the WHK-WCLE, Cleveland, staff, WARREN WHITNEY, SIMMONS THOMAS, and DON DEWHIRST, are now with the Army.

—VVV—

BENNET H. KORN, for six years with sales dept. of WQXR, to the Army.

Wedding Bells

Rose Pescik, personal secretary to General Manager Franklin M. Doolittle of WDRC, Hartford, will be married May 1, to Custon Abraitis of Manchester, Conn.

☆ ☆ Coast-to-Coast ☆ ☆

PLANS have been completed by Lester G. Spencer, assistant manager of WHIO, Dayton, and Edna Jones, executive secretary of the Dayton Defense Council for a new series of Civilian Defense programs which will be heard every Sunday at 10:15 a.m., CWT....Wittenberg College is presenting a series of Lenten broadcasts on Sundays at 10:15 ....The Morman Male Quartet and the Morman Ladies Sextet, now on tour of the country recently broadcast over the Dayton station....John Murphy, announcer, is extending a helping hand to Bill Hamilton in handling the sports field.

* * *

A new program will be aired over WCCO, Minneapolis, on March 22 when Clellan Card's "Gab Session" takes over the 10:00 to 10:15 a.m., spot. The show, sponsored by Our Own Hardware, will feature a combination of humor and music.

* * *

KLZ, Denver, has signed Safeway Stores for a series of new programs that will be aired three times a week. The program has a public service twist and is tabbed, "The Safeway Ration Reporter," with the reporter giving the housewife the lowdown on point rationing, and general food tips that will aid the nation's conservation of food program.

* * *

Tom Tynan, control operator at KSTP, Minneapolis-St. Paul, is now teaching a high school class the international Morse Code....The "Hayshakers," a novelty quartet, has been added to the talent roster for the "open house" nights on the "Overseas Special" the all-night program.

* * *

Katherine Fox, public service and war program director, of WLW-WSAI, Cincinnati, has been tagged by the Commanding Officers of the Navy and Coast Guard to serve on the committee for the drive scheduled for April to encourage enlistments in the SPARS and WAVES.

* * *

A personnel reorganization that was effected at KXL, Portland, Ore., resulted in the promotion of Frederick J. Eichorn from program director to production manager; Barbara Forest from traffic manager to program director. Hal Wilson, general manager also announced that George Heimrich was named co-ordinator of Government programs and director of public relations, and that Arthur Stoulil has been added to the announcing staff. In addition to these changes, Dorothy Arthaud has assumed script writing duties.

* * *

Jean French, a radio newcomer, has joined the staff of KOY, Phoenix, and has been assigned to the continuity department as secretary. She will also be assigned to apprentice work in the master control room. At present she holds a third class license and is working on her second class....Sears, Roebuck & Company signed for eight broadcasts from the Junior Chamber of Commerce World Championship Rodeo.

* * *

WCSC, Charleston, S. C., recently originated a special half-hour broadcast that was piped to a small network of Carolina and Georgia stations. Appearing on the broadcast were Mrs. Eddie Rickenbacker, Rear Admiral recently returned from Dakar, General Charles P. Summerall, Major Bobby Jones and others. The broadcast was made from a public rally for the Charleston Army Information Center.

* * *

Judging from the mail pull WINX, Washington, D. C., had a full-house audience when it recently broadcast the Catholic University track meet at which Greg Rice attempted to break his own world's record. Sam Lawder took over the mike and Jerry Strong added the color highlights.

* * *

WMCA, N. Y., will broadcast the Army "E" award to the Faichney Instrument Corporation of Watertown, N. Y., this morning from 11:30 to 12:00 noon, EWT. The program will be picked up from ceremonies held at the Olympic Theater in Watertown.

* * *

"She Troops to Conquer," the WIP, Philadelphia, program designed to aid WAAC recruiting every Thursday evening from 7:30 to 7:45, EWT has already presented a galaxy of stars from stage, screen and radio and plans to continue the established formula by featuring celebrities from the show-world appearing in Philadelphia.

* * *

Effective March 15, Thomas W. Metzger will replace Joseph M. Nassau as general manager of WMRF, Lewiston, Pa. Nassau, who has been general manager and technical advisor for the past two years, has been called to service with the Plant Engineering and Project Control Agency of the U. S. Army Signal Corps in Philadelphia and Washington. Metzger has been in radio for 13 years and for the past nine he was commercial manager of WRAK, Williamsport.

* * *

Dr. Tehyi Hsieh, prominent Boston Chinese who accompanied Madame Chiang Kai-Shek on her recent tour of the East, was interviewed over WDRC, Hartford, a few days ago on the background of Madame Chiang's visit to this country.

On March 13, at 6:45 p.m, WFIL, Philadelphia, will start a series for those who will become farmers for the first time in their lives and for the first time this year. Titled "Victory Garden" the programs will be presented in the nature of informal discussions of the amateur gardener's problems by Dr. Jane Leslie Kift.

* * *

As a result of a mail deluge requesting an extension of Devy Edward's "Your Service Salute" presented over WLAW, Lawrence, Mass., in the early morning, the management announced that Edwards would have a full three-quarter hour of air time....After completing 312 morning newscasts from the Lowell studio of WLAW, Henry Mulcahy finally managed to take a week's vacation.

* * *

WKRC, Cincinnati, and the Cincinnati "Times-Star," launched a recent campaign to enable Cincinnati residents to send local news each week via V-Mail. The idea created by Tom McCarthy, station news editor, calls for a published account of local and regional news each week on V-Mail stationery which can be purchased for one cent per copy from "Times-Star" carriers and mailed to the men in service.

* * *

Realizing that many city housewives and nightworkers will be unable to hear OWI director Elmer Davis in his Friday night talks to the nation, WNYC, N. Y., will rebroadcast his message each Saturday morning at 8:30 a.m. The re-broadcasts will be heard weekly beginning March 13, and will continue for the duration of Davis's series.

* * *

Oklahoma farmers are enlisting for the duration under plans formulated to turn farm leaders into radio broadcasters to assist in making thousands of farms into war production plants dedicated to industrialized food production. The farm war production plant was launched this week over KVOO, Tulsa, when Judge Oras A. Shaw, judge of district court in Tulsa and a recognized authority on farm problems made the initial broadcast to explain the plan to individual farmers of the southwest. Judge Shaw has been chosen as chairman of the farm war production plant committee, with Sam Schneider, director of the station's Farm Department serving as executive secretary.

* * *

Mac Switzer is emceeing a new disc show on KFEL, Denver, which he calls "This Is Madness." The mid-afternoon weekly program is composed of light music, lighter banter and participating spot commercial announcements.

* * *

Bob Sherman, special events director for WOWO, Fort Wayne, Ind., is taking a back seat these days while his wife plays the lead in the current Fort Wayne Civic Theater production, "Suspect."

In order to stimulate interest current salvage efforts, WGL, F Wayne, Ind., is co-operating with Allen County Salvage Committee its slogan contest. Weekly prizes offered for the best salvage slo submitted, and the winner is int viewed on WGL.

* * *

WHN's "Gloom Dodgers," has b booked for a song and dance role Vinton Freedley's legiter, "Dancing in Streets," scheduled to open on Broadw April 7.

* * *

A deluge of fifth and sixth-gr letters beginning "Dear Honora Secretary" poured into WSB, Atlan last week as a result of radio publ ity given to a Georgia 4-H Club pr ject. Over 1,000 letters were receiv from boys and girls throughout t state....all wishing Secretary Agriculture Claude R. Wickard "Happy 50th Birthday" and all te ing him what the writers were do to help on the food front. The pr ject was sponsored by the state 4 Clubs, and was backed by Bill Pran director of the "Dixie Farm a Home Hour."

* * *

"We Will Never Die" a drama memorial to the Jews in Euope slaug ered by Hitler's regime was broadca by WEVD, N. Y. directly from Madis Square Garden. The Reverend William Kernan, director of the Christian Institu for American Democracy, acted as speci commentator. The script for the show w written by Ben Hecht, directed by Mo Hart, staged by Billy Rose and the mus was written by Kurt Weill.

* * *

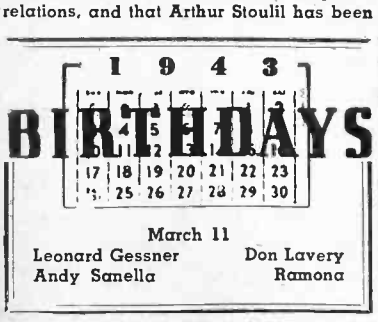
On Saturday and Sunday March and 21, KCMO, Kansas City, will or ginate three broadcasts for the Bi when Edward Tomlinson, the ne work's commentator on South Ame ican subjects will be in Kansas Ci ....Margaret Hillias station's fema newscaster, is now doing a 15-minu afternoon news broadcast five time a week for Interstate Laboratori Vitawine.

* * *

One of the first things Claudia T. John son, wife of Congressman Lyndon Johnson of Texas did when she took over KTBC Austin, was to acquire the AP Radio New Wire from Press Association, Inc. radio subsidiary of the Associated Press ....Audrey Escoe is the manager of the Austin independent.

R & H Beer Renews WJZ; Starts 2nd Year April 13

Effective April 13, Rubsam & Horrmann Brewing Company, Staten Island, N. Y., has renewed for a second year on WJZ the program starring Diane Courtney and the Jesters. In behalf of R & H beer, Miss Courtney and the male trio are heard Tuesday and Thursday from 7:45 to 8 p.m. EWT. The program made its debut on WJZ April 13, 1942. Samuel C. Croot Company is the agency.



RADIO DAILY
The National Daily Newspaper of Commercial Radio and Television
VOL. 22, NO. 48 NEW YORK, N. Y., FRIDAY, MARCH 12, 1943 TEN CENTS

Clear Channel Case Apr. 5

...ase To Vote Today ...0 Salary Ceiling Bill

...shington Bureau, RADIO DAILY

...Washington—A vote in the House ...epresentatives will be taken to-...n the debt limitation bill to ... has been added the much-dis... Disney amendment which ... practically nullify the Presi... salary stabilization order. Five ... in the House were consumed ...day in hot and frequently acri...us debate on the Disney amend... with two supplementary amend... being offered shortly before ...nment.

...first amendment, offered by

(Continued on Page 3)

...ome Across for the Red Cross

... Assembly Measure ...uld Define Libel On Air

...ny—Senator Perry B. Duryea ...ssemblyman William S. Hults, ... Nassau County have introduced ...nion measures providing that a ... who himself or thru agents ...orally by radio broadcast a ...ent about another person ... if published in writing, would ...ibel, shall be deemed to have ...and published a libel and shall ...nished accordingly.

...ome Across for the Red Cross

...s Of 30 Web Shows For Revell-Lait Party

...bers of the casts of some 30 ...hows will gather in studio 3A ...row morning at 10:30 a.m., to ... Nellie Revell and Jack Lait, ... of the New York "Daily Mir... elebrate their mutual birthday. ...tevell, who has been interview-

(Continued on Page 2)

Nurse Recruiting

...ecruiting figures thus far show ... the Red Cross-NBC program, ...at They Might Live," broadcast ...days at 12:30 p.m., has resulted ...he enrolling of 1,749 graduate ...ses, 4,327 nurse's aides and ...72 home nursing students. ...se figures cover only the pe... from Jan. 17 to March 6. Later ...istics are expected to boost this ...l.

Thoughtful!

Despite shoe rationing, Lucille Manners, "Cities Service Concert" star, heard over NBC on Friday nights from 8-8:30 p.m., EWT spent a whole day last week walking around to show the sights to two RCAF pilots in New York on furlough. Yesterday she received a package containing five pairs of Indian moccasins and a note reading: "We hope these make up the leather you lost in our behalf."

$250,000 Spot Deal Set On 9 NBC Outlets

Chicago—Representing the largest single spot sales order in the history of the NBC Central Division, Grove Laboratories, Inc. through Russel M. Seeds Co., yesterday signed a 52-week contract involving more than a quarter of a million dollars in news and news commentary programs with nine NBC stations. The contract was

(Continued on Page 3)

Come Across for the Red Cross

Radio-Theater-Govt. Co-Op In War-Worker Program

San Francisco—Radio, theater and government embarked on a co-operative venture when KPO began a new weekly series of "Backstage" broadcasts, direct from the rehearsal room of the RKO-Golden Gate Theater. The backstage idea was conceived by theater manager Cliff Gieseman and

(Continued on Page 2)

High Court Sets Date For Oral Pleas In FCC's Appeal Re WHDH-KOA; NBC Brief Filed Yesterday

Washington Bureau, RADIO DAILY

Washington—Oral argument in the FCC appeal to the Supreme Court to set aside a lower court finding against its grant of the 850 kc. frequency to WHDH, Boston, has been set for April 5. There was a possibility that the argument would be heard yesterday, in the event that prior cases took much less time than they were allowed. Finally, however, the hearing was definitely scheduled for the first Monday in April.

NBC yesterday filed its brief, arguing that the high tribunal should not set aside the lower court ruling,

(Continued on Page 6)

Come Across for the Red Cross

Victory Tax Ruling For Artists-Agencies

Victory Tax ruling simplifying bookkeeping for both performers and agencies was sent to the ANA this week by the Bureau of Internal Revenue, on the question of performers employed by the same sponsor but through multiple agencies for multiple productions. Bureau will allow each agency to grant performers the $12 exemption weekly.

Many agencies, knowing that the performer had been engaged elsewhere,

(Continued on Page 2)

Come Across for the Red Cross

Renew "Gang Busters" For 52 Weeks On Blue

Dr. Earle S. Sloan, Inc., has renewed "Gang Busters" on the Blue Network for 52 weeks effective April 16, 1943. This is the first 52-week period for "Gang Busters," on the

(Continued on Page 2)

Come Across for the Red Cross

Book Council Series Sked Weekly On WEVD

A new weekly series of programs on WEVD will be presented Saturday evenings, starting tomorrow night at 9:30 p.m., EWT, by the Council for

(Continued on Page 2)

Defense Industry Aid Will Follow CBC Study

Montreal—A nationwide survey is being carried out by CBC to ascertain whether there is a demand for programs designed to meet industrial needs for increased workers efficiency. It contemplates musical broadcasts which factory workers could listen to through public address systems in-

(Continued on Page 3)

Come Across for the Red Cross

Jan. War-Effort Features Totaled 96 Hours On NBC

NBC network time allotted to war effort programs in January reached a new high with a total of 96 hours, 16 minutes, compared to 91 hours in

(Continued on Page 2)

OPA Approves "C" Gas Cards To Engineers on Remote Jobs

Washington Bureau, RADIO DAILY

Washington — Broadcast engineers and technicians were declared eligible yesterday for "C" gasoline cards in order to transport heavy equipment to and from temporary broadcasting facilities, OPA announced. The equipment must be regarded as non-portable, and applicants must show that alternate means of trans-

(Continued on Page 3)

INS Borrows Dowdell To Start New Service

Cincinnati—William Dowdell, editor of the WLW-WSAI news room was "loaned" by the Crosley stations for a few days to take charge of the enlarged news room at WXYZ, Detroit, where he will supervise the dissemination of news coming over the

(Continued on Page 6)

Bond Salesman!

Evansville, Ind.—Herman Levin, of this city recently won WEOA's "Hats Off" award for having sold over $200,000 worth of War Bonds. But Herman, an enterprising patriot, wasn't content to stop and rest on his laurels. After the program his friends phoned congratulations. "How about buying some more bonds?" They bought another $40,000 worth.

RADIO DAILY

Vol. 22, No. 48 Fri., March 12, 1943 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, 937, at the postoffice at New York, N. Y., nder the act of March 3, 1879.

FINANCIAL

(*Thursday, Mar. 11*)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	143	142⅛	142⅞	+ ⅜
Crosley Corp.	13	12⅝	13	+ ⅝
Gen. Electric	34¾	34½	34⅝	...
Philco	18¾	18½	18¾	+ ⅛
RCA Common	7¾	7¼	7½	+ ¼
RCA First Pfd.	63	63	63	+ 1
Stewart-Warner	9½	9½	9½	...
Westinghouse	86½	85⅝	86½	+ ½
Zenith Radio	24⅞	24½	24½	— ⅛

NEW YORK CURB EXCHANGE

Nat. Union Radio	2¾	2⅝	2¾	...

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	7	7¼
Stromberg-Carlson	9⅛	10⅛
WCAO (Baltimore)	17	20
WJR (Detroit)	21	23

McNutt On "Rationing" Show

Paul V. McNutt, chairman of the War Manpower Commission, will be the guest speaker on the public service radio program, "Washington Reports on Rationing," Sunday afternoon, March 14, over the coast-to-coast facilities of NBC. "Washington Reports on Rationing," which originates in the Nation's Capital every Sunday afternoon at 3 o'clock, Eastern War Time, is presented by the Council on Candy as Food in the War Effort, an organization which is sponsored by the National Confectioners' Association.

WANTED IMMEDIATELY

Announcer, knowledge of musical nomenclature, news, turntable experience, ad-lib ability. Give experience, salary, draft status. Voice record appreciated. Write:

Station WFAS White Plains, N. Y.

Renew "Gang Busters" For 52 Weeks On Blue

(*Continued from Page 1*)

Blue since Oct. 11, 1940, under Sloan's sponsorship. After a 26-week period, the program went off the air for the summer months in 1941, and after a second 26-week period beginning in Oct. 1941, was offered to affiliates of the Blue on a local co-operative basis during the summer of 1942. The current 30-week period began in September, 1942 and ends April 9.

"Gang Busters" is heard in behalf of Sloan's liniment Friday from 9 to 9:30 p.m., EWT, on 97 Blue stations. Warwick & Legler is the agency.

Victory Tax Ruling For Artists-Agencies

(*Continued from Page 1*)

and taking no chances on violating the Tax law, had made the 5 per cent Victory Tax deductions on the full salary figures. The ruling now gives talent the benefit in that there is less likelihood of having too much withheld at the source. Talent will have to file year end report and make up the difference if insufficient tax had been withheld under this process.

Ruling had been sought by the ANA and Four A's to achieve uniformity of practice in application of the Victory Tax late in January.

Denison's New Book Off The Press March 24

Merrill Denison, author of NBC's daytime serial "A Woman of America," has a new book coming out March 24. It will be called "Klondike Mike, An Alaskan Odyssey," and will be published by William Morrow & Co., Inc. The book has been chosen by the Book of the Month Club, Canadian edition, for March 1943 release.

Motherwell To CBS

Hiram Motherwell, author, former magazine editor and foreign correspondent, has joined the CBS Post-War Department, Lyman Bryson, Director of the bureau, announced yesterday. Motherwell is the author of the book recently published by Harper's, "The Peace We Fight For." For six years he was editor of "Stage Magazine." As a European correspondent for the Chicago "Daily News," Motherwell headed its news bureau in Rome. Most recently he has been a member of the publicity department for the Welfare Council of New York City.

International "Bondwagon" Show

Wilbur Evans will represent the United States in the international broadcast of the Treasury's "Bondwagon" over WOR-Mutual and the Canadian Network tomorrow, from 10:15-10:45 p.m., while Sir Cedric and Lady Hardwicke will be heard on the same program from CKCL in Toronto along with several Norwegian fliers training in Canada. Evans will sing by request Jacques Wolff's "Glory Road."

Casts Of 30 Web Shows For Revell-Lait Party

(*Continued from Page 1*)

ing celebrities all her life, and over NBC for 13 years, began her newspaper career as a cub reporter on the Illinois "State Journal." Her later journalistic stops included periods on the Chicago "Journal," Denver "Post," Seattle "Post-Intelligencer," San Francisco "Chronicle," New York "World" and "Evening World," New York "Mail," Chicago "Times," and the old Chicago "Chronicle." While with the latter newspaper she crossed the ocean to cover the funeral of Queen Victoria and the coronation of Young Nicholas, czar of Russsia.

C. L. Menser, NBC vice-president in charge of programs, will be present to assist with the cake-cutting, together with representatives of the stage, screen, sports and political worlds who, at one time or another, have been interviewed by Nellie. Music will be supplied by Irving Miller's orchestra.

Book Council Series Sked Weekly On WEVD

(*Continued from Page 1*)

Books in Wartime. Titled "Authors of World War II" production will feature noted writers and correspondents. Max Hill, former head of the AP Bureau in Tokyo, and author of "Exchange Ship" will open the series, to be followed on March 20 by Walter Duranty, correspondent and author of "Search for a Key."

The following week, March 27, the speaker will be John Hersey, "Time" and "Life" magazine correspondent and author of "Into the Valley." Stanley M. Rinehart, publisher, will interview the first two. John Farrar, publisher, will handle the third.

Jan. War-Effort Features Totaled 96 Hours On NBC

(*Continued from Page 1*)

December. These programs consisted of 536 brief announcements and 220 broadcasts of 15-minutes duration and longer. Some of the outstanding regular January features designed to aid the war effort were the "Army Hour," "Consumer Time," "Labor for Victory," "Doctors at War," "All Out for Victory," "Music for Neighbors" and "It Happened in the Service."

Spellman On CBS

Archbishop Francis J. Spellman of New York, will be featured in a special broadcast over CBS, Sunday, March 14, 9-9:15 a.m. from North Africa. On CBS's "Report To The Nation" program, Saturday, March 13, 7-7:30 p.m., Corp. Leonard S. Oldham, Oceanside, Calif., will give an eye witness account of the battle at Kassarine Pass.

KFFA To Mutual

KFFA, Helena, Arkansas, will become a Mutual network affiliate effective April 1, 1943. KFFA operates with 250 watts on 1490 kc. full time.

COMING and GOIN

E. J. "MIKE" ROWELL, chief of the and market news section of the Food Dis tion Administration, leaving Washington Chicago early next week for talks with industry executives regarding the campaig squelch the "black market" in meat. BAI MOLOHON, chief of the consumer program of the FDA is now in New York on radio bus

PHILLIPS CARLIN, vice-president of the Network in charge of programs, returned terday from a short trip to Washington, D.

C. W. MYERS, pesident of KOIN, Port is in town from Oregon for conferences a headquarters of CBS.

ARCH SHAWD, vice-president and ge manager of WTOL, Toledo, Ohio, left yest for the home office following a short visit

VIRGINIA BRUCE will travel today to S Ana, Cal., where she will appear as gues the "Soldiers With Wings" program which originate at the West Coast Air Force Tra Center.

RICHARD W. DAVIS, general manage WNBC, Hartford outlet of the Blue Net left yesterday for his Conecticut offices. plans to return to New York on Monday

GEORGE L. MOSKOVICS, sales promotion m ager of the Columbia Pacific Network, is in Hollywood following an extended le tour of the Pacific Northwest. His subject "Radio After the War."

KATE SMITH, TED COLLINS, HENNY YOU MAN and other members of the program c pany are in Rome, N. Y., today for the br casting of tonight's show from the Army Force Base at that point.

EDWARD TOMLINSON, Blue Network c mentator, has left on a six-weeks coast-to-c lecture tour. He will speak tonight in St. L

RALPH EDWARDS, now on a War Bond ing tour with his "Truth or Consequences" gram, will broadcast tomorrow night's sta from Providence, R. I.

Radio-Theater-Govt. Co-O In War-Worker Sho

(*Continued from Page 1*)

Leonard Gross, KPO public servi chief, and is broadcast as part of t Federal employment service plea workers in vital war industries he It is a non-profit enterprise, with a parties donating time and facilit Features are the theater orchest directed by Charles Kaley, KP singer Barbara Lee, and guest sta Publicizing the series, the theater running trailers at every show, an KPO is airing a heavy schedule spot announcements.

Stowe Guest Of Close

Leland Stowe, war correspond will be guest on Upton's Close "World News Parade," Sund (WEAF-NBC, 3:15 p.m.).

in BUFFALO

and Western New York 300,000 Polish Listeners can be reached through the

POLISH VARIETIES PROGRAMS

over Station WHLD 1000 Watts

for further details write to:

POLISH BROADCASTING BUREAU
754 Fillmore Ave. Buffalo, N. Y.

House To Vote Today On Salary Ceiling Bill

(Continued from Page 1)

Jere Cooper, D., Tenn., proposed the Disney proposal be stricken the debt limit bill, to which it been attached as a rider. The ld, offered by Rep. Bertrand W. hart, R., Calif., provides that ng in the debt control law shall rize limitation of aggregate es. Gearhart explained that he wishes to do is place sal- and wages "on the same plane" der that both may be stabilized, a date close to Sept. 15 last.

Sees Disney Rider Carried

rhart later stated he does not to push his amendment strong- this time. He feels confident he Disney amendment, at least, e carried by the House today, f he feels he can get his own dment through, he will push it. wise he will wait for Senate t. The Californian is confident, with most observers, here, that ess will act against the salary tion.

ministration opposition to the y amendment which would limit salaries to their pre-Pearl Har- vel and prohibit the raising of to more than $25,000 net per was based largely on the desire rb war profits, Administration sman declared.

ey, a Democrat from Oklahoma, ed that the problem is that of g the executive branch from as- g too much power. His amend- he said, is pro-Congress.

"Not Anti-President"

s a clarification of a delegation ngressional power to the execu- hich will compel a curtailment cutive regulation already issued. is intended to assert and protect hts of Congress under the Con- on—the rights which the Presi- vehemently asserted in the con- sy some few years ago over the re powers of Congress and the me Court when that tribunal ide some of the acts of Con- s" he said. "But because it is a ngress bill, it is not and it not be construed as anti- Presi- ill."

defended those Democrats on ays and Means Committee who Republicans in supporting his ment, saying: "They are Demo- nd supporters of the President ant to keep the Congress and esident good neighbors, in war ictory, building now, in time, fences of clear understanding n Congress and the President he use his advisors and admin- rs will make of power granted

Expects Big Federal Payrolls

y said that "the argument inflation is a smoke-screen to this correction of the execu- overstepping of power. This ent should be brushed aside." marked that the 48-hour week use weekly pay at least 31 per nd measures now pending will raise Federal payrolls at least 10 to 30 per cent. Undue salary increases, he added, will be blocked by ordinary business acumen, renegotiation of Government war contracts and the Treasury's authority to deduct unreasonable salary increases.

☆ PROMOTION ☆

CBS' Elmer Davis Tie-In

CBS, in what appears to be an innovation in its promotion policy, has just distributed to affiliates promotion material which rings in a government-sustainer among five network commercials, all to be plugged as a package. The government addition is the series of talks by Elmer Davis, director of the OWI, Friday nights, with tonight the initial session. Second new feature in this CBS batch of promotion is its emphasis on a whole evening set of programs rather than a single production.

The campaign while it states that Elmer Davis will appear on the other networks, it is desired that emphasis be placed on the fact that Elmer Davis will be on a CBS outlet, and part of a full evening's exceptional programming. The package or across the board promotion for the Friday evenings lists "Kate Smith," "Thin Man," "Philip Morris Playhouse," "Brewster Boy" and the "Camel Comedy Caravan." At bottom of the copy, of course, is idea that with listeners duly impressed with the Elmer Davis booking, they will have been tuned in to that station earlier, at least one program earlier. Promotion package is headed "How To Kill 3 Birds With One Stone," contains, otherwise, the usual announcements biographical material, pictures, newspaper ad copy and mats, etc.

Kasper-Gordon Folder

A single-type folder is the latest promotional piece issued by Kasper Gordon, Inc., to present 78 quarter-hour transcribed programs of "Dan Dunn, Secret Operative No. 48."

The promotion is well illustrated with pictures of Dunn and several characters from the newspaper cartoon strip.

The back page of the folder presents several other syndicated programs produced and distributed by the Kasper-Gordon organization.

It is informative and offers several means of tie-ups that will benefit those who decide to carry the programs over their stations.

OPA Okays "C" Cards For Remote Engineers

(Continued from Page 1)

portation are inadequate. "We are extremely pleased at the successful culmination of our efforts," Neville Miller, NAB president, said, when informed of the OPA announcement. NAB has been consulting frequently with OPA on this matter, presenting the industry viewpoint and explaining the need for mileage performance in order to insure a good deal of broadcasting vital to morale and to the war effort.

KPO Airs Special Show To Aid Plasma Campaign

San Francisco—"Miracle Dust," a dramatic testimony to blood plasma's role in the war, was broadcast over KPO to the coast Red web last Sunday as a special tribute to the Red Cross War Fund Drive. University of California relinquished its regular spot, Fact Finders, which features Hale Sparks, who played one of the leads in the skit. Willoughby Speyers wrote the play, which starred members of the cast of "Junior Miss," now appearing at the Curran Theater here. New York legit players from the cast who took part were Milton Karol, Joel Marson, Wade Dent, Loring Smith, and Eddie Nugent, all of whom have been associated with prominent hits on Broadway.

Defense Industry Aid Will Follow CBC Study

(Continued from Page 1)

stalled in their plants, if the demand warrants the programs will be started soon.

A questionnaire has gone to leading plants in each of the five regions of CBC. Among the questions this asks are:

"Will your firm be interested in this programme? Is your plant equipped with a public address system? When would you like the programme scheduled? Do you use music in your plant at the present time?"

Attached to the questionnaire is an article on "Music for Workers," which tells of experiments conducted by the British Broadcasting Corp.

Claim of the BBC is that its broadcasts for factories relieve boredom, and increase production as much 12 to 15 per cent for an hour or an hour and a half after each program.

Cassel At Ross Luncheon

Walter Cassel, heard three times weekly on the "Keep Working, Keep Fighting and Sing" program on CBS, will be featured vocalist today at a luncheon at the Astor Hotel, New York. Luncheon is being tendered in honor of Corporal Barney Ross, U. S. Marine Corps, and is sponsored by the American Red Cross.

"Mystery" Series Starts Mar. 22

The new five-times-a-week adventure series, "I Love A Mystery" starts on CBS Monday, March 22. It will be heard Mondays through Fridays, from 7-7:15 p.m. The stories are written by Carlton E. Morse and feature Gloria Blondell as Jerry Booker, Michael Raffetto as Jack Packard and Barton Yarborough as "Doc" Long.

$250,000 Spot Deal Set On 9 NBC Outlets

(Continued from Page 1)

negotiated with June Rolinson, agency time buyer and Rudi Neubauer NBC account executive, the order is effective March 29.

The stations which will be used and the programs placed with each are as follows: WMAQ, Chicago, seven 15-minute news programs weekly featuring Norman Ross and Louis Roen; WEAF, New York three 15-minute news programs wekly featuring George Putnam; KYW, Philadelphia, five 10-minute news programs weekly; WBZ, Boston, five eight-minute news programs weekly; WGY, Schenectady, N. Y., three 10-minute commentaries weekly; KPO, San Francisco one 15-minute news program weekly; WTAM, Cleveland, five 10-minute sports programs weekly featuring Tom Manning; WRC, Washington, five five-minute news programs weekly featuring Richard Harkness and KDKA, Pittsburgh, two 15-minute news programs weekly.

OWI Schedules 3 Guests For "Uncle Sam" Program

Washington—The OWI radio bureau announced yesterday that it has scheduled disc appearances on its transcribed "Uncle Sam" show for Jean Hersholt, film actor; Milton Eisenhower, deputy director of the OWI and former information director the Department of Agriculture, and John W. Vandercook, NBC news commentator. Hersholt and Eisenhower will speak during the week of March 22 on "Denmark" and "Food For North Africa," respectively, while Vandercook will be heard the following week on "Inflation."

Paul White To Talk

Paul White, CBS's Director of Public Affairs is scheduled to give two speeches this month. Next Friday, March 19, he'll talk on "News Behind the News" to the New York Rubber Group of the American Chemical Society, Saturday, March 27, in Minneapolis, he'll talk on "World News" to the convention of the Federal Reserve District bankers being held here.

Los Angeles

By JAC WILLEN

JACK LATHAM has been handed announcing spot on "Bill's Beanery" program, heard at 10:30 to 11 a.m., PWT, weekday mornings over KECA. Spot was formerly held by Herb Allen, who has been shifted.

Felix Mills, who conducts music on the Tommy Riggs and Betty Lou NBC program each Friday, is "The Leader We'd Like to Follow." This honor was accorded him last week by the music class of a Los Angeles high school.

Harry W. Flannery, CBS war commentator, this week took time off from his daily broadcasts to debate war problems with James Hilton, noted English author, before a Los Angeles civic group.

Ben Alexander has returned to his first love, acting, to play the part of "Ben" in the "Great Gildersleeve."

The gang is still laughing at the Bob Burns witticism on his February 25th program, when Bob, who was accompanying himself on a tenor guitar far below the standard size of the usual instrument, quipped: "This is a ukelele I raised on vitamin B."

WLIB Signs 40 Clients In First Seven Months

In the first seven months of operation of WLIB, Brooklyn, New York's newest outlet acquired over 40 sponsors, national and local, despite the highly competitive field wherein over a dozen stations are already established. Elias I. Godofsky, general manager, in reporting on the station, at the end of the calendar year, attributed its commercial achievements to its simplified program policy emphasizing music of semi-classical and popular tone, and news. Station will celebrate its first anniversary May 13.

In the period of this report, station pulled 129,000 pieces of mail, and during November, sold 16,000 copies of its master program booklet at 10 cents a copy or $1 a year.

Among advertisers who have sponsored time on the station thus far are the following: Arabian Nights Perfume, Barney's Clothes, L. Blau & Sons, Block Drug Company, Brass Rail Restaurants, Brooklyn Academy of Music, Buckley-Newhall, Bulova Watch Co., Castle Jewelers, Chateau Martin Wines, Community Opticians, Corsetorium Shops, Empire Gold Buying Service, Everglo Vitamins, Franklin School of Dancing, I. J. Fox, Formula 301, Harman Watch Co., Hotel St. George, John Mullins & Sons, Litt-Chinitz, Mason, Michaels & Company, Michaels Brothers, Paramount Theater, Fox Theater, Pepsi-Cola, Reverie Cosmetics, Kay Preparations, Roxy Theater, 20th-Century Fox Pictures, Sachs Quality Furniture, Gold Medal Capsules, Street & Smith, Transport Workers Union, Stadler Shoes, "The Call," Hudson Bay Fur Company, U. S. Rockwool Insulators, Wm. Wise & Sons, Wright Clothes, Reward For Listening, Old Country Trotting Races, etc.

Reporter At Large. . . !

● ● ● This reporter, in yesterday's pillar of wisdom???, inadvertently neglected to include with the names of other New York City stations, sponsoring Bill Crawford's very worthwhile Air Raid Home Instructions Chart, and thereby struck a "Blue" note....that is to say perhaps we didn't strike that bit of indigo....so without further ado we hasten (certainly took you a long time to get to the point, Scoops ol' fellow) to add that WJZ, Gotham's local Blue Network outlet, unlike the name of Abou Ben Adem, should have been listed, at least, last....Comes March 17th and St. Patrick can look around the kilocycles with "smiling Irish Eyes" and greet the following sons and daughters of Erin: Les freres Dorsey (Tommy and Jimmy), Kitty Kallen, Fred Allen, Dennis Day, Morton Downey, Johnny McAfee, Corky Corcoran, Harry James, Harold (Snow Village) McGee, Jerry Devine, Hal McIntyre, Ted Collins, an' B'Gorra "Fibber McGee & Molly, Helen O'Connell, Patricia Ryan, Nora (Pat) Campbell, Tip O'Neill, "Senator Ford," "Clark Dennis, Hope Emerson) Len Doyle, "Charlie McCarthy" born of a "Shellalah" and lest we forget "Abie's Irish Rose"....Space doesn't permit us to mention others in the industry for they are "Legion" so if your name hasn't been mentioned, it's because you are in the "Legion"....Erin Go Bragh.

☆ ☆ ☆

● ● ● Mary Louise Anglin, former script reader and seeker of radio ideas and programs for the Compton Agency and later for Henry Souvaine, has joined the staff of Pedlar & Ryan....Phil Brito, vocalist who several seasons ago was heard locally and for the past two years, has been singing over WLW, comes back to New Amsterdam (seems to us the name of that town has been changed recently??,)....He will be heard on WJZ, starting Wednesday, at 6:05-6:15 p.m....Gilbert Mack will journey to Pawtucket Saturday to lend "a few voices" to the "Truth or Consequences" NBContest. ...Cole Porter's "Sailors of the Sky," which Sammy Kaye introduced on his CBSwing and Sway hour Wednesday, in honor of the fifty 17-year-old lads who were sworn into the Naval Air Cadets on that program, has been adopted by that branch of the service as its official theme song.

☆ ☆ ☆

● ● ● When contestant Lewis E. Leech won the daily double of 8 dollars on the Welcome Lewis "Singo" program, he requested that half be sent to Major General Jimmy Doolittle "Tokio's recent most uninvited guest"....from somewhere on the fighting front, the Flying General sent a letter thanking the Blue Network and stating that he had given the check to the Army Air Corps Relief Fund....Otto Kruger wins a supporting role to Ronald Colman on next Monday's "Lux Theater" CBSatisfyer. ...play will be "Libel"....Garry Moore's appearance on tonight's Camel Comedy Caravan is a return "guestar"....he clowned on that show last week....Robert Monroe, writer-producer-director of "Scramble" was once an auto racer, but after too many crackups, his parents prevailed upon him to take up aviation, "where," as they put it, "there were no fences to crash into"....George Shackley, Music Director of WOR, rates a salute for his fine work of distributing Bibletone records (passages quoted from the Bible) to sailors of the Merchant Marine, whose ships, do not carry Chaplains to give solace and comfort on the dangerous high seas.... Shackley and the founder of Bibletone, (the latter prefers to remain anonymous), have interested several loyal, public-spirited businessmen, to underwrite the cost of distributing these recordings gratis, to the various branches of the Merchant Marine....When Ted Straeter, director of the Kate Smith Chorus, was twelve, he was leader of his own "kid orchestra" back home in St. Louis.

☆ ☆ ☆

—Remember Pearl Harbor—

Chicago

By FRANK BURKE

SPOT business here continues str with two new programs he on station WMAQ, Chicago, this we one of them featuring Malcolm Cl narrator of children's stories in th quarter-hour broadcasts weekly at the other Happy Jack Turner in th five-minute musical programs week Claire, known to youngsters "Uncle Mal" is sponsored by American Crayon Co. (children's st book) and heard Tuesdays, Wedn days and Thursdays from 5:30 to 5 p.m., CWT.

The order was placed by the T angle Agency, Inc., for 13 weeks fective March 9.

Turner who sings to his own pia accompaniment is sponsored Kitchen Art Foods Inc. (Kitchen A Rice Feast) Mondays, Wednesd and Fridays from 5:20 to 5:25 p Earle Ludgin, Inc., placed the or for 13 weeks effective March 8.

Renewal of its five-minute ne program was ordered by Wilson Co. (Ideal Dog Food and Mor Sa wich Meat) through United Sta Advertising Corp. for a 26-we period starting March 22. The p gram is broadcast Mondays thro Saturdays from 8:40 to 8:45 a.m.

Two 15-minute transcribed p grams also were ordered by American School (corresponden courses) through Buchanan and for airing on March 7 and March from 10:45 to 11:00 a.m.

Announcement business at WMA this week was headed by a 52-we order of the Bulova Watch through Biow Company (New Yor for 1,456 time signal announcemen to run at the rate of 28 weekly e fectively at once.

The Gordon Baking Co. (Silverc Bread and Bakery Products) throug C. E. Miller Agency (New York placed an order for 247 one-minu transcribed announcements to run a week for 13 weeks effective Mar. 1

KGO Broadcasts Debates In Intercollegiate Contes

San Francisco—Western debate from leading colleges are being hea by western audiences, over KGO, part of the elimination series in th National Intercollegiate Radio Pri Debates. Speakers already have be heard from Montana State Universit University of Oregon, Stanford a California Universities. Winners the western contests will be eligibl to compete in the final debate, sched uled for Sunday, April 18, on th "Wake Up, America" Radio Forum broadcast from WJZ, New York. Firs prize will be a $1,000 War Bond.

AVAILABLE

Radio Director and Producer. Five years' experience for several large sponsors and agencies. Draft deferred. Write RADIO DAILY, Box 124, 1501 Broadway, New York City.

...UEST-ING

...BERT MACK, on Ralph Ed... "Truth or Conseueqnces" pro... tomorrow (WEAF-NBC, 8:30 m.

...FRED CRAWFORD of Michi... ...d DR. ALFRED P. HAAKE, lec... ...e and writer, discussing "What ...ould Be Done About Last Year's ...e Tax Assessments," on "Wake ...America," Sunday (WJZ-Blue ...rk, 3:15 p.m.).

...IAM HOPKINS, on "Arm... ...'s Theater of the Air," tomor... ...WABC-CBS, 12 noon).

...AK LAIT, editor of the New ...'Daily Mirror," on "Nellie ... Presents," tomorrow (WEAF... ...10:30 a.m.).

...E SARAZEN, former golf ...on, on Bill Stern's "Colgate ... Newsreel," tomorrow (WEAF... ...0 p.m.).

...ON SHUTTLEWORTH, editor of ...agazine, "True Detective," and ...E EVANS, on the Ellery Queen ...n, tomorrow (WEAF-NBC, 7:30

...HAROLD E. STASSEN, dis... "America's Future," on the ...'s Platform," tomorrow ...-CBS, 12:30 p.m.).

...RLIE RUGGLES, on "Stars ...ollywood," tomorrow (WABC... ...2:30 p.m.).

ROBERT A. TAFT of Ohio ...AYNARD C. KREUGER, as... ...professior of economics at the ...ity of Chicago on that institu... ...Round Table" program Sunday ...-NBC, 2 p.m.).

...M ZIMBALIST, with the New ...hilharmonic-Symphony, Sun... ...ABC-CBS, 3 p.m.).

JAMES GILLIS, editor of the ...ic World," on Columbia's ...of the Air," Sunday (WABC... ...p.m.).

...HIBALD MacLEISH, Librarian ...ress, discussing "Freedom from ... on the "Lands of the Free" ...n, Sunday (WABC-CBS, 4:30

...R GARSON, on the Bergen... ...y program, Sunday (WEAF... ...p.m.).

WBNX NEW YORK
THE MOST INTIMATE AND ...CTIVE PROGRAM APPROACH ...MERICA'S LARGEST MARKET
...0 WATTS Directional
...R METROPOLITAN NEW YORK

WAR-PROGRAM IDEAS

"Hot Spot on the Map"

A new type of news perspective will be flashed to WFIL listeners at 7:05 p.m., Mondays, Wednesdays and Fridays, beginning March 15. The program's title, "Hot Spot on The Map," describes its content. Each broadcast will feature a story built around the "hot spot" of the moment —whether city, river, factory or fortification—whatever appears to be the nottest center of activity in this global war.

The program is presented by Lit Brothers (Department Store), who created a research department several months ago to gather material both here and abroad to serve as a background of intimate detail against which current happenings will be spotlighted. Listeners will thus be able to interpret the news in the light of prior information about the cities, towns and countries involved.

At times the program will be written as little as four hours prior to broadcast time, in order that up-to-the-minute information may be served while the spot on the map is still "hot."

"Speaking of Wings"

"Speaking of Wings" is the title of the new series of programs that is heard over KLZ, Denver. The new programs are being presented by the Denver Public Library in co-operation with the Rocky Mountain Radio Council.

William E. Barrett, nationally known consultant in aeronautics, is the commentator, putting in language the layman can understand, interesting facts about aeroplanes and the aeroplane industry. The library is boosting their show by distributing attractive book marks with every book lent.

Junior Aviation Series

"The Junior Air Command" is the title for a new series of weekly programs from WSAI, Cincinnati, designed to tell boys and girls, young men and women the fundamentals of aviation. The broadcasts, which have the co-operation and approval of the local Boy Scouts of America, will be heard each Saturday.

By following the series, young people will have the opportunity to get a complete story of what makes an airplane fly, presented as a regular course in aviation. The material will be given in a clear and dramatic manner which will make it real and understandable to the young students, and will arouse and hold their interest in this rapidly expanding field.

The first subject discussed on the programs will be airplane engines, followed by all the other fundamentals of construction and make-up which enable a plane to get off the ground and stay in the air.

Charles Snow, of the Wright aeronautical Corporation, in Cincinnati, will present the course on the air. A feature of the series will be frequent interviews with outstanding aviation experts, who will discuss and explain problems in their special fields.

Nat. Biscuit "E" Award Buys Time On Blue Net

National Biscuit Co. will receive the Army-Navy "E" award for "outstanding achievement in the production of materials of war" in a half-hour ceremony to be broadcast on Station WJZ, today, at 4:30 p.m., EWT. McCann-Erickson, New York, is the agency. With Lowell Thomas as master of ceremonies, Major General Clifford L. Corbin, U. S. A., director of procurement of the Office of the Quartermaster General, will award the "E" pennant to the company, and Rear Admiral William B. Young, U.S.N., Paymaster General, will give the "E" pins to employees.

National Biscuit is sponsoring the "Mystery Chef" daily on four stations of the Blue Network in behalf of NBC bread.

"Daytime Classics" On NBC

"Daytime Classics," a program of semi-classical music, will be heard on NBC every Thursday and Friday morning starting Thursday, March 18, from 9:30-9:45 a.m. The program, featuring the 15-piece Gordonaires orchestra, originates in the studios of WTAM, Cleveland.

Wor-Mutual Sets Show From WAVES School

Opening of the record lounge for WAVES and SPARS at the U. S. Naval Training School, formerly Hunter College, New York, will be broadcast by WOR-Mutual at 3 p.m., Saturday, March 20, with Jimmy Dorsey and his orchestra as featured attraction. Dorsey is playing the date to top a campaign for a music center for 4,000 naval women at the school. Girls have no liberty, and rely on radio and records for their recreation.

Stork News

Frank Mills, chief announcer for WBAP-KGKO, Fort Worth, Tex., is the father of a ten-pound daughter, Marsha Lee.

James Stewart, CBS Chungking correspondent, recently became the father of a boy, reported to be the first American child born in the Chinese capital since the outbreak of hostilities in the Pacific.

Robert Anderson, technician in the control room at WCCO, Minneapolis-St. Paul, announces the birth of his second son.

AGENCIES

EDWIN O. PERRIN, vice-president of McCann-Erickson, Inc., has resigned, effective April 1, to join the staff of the Advertising Council as campaign manager. A member of the McCann-Erickson organization since 1929, Perrin was formerly a partner in the Olmstead, Perrin & Leffingwell agency, which was formed in 1925. Previously he was with J. Walter Thompson Company, which he joined in 1919, following service as a lieutenant in the U. S. Army.

SCHUYLER ENSELL has joined the sales staff of the New York office of John Blair & Co., radio station representatives, as of March 15. Formerly he was with BBD&O and Columbia spot sales.

H. B. LeQUATTE, president of the agency bearing his name, has received from the Salvation Army an "E" award for his service as chairman of the advertising committee of the organization's 1943 fund raising campaign.

P. LORILLARD CO., through its agency, J. Walter Thompson Co., has announced that it will continue to feature in its advertising the results of the Reader's Digest nicotine tests despite the fact that the Federal Trade Commission has criticized the claims as misleading.

RALPH S. DAMON, president of Republic Aviation Corp., will be the featured speaker at the luncheon meeting of the Sales Executives Club of New York to be held next Tuesday in the Hotel Roosevelt.

J. R. KUPSICK ADVERTISING AGENCY has been appointed to handle the account of Exquisite Beauty Products.

HENRY RICH, formerly with Blackett-Sample-Hummert, has joined Lawrence Fertig & Co. as an executive.

VAUGHN G. HANNINGTON has been named copy chief of A. W. Lewis Co., Inc., Newark, N. J. He formerly was associated with Rose-Martin, Inc.

Fleming Gets ARAA Post

Harold Fleming, commentator on "The People's War" over NBC on Saturdays, at 1:45 p.m., has been elected vice-president of the American Relief Administration Association.

THIS LITTLE BUDGET WENT TO

WORL
BOSTON
MASS.

NEW BUSINESS

WLW, Cincinnati: Dr. Salsbury's Laboratories, Charles City, Iowa (Livestock Medicines), three weekly anns., thru N. A. Winter Advertising Agency, Des Moines; Studebaker Corporation, South Bend, 52 weeks, three newscasts weekly, thru Roche, Williams & Cunnyngham, Inc., Chicago; Dr. Pepper Company, 52 weeks, 15 anns. weekly, thru Tracy-Locke-Dawson, Inc., Dallas; Simoz Company, Chicago (Liquid Cleaner), 13 weeks, one ann. weekly, thru G. H. Hartman Co., Chicago; Surety Sales, Inc., Elgin, Ill. (Insurance), 13 weeks, six 15-minute studio programs weekly, thru J. L. Stewart Advertising Agency, Chicago; Sunway Vitamin Co. (Chicago, 13 weeks, one studio program weekly, thru Sorenson & Co., Chicago; World Products (Spencer, Indiana), Layman's Vitamins), 13 weeks, one ann. weekly, thru Phil Gordon Agency, Chicago.

WSAI, Cincinnati: Hamilton County Savings & Loan War Bond Committee, Cincinnati (Buy War Bonds), 10 bi-monthly studio programs, thru Walter Haehnle Advertising Agency, Cincinnati; Chicago Gospel Tabernacle, 13 weeks, six ET religious programs weekly, thru First United Broadcasters, Chicago; The John Shillito Co., Cincinnati, (Dept. Store), 17 weeks, three studio programs weekly, thru Shillito Co.; Kellogg Company (all Kellogg products), 26 weeks, 40 newscasts weekly, thru J. Walter Thompson Co., Chicago; Kampf-Guenther Stores, Cincinnati (jewelry), 52 weeks, three 10-minute studio programs weekly, thru Kampf-Guenther, Cincinnati.

INS Borrows Dowdell To Start New Service

(*Continued from Page 1*)

newly installed INS Teletype machines.

Dowdell was chosen yesterday by the officials of the International News Service as the radio news editor "capable of handling full wire reports to the greatest perfection."

At WLW-WSAI, Dowdell directs a staff of more than 20 writers, editors and newscasters as well as a trio of the stations' own war correspondents. Recently he concluded arrangements in New York whereby the stations will receive direct cable news from North Africa, Australia, and England.

Schubert Addresses Students

Paul Schubert, one of Mutual's news analysts addressed 50 stuents graduating from the aircraft recognition school for the ground observer corps in the New York Air Defense Wing, sponsored by the U. S. Army yesterday, at the Hotel McAlpin.

Substitutes For Lily Pons

Grace Moore and Frederick Jagel, two American members of the Metropolitan Opera, will be heard in the Telephone Hour's "Great Artist Series" Monday, March 15 over NBC, replacing Lily Pons, who is ill.

Supreme Court Sets April 5 For Clear Channel Argument

(*Continued from Page 1*)

which supported NBC's contention that it was improperly treated when it attempted to intercede in opposition to the WHDH application on behalf of KOA, Denver. KOA, owned by NBC, enjoyed exclusive use of the 850 band until the WHDH grant.

Two-Point Challenge

NBC challenged both the Commission's decision and the methods employed to reach that decision, "but principally it challenges the methods employed, for by these methods the result was not only made possible but the formulation of a proper record upon which a different result could have been reached was made impossible."

Pointing out that the Commission has conceded that some interference to KOA reception is to be expected, NBC declares that KOA is thus aggrieved. Referring to the Sanders Bros. case, which outlined the rights of appeal, NBC declares that the FCC's "contention that the Sanders case limits the right of appeal to those who suffer financial injury is erroneous."

Calls Interpretation Incorrect

The brief charges that Commission refusal to permit NBC to intervene constituted "an erroneous interpretation and application of its own rules, a misconception of the Commission's power and authority under the (Communications) Act, and a violation of the due process clause of the Fifth Amendment to the Constitution of the United States. The Commission's position was ot only erroneous, it was such as to make its final order entirely void."

The Commission finding would have "arbitrary and capricious action," NBC without an amendment to Section 3.25 of the Commission rules which deals with clear-channel operation. Amendment of that rule, the brief continued, involved alteration of KOA's frequency privilege, and "could legally be made only with respondent's consent or as a result of a public hearing."

"Arbitrary and Capricious"

Terming the order the result of "aribtrary and capricious action," NBC declared that "the Commission first designated for hearing an application which under its rules it had no power to grant. Then it committed a second error when it failed to invoke its own procedural formula for the purpose of curing the defects of substance in that application. All proceedings were therefore based upon a defective application and in violation of the Commission rules. Morevoer, all proceedings were inappropriate to the result reached.

"After instituting a proceeding having a dual purpose (the possible amendment of its rules and action upon the application in view of such amendment) it abandoned all legislative issues and proceeded to conduct a hearing on strictly judicial issues. After such a hearing, it then proposed to and did decide the matter upon the issues originally specified and subsequently abandoned."

Referring to Section 409 of the Communications Act, which prohibits delegation to examiners of hearings involving change of Commission policy, NBC points out that "the policy fixed by Rule 3.25 was that only one station would be permitted to operate on this frequency during night-time in order that it might render the greatest possible secondary service. Here, after assigning the case to an examiner who conducted the hearing upon issues involving no question of policy change, the Commission changed its policy and granted the WHDH application on the basis of the record made before the examiner. This makes all action taken on this record void."

Charges Dereliction of Duty

NBC also charged that the Commission was derelict in its duty to maintain fair and equitable distribution of radio facilities. Referring to a study in the fourth annual report of the FCC, it points out that "at night, because they live outside the primary service area of any broadcast station, 5.6 per cent of the urban population and 32.4 per cent of the rural population, which together equals 21,308,453 persons or 17.4 per cent of the total population of the United States, have no broadcasting service except sky-wave signals from clear-channel stations. The study further discloses that the areas in which listeners must depend upon secondary service comprise 56.9 per cent of the total land area of the United States."

Interference-Free Operation Ended

Twelve years of interference-free night-time operation by KOA terminated by the WHDH grant, NBC maintains, stating that interference-free service is not now rendered east of the Mississippi.

Another result of the Commission action, NBC continued, is that Canada, Mexico, Cuba and other signatories to the North American regional broadcasting agreement now have the right to use the 850 kc. band at night, which right the ydid not previously have.

Duplication of Services Pointed Out

"The service formerly available from KOA to listeners living east of the Mississipi River has not been replaced by an equally useful service from WHDH," says NBC, adding, "on the contrary, WHDH does not render a useful service beyond an area, roughly semi-circular, not more than 60 miles by 30 miles at its greatest dimensions with Boston as its midpoint. At least eight stations in addition to WHDH render primary service at night to all or parts of this Boston area. Thus the grant to WHDH adds another primary service to an area already surfeited with primary reception while listeners east of the Mississippi River, many of whom get only sky-wave service, except those in the immediate yicinity of Boston, have suffered a net loss of one secondary service."

To the Colors!

WILLIAM LEWIS, writer-ann cer in the English section of N International division, joins armed forces this week. Lewis w the shortwave program "Sweet Swing" and was co-author of "Se Serenade," also shortwaved to troops abroad. Lewis is the fifth in a staff of 12 who has left for armed services.

—VVV—

VICTOR LUSINCHI, who g taste of war as Mutual's foreign respondent, has just been com sioned a second lieutenant in the Army Air Corps. Lusinchi sh broadcast responsibilities from with Waverly Root from Decem 1939 to July 1940.

—VVV—

BOB DUMM, KSFO special ev man, if off to war to describe fights as a commissioned naval server.

—VVV—

NOAH TYLER, senior announ at WIOD, Miami, Fla., has been ducted into the Army.

—VVV—

KAY FERRIS, who has been in program department of WNAC, ton, for ten years, left the sta recently to join the WAAC's.

—VVV—

Naval officer HOWARD M. PA former continuity and publcity wr for WTMJ, Milwaukee, and its subsidiary, W55M, has been promo from the rank of ensign to lieuten (j.g.).

Beecham's CRC Suit Moved To Federal Co

The suit brought by Sir Tho Beecham in the N. Y. Supreme C in February against th Columbia cording Corporation asking $500 libel, $100,000 damages and a p manent injunction restraining Colu bia from selling and distributing latest recordings was transferred Federal Court yesterday.

In his action recently described these columns Sir Thomas alleges he entered into an agreement w Columbia in May 1942 to record fo musical works, which had to have approval before they were release He claims that the contract was vi lated when the Recording Compa released "Capriccio Italien" which called defective artistically a mechanically and as such couldn't a prove it. On the basis of the recording he asks that the defendan be permanently restrained from s ing the other three which he clai will damage his reputation and d stroy his eminence.

The libel action is based on a num ber of statements allegedly made the defendants to Irving Kolodin, m editor of the New York "Sun."

Sir Thomas claims that the st ments made by the defendants Kolodin with the knowledge they would be printed, and wh subsequently appeared in the Nove ber 5th issue of the N. Y. "Sun," "w false and untrue."

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Keep Giving to the

Your Dollars help make possible the

AMERICAN RED CROSS

☆ ☆ Coast-to-Coast ☆ ☆

THE first mass induction ceremonies for eighty-five women volunteers into the Woman's Reserve of the United States Marine Corps, will be broadcast to the Columbia Pacific Network from KNX, Los Angeles, Saturday, March 13, from 10:30 to 10:45 a.m., PWT. Major Ruth Cheney Streeter, director of the Woman's Reserve, will officiate....Walter Snow has been assigned as contact producer on the Lady Esther "Screen Guild Players" replacing Bill Randol, now with the Warwick & Legler agency.

* * *

Grady Cole, farm editor of WBT, Charlotte, polled sixth place as national news commentator according to the results of the February issue of the Progressive Farmer. Cole was the only personality in the poll who was not heard over a national hook-up.

* * *

Joe Tucker, WWSW, Pittsburgh, sportscaster, who has been handling hockey games this winter, will become acquainted with the glamorous aspect of the ice rink when he emcees a special broadcast this week featuring members of the Ice Follies, currently in Pittsburgh. In conjunction with the show's present engagement, WWSW has also arranged to broadcast an interview with various stars each evening after the performance.

* * *

George Jacobs, formerly of WKMX, Kingston, N. Y., has replaced Bernie Clapper, as engineer at WPAT, Paterson, N. J., Clapper has joined the OWI.

* * *

James Alden Barber, assistant manager of KGVO, Missoula, Montana, has been re-appointed to the Retail Merchants Committee of the Missoula Chamber of Commerce for 1943.... Sid McSloy, now enrolled in the station's Announcer Training School is a graduate of KGVO's children's program department. At one time he was in the juvenile cast of "Let's Play Show," Now at sixteen, and the possessor of a mature voice, he's being groomed for a regular spot on the announcing staff.

* * *

Lt. Spencer Allen, assistant to the chief of the Public Relations branch at Fort Monmouth, N. J., for the past nine months, has been promoted to the rank of Captain. Allen, before entering the service was newscaster and special events announcer for WGN, Chicago, and prior to his stay at the Chicago station he was program director for KTAT, Fort Worth, Texas, and was on the staff of KMOX, St. Louis.

* * *

WTOL, Toledo, brought Margaret Bourke-White to the station mike recently to be interviewed on Jean Wright's program, "Women at War." Margaret Bourke-White, "Life" photographer and first woman photographer to be assigned to the U. S. Air Force, offered several stories from her recent African experiences and asked the women of Toledo to contribute more heavily to the War Effort by actual participation in war work.

* * *

Bob Allison, a member of the Sports Broadcasters Association, and formerly head sports announcer at WNYC, has joined the announcing staff at WNEW, N. Y.... After severe seige of pneumonia that kept him off the air for several weeks, Bill Kelso will return to his post and conduct the "Milkman's Matinee" again over WNEW, N. Y.

* * *

Transcriptions of "We Refuse to Die" WNEW's tribute to the Czech town of Lidice, are not available on a completely gratis plan. World Broadcasting which is producing the platters, reports that there is a charge for the disc plus express costs. The original free list had comprised 200 stations.

* * *

Phil Miele, news editor, WBYN, New York, addressed a group of Columbia graduate students of journalism at the newsroom of WBYN studios on methods of editing 384,000 words of news a day for six-hour newscast. Students were invited to drop into the studio to familiarize themselves with technique and to do rewriting, headings and editing.

* * *

Austin Williams, program director at KLZ, Denver, was guest speaker at "The Twelfth Annual Rocky Mountain Speech Conference," of the University of Denver. William's topic was "Opportunities in Radio after the War."

* * *

Lee and Lyn Wilde, former vocalists of KXOK, St. Louis, have been signed to a long term contract in Hollywood. Clarence G. Cosby, sales manager, announced that all accounts that used the station in 1942 have signed new agreements covering 1943. He also announced the sale of time to several new national and local advertisers who never used the station before.

On March 12, Ben Hadfield, will celebrate his 17th anniversary as an announcer at WNAC, Boston. Before he started his radio career, Hadfield, had gained a wide reputation on the stage.

* * *

Edward W. Stone, engineer and control room operator for WBT, Charlotte, N. C., announced his departure from the station. Stone, who had been with WBT for the past five years, is leaving to accept a position with the Fairchild Aircraft Corp., Burlington, N. C. Division where he will be in charge of operating two 30 kc. high frequency transmitters, used in the bonding of plywood plastics in airplane construction.

* * *

Karole Singer, who's heard over the WJZ-Blue Network singing with Vincent Lopez' orchestra, and on the WHN, N. Y., "Gloom Dodgers" program, has been voted "Miss Glider of 1943" by employees of the General Aircraft Corp., Astoria, L. I., and will be crowned by Captain Eddie Rickenbacker during the company ball at the Waldorf Astoria, on March 20.

* * *

In a triple bill designed to give information, entertainment and instruction, Thomas S. Lee's television station W6XAO, Los Angeles, presented a program including a review of the airways in relation to war times, an old time motion picture comedian, Raymond Hatton and a film program that emphasized the talent show, Monday, March 8, 8:00-9:30 p.m., PWT.

* * *

Special program observing Dedication Week on KGVO, Missoula, Montana, was a round-table discussion on the subject: "Christianity and World Reconstruction." Appearing on the program were Rev. Walter B. Spaulding, Pastor of the First Methodist Church of Missoula; Hon. Dwight N. Mason, Mayor of the city, and Dr. F. Gordon Reynolds.

* * *

WOV's "Red Bow Amateur Hour" is one of the few foreign language amateur programs awarding scholarships for musical study to its weekly contest winners. Conducted in the Italian language by Diana Baldi, women's news commentator, the program seeks to uncover new signers and dramatic talent. Though the show is primarily in Italian, many contestants present current popular songs and other material in English.

* * *

"A Million or More by '44" national Girl Scout script will be produced over WICC, Bridgeport at 10:45 a.m., Saturday, March 13 in connection with the 31st anniversary of the founding of the organization. Those in the cast will include many of the station's personnel.

* * *

A temporary scare was throng into the lives of several wives of WNAX, Sioux City-Yankton, execs when the latter lined up to receive their spouses' pay checks. Reason for the switch was the heavy crush of maildrive.

that swamped the station and ca the wives to volunteer to help o

* * *

The William Gretz Brewing Com of Philadelphia recently started a fi minute participation, five nights week Doug Arthur's "Danceland" program over WIBG, Philadelphia. The ac was placed through Seberhagen Ag

* * *

Karl Zomar, "The Friendly Ph sopher," who for the past year fed Mutual Network from WKRC, cinnati, is now airing his progr to the network from WHBC, Ca ....Following a recent request mail the program pulled over 10 letters according to a recent re from Mutual's program dire Opfinger.

* * *

Women in the Buffalo area wil thoroughly informed about the War dustries Training program when spe data will be broadcast to them WBEN, Buffalo, March 22 and 29 April 5 at 5:45 p.m.....Catholic C ties appeal talks will be broadcast M 21, 28, and April 4 at 1:45 p.m.... Benstock, who had esablished a re tion in Buffalo as an actor in radio ci joined the station's announcing staff week.

* * *

Gordon Graham is the newest m ber of the WLW-WSAI, Cincin staff. He will devote a major par his time to assisting James Cass special events director and will handle special assignments for publicity department, under the rection of Bill Barlow. Graham co from Dayton where he was ra editor for the Dayton "Journ Herald," and previous to that announcer for KFAR, Fairba Alaska.

* * *

WHEB, Portsmouth, N. H. was ta over by the March of Time produ to snap pictures of the station's v ous departments. The station is ing used as a typical example of American broadcasting set-up smaller stations....Loudspeaker other facilities were loaned to Portsmouth chapter of Kiwanis facilitate a St. Patrick's Day D for service men.

1943 BIRTHDAYS

March 12

Harold C. Burke — Mandel Kramer
J. Charles Davis, II — Lora Layman
George J. Podeyn — Loretta Poynton

March 13

Nat Abramson — Frances Adair
Aileen Clark — Hugh Cowham
Will B. Johnstone — Helen King
Jack Lait — David Mendoza
Bernie Pollack — Nellie Revell
Louis Roen — Alma M. Saunders
Paul Stewart

March 14

Hayle H. Cavanor — Harvey Hays
G. Bennett Larson — Ed Pancoast

Knox And Morgenthau On Blue Web Tod

Navy Secretary Frank Knox a Treasury Secretary Henry Morg thau will be heard over the Blue work, today, from 10:30 to 11 p.m., EWT, in addresses accepti $35,000,000 War Bond fund raised the citizens of Atlanta for the c struction of a new cruiser "Atla to replace the one lost in battle.

The ceremony will take plac Atlanta's huge Municipal Auditor Participating in the broadcast will Governor Ellis Arnall, of Georgia, Marion Allen, a mainspring in

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

OL. 22, NO. 49 | NEW YORK, N. Y., MONDAY, MARCH 15, 1943 | TEN CENTS

NAB War-Meet Apr. 27-9

Conference Scheduled For Chicago Will Have War-Effort Exhibition By Stations-Associate Members

In keeping with its plan to hold a Radio War Conference instead of its annual convention, the NAB has set the dates of April 27-8-9 for the meeting which will be held at the Palmer House, Chicago. There will be preliminary registration on Monday, April 26, with the usual final meeting of the 1942-3 Board of Directors held the same evening. The conference however, will be formally opened with the 10 a.m. session on Tuesday.

Neville Miller, president of the

(Continued on Page 3)

pital Papers, Outlets nfer On News Setup

Washington Bureau, RADIO DAILY

ashington—To iron out problems exclusivity, Washington Sunday o page editors and publicity esentatives of all Washington o stations met last week to elimin- duplication of feature stories and ures appearing in the three ers. Rather than set a blanket ula, each station's problems were ted individually. All of them ever, will offer art and feature es only on an exclusive basis.

so discussed were story slants and preferred by each editor, enabling station press men to divide their rial for greatest use.

tending the meeting were: Ernest

(Continued on Page 7)

ven N. Y. Local Stations Carry Red Cross Rally

cal independent station network prising seven outlets in New , will broadcast the Red Cross Fund Rally from the Madison re Garden, tonight, from 8:30 to m., with the time being divided g the stations so that entire pro- will be aired. Co-operating in

(Continued on Page 4)

HS Seeks Full Time; Other Activity By FCC

shington—Unlimited operation 090 kilocycles, with 50 kilowatts r has been asked by KTHS, Hot gs National Park, Ark., the FCC announced. The station, which ned by Radio Broadcasting, Inc., be moved, with its studios ght to Little Rock, and its trans-

(Continued on Page 5)

In The Market

Blue Network the other day ned down an opportunity to get o the matrimonial business. A ener in Harmony, Me., wrote to network asking for "a nice- king lady between the ages of and 33, one who got good lern- and can run my business at me while I work for Uncle Sam. P.S. She must have good habits d one who cook."

World Premiere

Toronto—Few Canadian listeners had any idea that when Wanda Landowski, the world's greatest living harpsichordist, started her series over the national network of the CBC yesterday that they were listening to music never heard over the radio in any country in the world. The story behind the music is that seven concertos were found in a pile of old music in a Salvation Army Depot.

Blue's Spot Business Up 35% In Past Year

National spot sales department on the Blue's D & O stations in celebration of the first anniversary last month, bettered the mark of February, 1942 by 35 per cent. The January-February period in combination showed an overall gain of 32 per cent. Two of the chain's outlets, WENR, Chicago, and WMAL, Washington, D. C., came through with gains over a

(Continued on Page 7)

NBC Dedicates Programs To School Org. Convention

American Assn. of School Administrators which some time ago decided to hold its annual convention by radio this year, has set its agenda for the meet, with NBC dedicating six programs to the school organization. Leopold Stokowski, conductor of the NBC Symphony Orchestra, will ad-

(Continued on Page 6)

Senate Opens Drive Against Salary Limit

Washington Bureau, RADIO DAILY

Washington—A Senate drive to eliminate all vestige of Federal control over the size of salaries is in the offing, following the administration defeat of Friday in its last-ditch fight to stave off a House vote to approve the Disney Amendment to the Price Control Act. By a vote of 268-131 the lower chamber told the administra-

(Continued on Page 7)

CBS With Client Co-Op Continues Book Campaign

CBS, in cooperation with Procter & Gamble, and the Compton Advertising Agency, is carrying over the Victory Book Campaign, beyond the national dates originally set for the drive, in a special tie-up with the daytime

(Continued on Page 3)

New Navy-Show Series Bows In On Mutual Mar. 20

In co-operation with the Navy and the Hollywood Victory Committee, Mutual will start a new series of shows, Saturday, March 20, for a half-hour airing at 8 p.m. New production, headed "The Fleet's In," will originate

(Continued on Page 2)

Day Serials Defended By CBC General Mgr.

Vancouver, B. C.—The so-called "soap opera" has been put on the air because it has a "definite romantic appeal and fills a public demand," it was stated here late last week by Dr. J. S. Thomson, general manager of the Canadian Broadcasting Corporation, during the course of an interview concerning the present and future of radio.

The Thomson statement was made

(Continued on Page 3)

Sweets Co. in Web Debut With "Dick Tracy" On Blue

Sweets Company of America, Inc., will inaugurate its first network radio advertising venture today when the manufacturer of Tootsie Rolls will

(Continued on Page 2)

☆ THE WEEK IN RADIO ☆

... Wartime Program Trends

By BOB LITZBERG

WAR radio has developed four trends in programming, according to a survey prepared and released by RADIO DAILY last week; study, which presents a five-year comprehensive picture of program trends on three of the national networks, reveals that news and variety type shows have gained both in the number of broadcast hours and percentage of total program hours; that practically all the other major classifications of programs decreased in number of broadcast hours; that sponsored programs decreased with a corresponding increase in sustaining shows; that dramatic programs have felt the impact of the war most severely with a loss of 721 hours. . . . Coinciding with the RADIO DAILY survey was a study prepared by the Canadian Broadcasting Corp., which placed eight U. S.-originated shows in the "first ten"

(Continued on Page 2)

Some Scoop!

Dayton—Tommy Stewart, WHIO salesman, had a busy, if not gory day recently. Passing by he happened on violent individual who tried to murder his estranged wife, failing in this he ran into an alley and proceeded to blow his brains out. Stewart immediately went through a quick transformation from salesman to reporter, and dashed back to the studio with the scoop.

RADIO DAILY

Vol. 22, No. 49, 52pp., March 16, 1942. Price 10 Cts.

JOHN W. ALICOATE . . . Publisher

M. H. SHAPIRO . . . Editor
MARTIN CLURMAN . . . Business Manager

Published daily except Saturday, Sunday and Holidays at 1501 Broadway, New York N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Harold H. Hoffman, Treasurer and General Manager; Quentin R. Hoban, Vice-President; Charles S. Alicoate, Secretary. Entered (For Local Delivery) Second Class Matter at Postoffice of Greater New York, on May 31st, 1939, under Act of ... authorizing ... RADIO DAILY, 1501 Broadway, New York N. Y. Phone Wisconsin 7-8357. Telex ... Chicago, Ill. — Frank Baker, The Navy Wright Aer. Plaza, State 4389. Hollywood, Calif. — Knox Wilk, 6436 Glenwood Blvd. Phone Granby 6077.

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

FINANCIAL

(March 13)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel & Tel	140	139½	140	+ ½
CBS A	17½	17¼	17½	+ ¼
CBS B	17¼	17¼	17¼	+ ¼
Crosley Corp	3¼	3¼	3¼	—
Gen. Electric	35¼	35	35⅛	
Philco	10¼	10¼	10¼	
RCA Common	5	4¾	4¾	
RCA First Pfd	69½	69½	69½	+ ½
Stewart Warner	10	9¾	10	+ ¼
Westinghouse	87½	86	86½	+ ½
Zenith Radio	35½	35½	35½	+ ¼

NEW YORK CURB EXCHANGE

Hazeltine Corp.	28	28	28	— ½
Unit. Aircraft	27½	27½	27½	— ½

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	4	5¼
WCAU (Philadelphia)	17	18
WGN (Chicago)	21	23

New Navy Show Series Bows In On Mutual Mar. 20

(Continued from Page 1)

from Hollywood, will replace "This Is the Hour," and will star Betty Rhodes who has been featured in the "Hour" series. Weekly, the productions will offer two guests one of whom will be a film name and the other a Navy hero. Scripts will consist of sportslike written drama based on Navy exploits in the war or its operations from stories published in the Saturday "Evening Post" and dealing with actual Navy incidents.

David Frederick Titus who produced "Answers Arough" will write and produce this new series. Lou Arnaud will conduct the orchestra in the production. On the initial program, the dramatization will be "Where the Buffalo Roam," a story dealing with an aircraft carrier duel between squadrons, and its pilot hero.

WANTED

Off-time announcer for home-town York City. State experience, draft status. Address

RADIO DAILY, Box 137
1501 Broadway New York City

☆ THE WEEK IN RADIO ☆

... Wartime Program Trends

(Continued from Page 1)

most popular programs in Canada is the Dominion of Canada.

Sales Managers Executive Committee of the National Association of Broadcasters met in New York last week and set up plans to compile and distribute a book of sales ideas to sell broadcasters where and how to get new business, action was the first concrete contribution to the solution of the problem of diminishing revenues among small stations. Elmer Davis announced an overhauling and general tightening of the Office of War Information, Domestic Radio Bureau. The United States Supreme Court set April 6 as the date for oral pleas in the FCC's appeal to set aside a lower court finding against its grant of the 1000 kc. frequency to WHDH, Boston.

FCC activity: The eighth annual report of the Federal Communications Commission covering in full its activities during the fiscal year ending June 30, 1941 was issued last week and for the most part showed the broadcast industry in a healthy position, with increases in total income, number of stations and number of people employed. Chairman Fly, in discussing allocation of the Commission's rules regarding FM and television, predicted a bright future of the radio industry. Two FCC decisions last week indicated that the Commission does not intend to stretch license expirations for the duration because of operation difficulties, unless they were deemed particularly essential for the duration of the war: were WPID, Petersburg, Va., and KAST Astoria, Ore., devices on these two stations was followed later in the week by a formal statement in the same vein.

Annual DuPont awards were won by Fulton Lewis, Jr., Mutual news commentator and KGEI G.E. short-wave station in Belmont, Calif.

Columbia Broadcasting System announced the expansion of its sales department to take off increased business on the network. Counter proposal offering an increase of 6 per cent in quarterly AFRA rates was made by the transcription companies who are currently negotiating with the union. Suit was started in the New York County Supreme Court against NBC, the Blue Network and WOR, New York, seeking damages in connection with the "Can You Top This" quiz show. Columbia Pictures negotiated a spot campaign in 10 key cities. Curtailment of commercials on coop advertising was asked for on the network of the Canadian Broadcasting Corp.

Two major personnel appointments were announced by the Coordinator of Inter-American Affairs. Don Stewart, former WMCA general manager was named head supervisor of the Rockefeller Committee's shortwave activities and Dwight Jennings, former advertising exec. was appointed as director of domestic broadcasts. Libenlighten on CBS discount plan was announced by William C. Gittinger, vice-president in charge of sales for the network. Approval of the lease of WOW Omaha, Nebr. to a group headed by John J. Gillin, Jr. was granted by a Nebraska district court.

Broadcast engineers and technicians were declared eligible last week for "C" gasoline cards in order to transport heavy equipment to and from temporary broadcasting facilities, according to an announcement by the Office of Price Administration. Largest single spot sales order in the history of the NBC Central Division was placed by Grove Laboratories. 39-week contract involves more than a quarter of a million dollars in news and news commentary programs with nine NBC stations. The Bureau of Internal Revenue and the Association of National Advertisers a Victory Tax ruling, which simplifies bookkeeping for both performers and agencies. Nation-wide survey has been started by the Canadian Broadcasting Corp. to ascertain whether there is a demand for programs designed to meet industrial needs for increased work-ers efficiency.

Trimount Will Up Budget For Radio This Summer

Trimount Clothing Company, the prominent manufacturers who were among the first to introduce men's clothing to the radio networks, announces a continuation and expansion of its radio campaign for the forthcoming spring and summer season. The Blue Network program for Clipper Craft Clothes, featuring Dorothy Thompson, will be heard over a 62-station hookup, on Sunday nights at 6:45 p.m., with a repeat for the Pacific Coast at 12 midnight.

Thomas to Legit Play

John Thomas, portrayer of young Wilbur Sterling in "Stella Village" heard on NBC, Mondays through Fridays, at 11:30 A.M., is appearing in the play "Counter-Attack."

Winchell Action Delayed At Patterson Request

Washington—A conference of one week has been granted to the libel suit of Mrs. Eleanor Patterson, publisher of the Washington "Times-Herald," versus Commentator Walter Winchell. The trial was set last month for today but Rudolf Eastman, attorney for Mrs. Patterson, asked for a one-week postponement.

John Green, representing Winchell for Goodard Brothers, New York law firm, said Friday that there has been no further attempt to settle the case. At a pretrial hearing early in February there was mention of an offer by Hearings to settle for $50,000 but no action was taken on the offer. Mrs. Patterson is suing for $500,000.

COMING and GOING

[illegible] general manager of Radio, Inc., [illegible] has returned to his desk following a 10-day visit to Salt Lake City, Los Angeles and San Francisco.

[illegible] of the Blue Network program department, is now on the control board of the network. Chico is to work part time.

Burt Sutton, sales representative at WGN, Chicago clearance of CBS, has returned to his New York quarters after a short trip to his home city.

[illegible] and the members of his band, who have been entertaining troops in Georgia, are en route north for a [illegible] date tomorrow at Cass Gray's "Springfield Rendezvous."

Glen Griffin, pianist, turns tables to play for bridesmaids, this week, at the wedding and engagement luncheon of the Dorothy Dodd.

Carl Ettl and the personnel of his "Song of Music Corridor" on Wednesday will be a two hour [illegible] broadcasting of their [illegible] from 1:30 to 3:30 p.m. EWT.

Sweets Co. in Web Debut With "Dick Tracy" On Blue

(Continued from Page 1)

network "Dick Tracy" on 81 stations of the Blue Network. A dramatization of the famous gore-spangled comic strip, the program will be heard from 5:30 to 5:45 p.m. EWT Monday through Friday under Blue's sponsorship and Tuesday and Thursday on a nationwide basis. [illegible] Acton Co. is the agency.

Sweets Company, a consistent user of radio advertising since 1934, is currently the northeastern section of the country with the 81 stations already signed up, but two plans for expansion in the future depending on results of additional test material. Tootsie Roll are nationally distributed.

Sweets Company's production, like that of all other candy manufacturers, is limited due to government restrictions. Although the company has sugar and chocolate from the previous years when filling orders from the armed services, production facilities are limited and the company itself unable to meet demand, caused by the huge quantities bought by soldiers and sailors in addition to civilians who are eating more candy than usual.

Faced to this situation, Sweets Company will attempt to broaden its commercial base with its radio advertising instead of adopting a purely institutional theme. The ads to have built up a greater demand in the past that are when production facilities can be expanded.

BALTIMORE'S BLUE NETWORK OUTLET
WCBM

AB War-Conference Sked For Chi. Apr. 27

(Continued from Page 1)

AB is urging all station managers attend the confab, which will be rid of frills or adornments." All etings will be dedicated to domestic dio's relation to the war.

War-Effort Exhibits

Arrangements have been made for endance of representatives of allied ustries which are associate mem- s of the NAB. Also, provisions be made for any station or other redited organization to exhibit war rt presentations or related mate-

resident Miller stated in Wash- on Friday that: "Radio's role in war has been of such importance, e the beginning, that constant tact has been necessary between ernment officials and station oper- s," Miller then added, "Even ter efforts are ahead, which de- d perfect correlation and under- ding. This can best be accom- ed at a central meeting place, re government officials can talk to face with station operators, ining and explaining all objec- s."

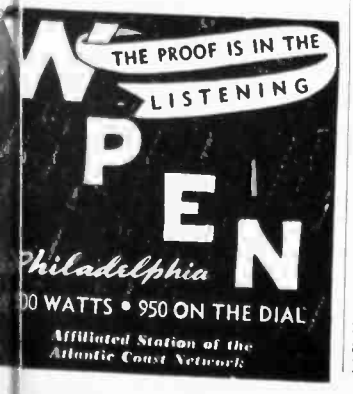
Chicago Stations Hosts

AB Chicago stations will be hosts, at a luncheon meeting there set reliminary conference details, the wing were present: W. E. Hutch- n, WAAF; R. S. Peterson, WENR; rles M. Freeman, WLS; Harry pleton, WLS; J. L. Van Volken- g, WBBM-CBS; Leslie C. Johnson, BF, Rock Island, 9th NAB district tor-elect; A. W. Kaney, WMAQ- ; Robert E. Bausman, WISH, napolis; Milton M. Blink, Stand- Radio, Inc.; Howard Lane, CBS; iam Knodel, Free & Peters, and Blocki, John Blair & Co.

E. Arney, Jr., NAB secretary- urer, is in charge of "conven- arrangements.

arge Kennedy To CBS

rge Kennedy, formerly assistant ester Gottlieb, director of pub- of MBS, will replace William us in CBS's Latin-American net- publicity office. Miss Kennedy be in charge of domestic pub- Marcus resigned to become ted with war production.



☆ PROMOTION ☆

Youth Movement

In conjunction with the WAYS, Charlotte, N. C. program, "The Young Americans Club" the station has sent out 15,000 copies of a broadside-give-away promotional piece.

The broadside consists of a series of pictures that are attuned to the younger generation, and includes some information of interest to parents.

Much of the promotional material is concerned with what can be gained by joining the club and by what methods a youngster can join. In the upper right hand corner on the back sheet of the piece is a membership blank that can be cut out and sent to the station.

In heavy block print towards the bottom of the page is an announcement giving directions where the Club's one-hour show can be seen, the price of the admission, and the announcement of free prizes.

Included in the broadside are the advertisements of a few Charlotte Merchants.

One announcement that is emphasized is that of the free prizes which are given away during the Saturday morning club sessions to club members only. The prize is a five dollar war bond.

"Shopper's Special"

WDRC, Hartford, has started an extensive promotion on its recently-revised morning schedule from 7 to 9:15 a.m., EWT. This is the "Shopper's Special" period, news and music, conducted by Harvey "Longfellow" Olson. The main promotional endeavor on this early a.m. schedule is a series of transcribed "teaser" spots with "Longfellow" Olson as the major character. Some of the spots are questions and answers with "Longfellow," a homespun individual, and others are direct pronouncements on the period by Olson.

"Facts For Freedom"

"'Facts for Freedom' Special" is the title of the new WBBM, Chicago, OPA promotion, which will be ready for distribution to consumers the second week in March.

The pamphlet will include a Household Budget Sheet for Point Rationing and an explanation of the rationing measure as formulated by the OPA in co-operation with WBBM.

Day Serials Defended By CBC General Mgr.

(Continued from Page 1)

in reply to an inquiry regarding the charge made in the Canadian House of Commons last Monday by Joseph Harris, Progressive-Conservative of Toronto, in which Harris criticized the amount and character of radio advertising by the soap companies and stated that "our women could knit much faster to the music of records than they are able to weep to the fiction of the radio soap advertisements." Harris, himself, is a soap manufacturer.

Lauds News Organizations

During the interview Dr. Thomson paid tribute to the value and efficiency of the news gathering organizations which serve the CBC. However, he stated, radio will never supplant the newspaper, since after hearing news summaries on the air, "the listener wants still fuller information and invariably will turn to the newspaper for it." He declared further that present arrangements for obtaining news from the Canadian Press and the British United Press will be continued. He declared that there is no need for the CBC to gather its own news "when we are in contact with such efficient organizations."

CBS With Client Co-Op Continuing Book Campaign

(Continued from Page 1)

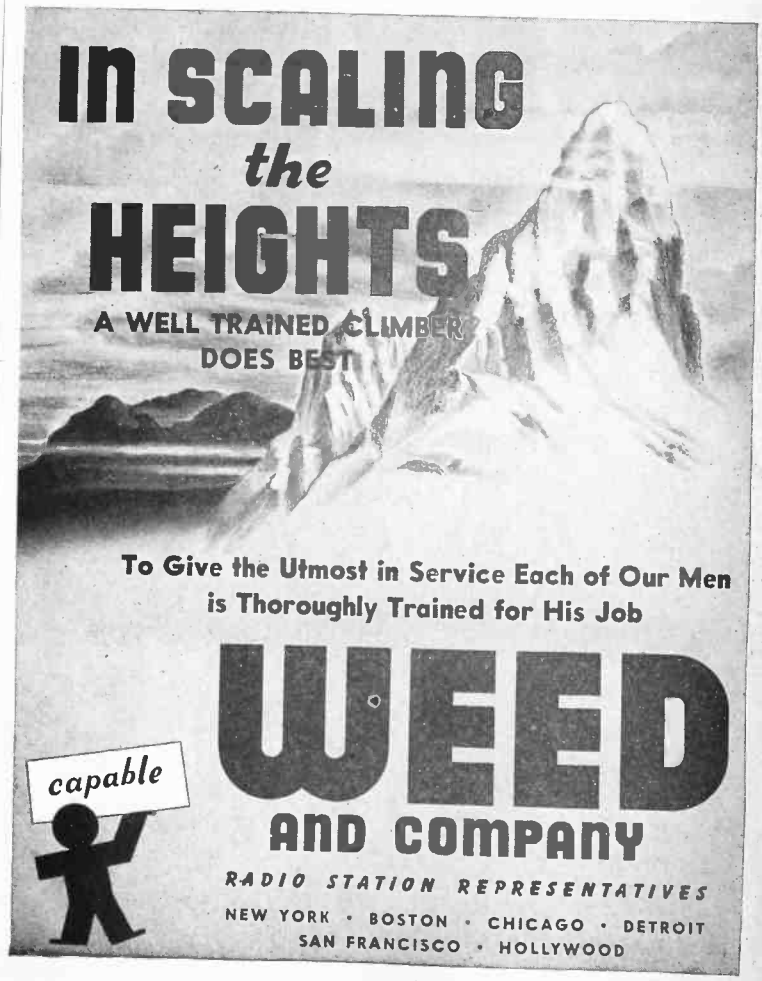
drama, "Life Can Be Beautiful," on all 61 CBS stations. Entire drive represents the first such project of public service programming wherein the plan is operated as a network deal, with all brain work and planning eminating from the chain's headquarters here. First time, too, that all affiliates carrying the program, are participating in the promotion, with active local tie-ins.

Sponsor's share consists of turning over the script and its commercial time to the cause. CBS through its station relations department, publicity and promotion departments has been supplying the stations with definite schedule of releases, pictures and mats and means of tie-ups with local publicity. All stations have set up collection boxes in lobby displays and will work with the local representatives of the Victory Book Campaign, stations giving additional spots and coverage to the project throughout their program schedules.

CBS's drive was inaugurated March 1, but reached its full application last week, and will continue so long as there is evidence of sufficient interest. Plan was a natural for the "Life Can Be Beautiful" because the locale of that drama is a book-shop. Original idea for the project is that of Patricia Kelley, member of CBS's publicity staff.

New KOB Traffic Manager

Albuquerque, N. M.—Martha Summers has been appointed traffic manager of KOB, succeeding Josephine Mason who returns to WIRE.



Los Angeles

By JAC WILLEN

THE closed circuit announcer auditions at Hollywood Radio City, held by Buddy Twiss each week, will now be held each Wednesday afternoon at 4 p.m., PWT.

Vera Vague completed work this week in Republic's "Swing Your Partner," cast of which comprises mostly radio artists.

Jimmy Vandiveer, special events director for KFI-KECA, was sworn into the United States Navy, becoming Lieutenant (j.g.) James T. Vandiveer. He reports for duty today. Bill Davidson, staff announcer, has been upped to the vacated Vandiveer post with Russell Stewart, formerly with KDYL and KSL, Salt Lake, joining the KFI-KECA staff of announcers.

Private Trent Christman, formerly of NBC Hollywood guest relations department, married Miss Garnet Harrington of Los Angeles last Friday.

Chef Milani has signed another contract with Vegetrates, Inc., makers of Vege-Broth, as new participating sponsors on the Chef's daily KFWB airer. Chef Milani's "Family Nutrition in Wartime" broadcasts are released over KFWB. The agency representing Vegetrates, Inc., is Charlie Davis agency.

Jim Doyle, NBC newsman, voiced the trailer for Warner Brothers' "Mission To Moscow."

Walter Snow, of KNX-CBS staff, has been assigned as contact producer on the Lady Esther "Screen Guild Players" program, replacing Bill Randol, Jr., now with Warwick and Legler agency.

Royal Foster, radio scripter, is writing the queries and quips highlighted in Ken Murray's new CBS quizzer, "Stop Or Go," which took to the air over the Columbia Pacific Network on Sunday.

Seven N. Y. Local Outlets To Carry Red Cross Rally

(Continued from Page 1)

this broadcast are WBNX, WBYN, WHN, WINS, WMCA, WNEW and WQXR.

Rally will present Mrs. Eleanor Roosevelt; Crown Princes Martha of Norway; Phillip Murray, head of the CIO; William Green, head of the AFL; Lt. General Jacob L. Devers; Rear Admiral John S. McCain; Mayor La Guardia; Corporal Barney Ross; massed bands and entertainment consisting of the Radio City Music Hall Glee Club, ballet and the Rockettes; a special Red Cross tableau narrated by Edward G. Robinson and featuring Helen Menken and Gertrude Lawrence. Colby M. Chester, head of the New York drive, will be master of ceremonies.

Time schedule for the stations will be as follows: 8:35-9 by WNEW; 9-9:30 by WMCA; 9:30-10 by WBNX; 9:30-9:45 by WQXR; 9:45-10 p.m., WBYN; 10:05-10:30 WHN; 10:30-11 by WINS.

Memos Of An Innocent Bystander. . . !

● ● ● Contracts haven't yet been signed, but Wm. Esty & Co. have bought and will sponsor "Everything Goes," the WEAFunny-boner, featuring Garry Moore, comic, Howard Petrie, announcer and Irving Miller's orchestra (vocalist not set yet), as the summer replacement for the Abbott & Costello Camel show....Arthur Douglas, free-lance comedy author, has completed a new quiz series based on the National Pastime, 'baseball'.... the show is called "Batter Up" and with the fact that 'dem beloved bums' are about to don spikes, the idea seems like a natural....After ten consecutive years Jimmy Tansey has left the cast of the "O'Neills"....New audition system, that of having artists read scripts (complete casts) will get under way at Benton & Bowles in April, under general direction of Rita (Dixie) Dugan....Joan Brooks, "First Lady of the Blue" Network, leaves next week for personal appearance tour throughout Florida....Sir Cedric Hardwicke will present the British Lion Award to Frank Forrest for his American-British Music Activities in 1942....Ed Browne, NCAC publicity head, has been appointed First Sgt. of the Headquarters Co. of the Fifth Regiment, New York State Guard.

☆ ☆ ☆

● ● ● Sudden thought: In these times, when things uppermost in our minds are 'Points' and 'Rations,' it seems to us that the following is a slogan worth remembering....."Be A Rational National."...The 'Victory Twins,' one of the first radio acts to entertain members of the armed forces (they started their gratis appearances in August, 1941, pre-Pearl Harbor days), will leave April 1, on an extended U.S.O. Camp Show tour....Dorothy Kirsten, soprano, formerly heard on NBC's "We Believe," program gets an MGMovie screen test Wednesday....After ten years in the title role of "Just Plain Bill," heard on NBC, Arthur Hughes has never been anything but first to arrive for rehearsals....Jimmy Dorsey's stay at the Hotel Pennsylvania will terminate May 1 instead of April 5....Joan Kahn, who aids Bob Hawks in digging up those "Thanks to the Yanks" questions, is the author of the novel, "To Meet Miss Long," just published by Lippincott....None other than Leo Durocher, will be Milton Berle's "guest" on the CBSoup (Campbell's) hour, March 24....Saul Reiss has resigned from the WOR Artists Bureau.

☆ ☆ ☆

● ● ● Margaret Daum, 'Metropolitan Auditions of the Air' Alumnus, replaces Josephine Houston as the feminine lead opposite Wilbur Evans in the performance of Gilbert & Sullivan's operetta "H. M. S. Pinafore," which will be heard over the Blue Network, Saturday at 8:15 p.m.....Ray Heatherton's orchestra has completed a full 52 weeks at the Hotel Biltmore in this, his third consecutive year there....Lillian Gish, star of the silent screen, will make one of her rare radio appearances, when she stars in "That They May Live" on NBC, Sunday, March 21, 12:30 p.m. on behalf of the Red Cross....Rad Robinson, for the past 14 years a member of the "King's Men" quartette, joined the Army....Raymond Clark joins Bud Linn, Ken Darby and Jon Dodson as the new 'fourth' member of the quartette....The Sammy (Dixie) Lerners are expecting a little "Songwriter"....Cyril Armbrister and Isobel Manning Hewson, have collabbed on a new 'Jules Verne' fantasy show which may be Blue Networked soon....Jack Benny plans to take a rest and won't resume selling 'Grape-Nuts' until April 4....Georgia Gibbs, Camel Caravan thrush, will take her sweet-swing vocals to Cafe Society Downtown for an indefinite engagement, starting Tuesday, March 23....Credit for the longest song title goes to Alec Templeton....."Sonata for Tonette and Piano That Mozart Forgot to Write Because in Those Days There Were No Tonettes So I Wrote It For Him"....Blues???

☆ ☆ ☆

—Remember Pearl Harbor—

Chicago

By FRANK BURKE

THREE top-flight bands pay return visits to the Treasury Center's "Bondwagon" program when Gracie Barrie, Eddy Howard and Art Kassel will entertain noonday crowds and broadcast over WGN.

Jan Savit's orchestra is slated to appear on the "Fitch Bandwagon" from Chicago on Sunday, March 21, with the program originating at the NBC studios.

Glen Snyder, general manager of WLS, and George Cook, station's treasurer, off to Phoenix, Arizona, for visits to the Arizona Network stations, KOY, KTUC and KSUN.

A new show titled, "Greeting Your Boy" and featuring Mark Love, bass, with Helen Westbrook at the Organ, started on WGN, yesterday, from 10-10:25 a.m., and sponsored by Curtis Candy Company. Love will tour midwest servicemen's camps talking to the boys and taking down messages for the folks back home.

Karl Sutphin, formerly of WLS sales, is now in the station's promotion department. Howdee Meyers, radio director of the OCD, has launched a new Saturday show on WENR titled, "This Is Your War," and heard from 3:30-4 p.m. The program is produced by Burr Lee and written by David Peltz and David DeKoven, of the OCD office. The show is a dramatization which tends to project ideas for discussion among people on the home front concerning the present war and peace which will follow.

Barney Ross, ex-boxing champ and Marine hero, is slated for six guest appearances on local stations when he returns home for a visit next week. Ross' exploits as a Marine at Guadalcanal will be dramatized on the program.

Murray Likely To Retain Some Contact With CBC

Toronto—Although his resignation as director-general of broadcasting of the Canadian Broadcasting Corp., was announced some weeks ago, Major W. E. Gladstone Murray has continued to occupy his CBC executive office in Toronto and there is a report that he will continue to be associated with the government network in some capacity. At the time of his announced retirement, it was stated that he had decided to become a "public relations counsel in the general field of industry" but to RADIO DAILY he has declared that his plans are not definite. Maj. Murray was general manager of CBC from 1936 to 1942 and previously he had been with the BBC in London, England. He was transferred to a newly-created position of dircetor-general of broadcasting last year following a Parliamentary probe into the affairs of the CBC. From the offices of the network has come the word that "he will retain links with radio."

GUEST-ING

...ADETTE COLBERT, RUDY ...LT and RANDOLPH SCOTT, in ...adaptation of "The Palm Beach ...n the "Screen Guild Players" ...ra today (WABC-CBS, 10 p.m.).

...WARD G. ROBINSON, on ...alde of America," today ...A NBC, 8 p.m.).

...NALD COLMAN, OTTO KRU...d EDNA BEST, on the "Lux ...heater," today (WABC-CBS, ...n.)

...N TRUTHER, author of "Mrs. ...e" on "Information Please," ...y WEAF-NBC, 10:30 p.m.).

...S D. C. MURRAY, criminal ...er REV. DR. LLOYD B. FOS...ergyman, and DR. PAUL ...SN EDDY, president of Adel...Wo...en's College, on A. L. Alex...r's "Mediation Board" program, ...VOR-Mutual, 9:30 p.m.).

...S MOREHEAD, on "Ceiling ...d," today (WABC-CBS, 7:15 ...

...JGENE C. AUCHTER, head ...ultural research in the U. S. ...rtment of Agriculture, on the ...o... Gardens" program, today ...ue Network, 12:45 p.m.).

...IAN PAPANEK, wife of the ...te Plenipotentiary of Czecho...k... MRS. ANDRE WOLFF, wife ...ommissioner from the Duchy ...nbourg; MARGARET MIL...cial events officer; GERDA ...EN, of the Danish Informa...ce; FRANCOISE DONY, of ...uf... LT. A. G. FOSTER, of the ...avy; LT. JAN KAZMIERC... the Polish Tank Corps, and ...GRONNENGSETER, of the ...orwegian Merchant Marine, ...r... or False," today (WJZ-Blue ...o... 8:30 p.m.).

...U... MUNI and the GOLDEN ...E... JARTET, of "The Negro and ...W..." today (WJZ-Blue Net...5 p.m.).

...F... STAPLETON, budget ad... Gimbel Brothers, on "Meet ...Ne...ighbor," tomorrow (WJZ-Blue ...o... 12 noon).

...R... ON DOWNEY, at "Duffy's," ...r... (WJZ-Blue Network, 8:30 ...

...P... EDDIE RICKENBACKER ...C... HANS CHRISTIAN ADAM... the "New Horizons" pro...dnesday (WABC-CBS, 9:15 ...

...chelberger Talk Set

...M. Eichelberger, director of ...mission to Study the Organ...n ...of Peace, discusses "The ...r Security" on CBS, Tues...Ma...ch 23, from 10:30-10:45 p.m. ...will originate in New York.

Freed Sees FM Replacing AM Following Conclusion Of War

Frequency Modulation (FM) will supplant Amplitude Modulation (AM) called standard broadcasting, within a year after peace is declared, it was declared by Arthur Freed, vice-president and general manager of the Freed-Eisemann organization, following a seventeen city radio dealer survey just completed. In the seventeen cities surveyed, fifty-three broadcasting stations are using FM transmitters at the present time, it was stated by Freed.

The great majority of the dealers surveyed stated that the consumer demand for Frequency Modulation's staticless reception and its superior tone quality and range will force broadcasting corporations to replace their inadequate amplitude modulated radio stations, following the war, with FM transmitters. These will overcome every hurdle which, in the past, has stood in the way of true musical reproduction in the home. These dealers further pointed out, noted Freed, that FM is proving itself daily and the demand for the radios-that-can't-be-bought-for-the-duration is for Frequency Modulation receiving sets.

"Frequency Modulation development has not stopped because of the war," Freed stressed. "It is, as a matter of fact," he stated, "making vital communication contributions to the prosecution of the war. Our organization, as well as all the important licensees of Major E. H. Armstrong's invention (wide-swing FM), are utilizing their civilian production experience in producing equipment for the armed forces. Military restrictions, however, require that the public wait until the successful conclusion of the war before FM's tremendous contribution to victory can be told."

"But the public can be certain," Freed concluded, "that what FM licensees are learning, doing their war work will make peace-time FM radios unusual musical instruments for home entertainment. The desire for these post-war FM radios and radio-phonographs is being stimulated by FM sets now in the home—and this demand will play a vital part in the post-war economy of the nation."

WEAF Plans To Operate CDVO "Victory Garden"

Basic plans for a plot of model Victory Gardens in the heart of Manhattan, from which broadcasts will be made weekly, have been announced by Sherman D. Gregory, manager of WEAF, and Mrs. Vernon Lamson, chairman of the Greater New York Civilian Defense Volunteer Office Victory Garden Department. The gardens will be located on the northwest portion of the Charles M. Schwab estate, Riverside Drive at 74th St.

The gardens will be officially opened on Saturday afternoon, March 20, with a broadcast over WEAF at 1 p.m., EWT. Thereafter there will be weekly broadcasts from "between the bean rows" on the progress being made, together with discussions on problems encountered in the treatment of soil and the detection and eradication of pests, to aid the thousands of other amateur gardeners who will be working under the direction of the CDVO Victory Garden group in the campaign to grow necessary foodstuffs for the coming year. The broadcasts will carry official, practical information for CDVO Victory Gardeners.

In addition to the weekly broadcasts from the Schwab estate, where "sprout by sprout" reports will be given, Merton Emmert, WEAF's farm authority, will comment on his "Modern Farmer" program, heard daily over WEAF at 6:30 a.m., EWT, on the progress being made by the amateur gardeners who will be in direct charge of the gardening of the model plots. WEAF is installing lines to the Schwab estate to carry the weekly broadcasts.

The CDVO will select several families to act as the gardeners, and they will be under the supervision of Emmert and other garden experts. The families will be selected for their aptitude and experience in small garden culture.

Plans are being made to schedule important guest speakers on many of the Saturday afternoon programs as well as having outstanding Victory Gardeners from Greater New York appear during the broadcasts to tell of their own success with a Victory Garden.

Hollywood Writers Set Two More OWI Programs

West Coast Bureau, RADIO DAILY

Hollywood — Gaining momentum, the Hollywood Writers' Mobilization Office of War Information, airshow "The Free World Theater," has lined up its programs for the next two weeks. With the star yet to be chosen, next Sunday will have "Whitehouse Kitchen," from an original idea by Kansas editor, William Allan White. Bernard Schoenfeld of the Radio Writers' Guild is doing the script.

Major project now is the program for March 28. It will be the first musical program for the series. Titled "Music of Freedom," th show will feature songs of the United Nations. Henry Meyers. Jay Gorney and Edward Eliscu are writing original fighting songs for the show, including "Damn the Torpedoes" and "Said General MacArthur to Mr. Stalin." Ira Gershwin and Jerome Kern are musical advisers for the show, with Don Quinn, of the Radio Writers' Guild scripting. The show will feature at least three top-name Hollywood singers, yet to be announced.

Airing over the Blue Network, Sunday 3:05-3:30 EWT, and locally over KECA, 4:30-5:00, "Free World Theater" is a 26 week series.

AGENCIES

SALES PROMOTION CLINIC of the Advertising and Selling Course of the Advertising Club of New York will hold its last session today. The clinic will be in charge of Arthur W. Sullivan, sales promotion manager, Westinghouse Electric Supply Company, speaking on the subject—"Keeping Electric Appliances Sold in War Time." The final lecture of the course will be given by Sidney Edlund, Sidney Edlund & Company on Monday, March 22, "How to Get a Job in Advertising and Selling."

HELEN WHITMORE, formerly head of continuity for WLAC, Nashville, Tenn., has joined the copy staff of Franklin Bruck Advertising Corp.

FRED FREAR & CO., of Brooklyn, through Mencken Advertising, Inc., has started its annual radio and newspaper campaign for Chick Chick and Presto, Easter Egg coloring.

SEBERHAGEN, INC., has been named to handle the advertising of Mail Order Wall Paper Co., Batavia, N. Y.

EMIL BRISACHER, president of Brisacher, Davis & Van Norden, will be the principal speaker at a luncheon to be held today by the New York Chapter of the American Marketing Association at the Hotel Sheraton.

FRANK P. BALDWIN has joined the copy department of Federal Advertising Agency. He formerly was associated with Sheldon, O'Day & Canaday.

KTHS Seeks Full Time; Other Activity By FCC

(*Continued from Page 1*)

mitter to the vicinity of Wrightville, if the FCC agrees.

KTHS now operates with five kilowatts night, 10 day, sharing with KRLD, Dallas, Tex., and is an affiliate of the Blue Network.

The Southern California Broadcasting Co., of Pasadena, has applied for transfer of from Marshall S. Neal and Marshall S. Neal as trustee of all other stockholders of record, to L. W. Peters. All common is involved. The company is licensee for KWKW, Pasadena.

AT LIBERTY

Top-ranking author-director. Twenty years' proven successful experience vaudeville, legitimate, motion picture and radio fields. Strikingly-original plot creator; writer of smash dialogue; director who knows popular audience requirements. Will travel anywhere. Age thirty-nine; draft deferred. Excellent references. Write

RADIO DAILY, Box 126,
1501 Broadway New York City

NEW BUSINESS

WAPI, Birmingham: Griffin Manufacturing Co., Inc. (Griffin Shoe Polish) thru Bermingham, Castleman and Pierce, New York, renewal of contract for "Griffin Time to Shine" Monday thru Saturday for 52 weeks; Church & Dwight Company, Inc., (Arm & Hammer and Cow Brand Washing & Baking Soda) thru Brooks, Smith, French & Dorrance, Inc., New York, renewal six anns. weekly for 52 weeks; William H. Wise & Co., Inc. (Modern Home Physician) thru Huber Hoge & Sons, New York, contract for "Numbers Please" Monday thru Saturday for one week; Colgate-Palmolive-Peet, Inc. (Supersuds) thru William Esty, New York, 30 anns. weekly for 26 weeks; American Chicle Co. (Adams Clove and Dentyne Gum) thru Badger & Browning & Hersey, Inc., New York, 35 anns. weekly for 13 weeks; B. C. Remedy Company (B. C. Headache Powders) thru Harvey-Massengale Co., Durham, N. C., renewal of contract for five-minute news Monday thru Saturday and 15 ET daytime anns. weekly for 52 weeks; Swift & Company (Allsweet Margarine) thru J. Walter Thompson Co., Chicago, participation in WAPI Model Electric Kitchen for 26 weeks; Carter Products, Inc. (Carter Little Liver Pills) thru Ted Bates, New York, seven anns. weekly for 52 weeks; Pan-American Coffee Bureau (coffee) thru J. M. Mathes, Inc., New York, renewal contract for participation WAPI Model Electric Kitchen for 13 weeks; Noxzema Chemical Co., (Noxzema Skin Cream) thru Ruthrauff & Ryan, Inc., New York, renewal of contract for "Quiz of Two Cities" half-hour evening, Thursday for 13 weeks.

WIND, Chicago: Curtis Publishing Co., (Saturday "Evening Post") 23 anns. a week for 52 weeks, through MacFarland, Aveyard & Co., Chicago; Fox Head Waukesha Corp., Waukesha, Wis., six anns. a week til forbid, through Hoffman & York, Milwaukee; Henry C. Lytton & Sons (The Hub Store), Gary, direct, 56 anns.; Vitamin Club, Chicago, three 15-minute programs, through United Adv. Agency, Chicago.

KPO-Red Cross Program In 14 Coast NBC Outlets

San Francisco—Linking their promotional efforts, the Red Cross Pacific headquarters and KPO originated a closed circuit broadcast carried by all fourteen NBC Pacific Coast and Mountain stations, as ballyhoo for the Nurse Recruitment campaign. Chapter chairman and committee heads from all the Red Cross chapters in the Pacific area traveled to their nearest NBC stations to hear messages from A. L. Schafer, west coast manager of Red Cross; Gladyce Badger, director of Nursing Service for the area, and John W. Elwood, KPO manager and chairman of the local NBC-Red Cross drive.

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 March 4-10, 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 the song's ACI figure for the week, the more it has been heard by radio audiences. 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)
I've Heard That Song Before (Mayfair)	1868	1213
That Old Black Magic (Famous)	1561	1156
You'd Be So Nice To Come Home To (Chappell)	1353	1376
Taking A Chance On Love (Feist)	1238	710
As Time Goes By (Harms)	911	706
There Are Such Things (Yankee)	813	1154
Why Don't You Fall In Love With Me (Harms)	793	661
For Me And My Gal (Mills)	787	460
It Can't Be Wrong (Harms)	755	268
Brazil (Southern)	731	1387
Moonlight Becomes You (Famous)	705	798
I Just Kissed Your Picture Goodnight (Crawford)	667	373
Weep No More My Lady (Dorsey)	652	855
I Had The Craziest Dream (Bregman-Vocco-Conn)	574	894
Touch Of Texas (Southern)	539	633
What's The Good Word, Mr. Bluebird? (Berlin)	525	428
Don't Get Around Much Anymore (Robbins)	521	709
Moonlight Mood (Robbins)	504	989
There's A Harbor Of Dream Boats (Shapiro-Bernstein)	454	314
Why Don't You Do Right (Mayfair)	450	361
Please Think Of Me (Witmark)	443	614
Rosie The Riveter (Paramount)	424	254
Ev'rything I've Got (Chappell)	423	269*
Canteen Bounce (E. B. Marks)	365	507
Let's Get Lost (Paramount)	365	157
Dearly Beloved (Chappell)	346	374
Don't Cry (National)	346	139*
I Don't Believe In Rumors (Broadcast Music)	296	284
My Dream Of Tomorrow (Santly-Joy)	292	374
We Mustn't Say Goodbye (Morris)	286	...
It Started All Over Again (Embassy)	278	199
Three Dreams (Remick)	276	175
When The Shepherd Leads The Sheep Back Home (Bregman-Vocco-Conn)	260	465
Can't Get The Stuff In Your Cuff (Dorsey)	249	137*
I Lost My Sugar In Salt Lake City (Mills)	213	276
My Heart And I Decided (Warock)	203	...
Savin' Myself For Bill (Chappell)	203	448
There's A Ray Of Sunshine (Lincoln)	201	415
When The Lights Go On Again (Campbell-Loft-Porgie)	196	169
Take It From There (Miller)	192	471
I'm Getting Tired So I Can Sleep (Army)	191	487
Out Of This World (Remick)	179	183*
Hey, Good-Lookin' (Chappell)	162	441
Slender, Tender And Tall (Leeds)	153	205
9-20 Special (Regent)	130	120*
Four Buddies (Broadway)	115	142
Giddap Mule (Advanced)	110	249*
Are Yuh Spoken Fer? (Bregman-Vocco-Conn)	101	149*
I'd Do It Again (Santly-Joy-Select)	92	162
This Day (Jewel)	90	170*

(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.*

To the Colors

RONALD SEDGWICK, son of Sedgwick, founder and chairm the board of the Canadian A tion of Broadcasters, is sched graduate in a few days as a f pilot at the R.C.A.F. Training at Dunnville, Ont. The son is vi following in the footsteps of his who served as a sergeant in the dian Army during the First War until he was severely wo Harry Sedgwick has been ma director of CFRB, Toronto, for and is devoting considerable ti duties in Toronto and New Yor member of the Wartime Infor Board of the Canadian Governm

—VVV—

LT. ALLEN N. BROWN, fo years guitarist-accompanist fo Mills Brothers, Negro quartet, h graduated from the Eastern Corps Officer Candidate School Monmouth, N. J.

—VVV—

HYLA KICZALES, formerly ager of WOV reports to the W school at Oglethorpe, Georg March 23.

NBC Dedicates Progra To School Org. Conve

(Continued from Page 1)

dress them on "Radio as a Music cator" during the NBC Inter-A can University of the Air's "Mu the New World" Thursday, Mar at 11:30 p.m., EWT. John E. superintendent of schools for York City, will introduce Stok

Prentiss M. Brown, head o Office of Price Administration speak Friday, March 19, at 10:30 EWT, on "Price Control an Schools." Brown will be introd by Dr. Homer W. L. Anderson, dent of the American Associati School Administrators.

Gen. Dalton To Talk

Brig. Gen. Joe M. Dalton, assi chief of staff, United States A will discuss "How the High S Can Serve the Army," during Army Hour" Sunday, March 2 3:30 p.m.

Orson Wells will produce and na "A Woman's World" during the I American University of the "Lands of the Free" program Sun March 21, at 4:30 p.m. On the day at 11:30 p.m., NBC's "Unlim Horizons" will present Vierling sey, school superintendent of Angeles, who will discuss the Sc Laboratory in the War."

The "Third National Teachers M ing by Air" is another in the se of programs planned for the sch administrators. Speakers on the p gram will be Dr. George D. Stra professor of education, Teachers lege, Columbia University; A Flora, National Education Associa president; Hilda Maehling, secret N. E. A. department of classro teachers, and A. A. Stoddard, Ed tional Policies Commission chair This meeting will be broadcast NBC Tuesday, March 23, from 6:0 6:30 p.m. (WEAF will broadcast program by transcription from 1 to 12:00 midnight on that day.)

...le Opens Drive ...ainst Salary Limit

(Continued from Page 1)

...vill have none of the OES ...tablization order. Senators ...". George of Georgia, who ...e powerful Senate Finance ...e, Harry Flood Byrd of Vir... Bennett Champ Clark of ... all Democrats, have already ...plain that they intend to the ... complete nullification of the ...iling. The Disney Amend... ...ows salary raises to $25,000 ...et, and puts a ceiling on ...laries. The ceiling set is the ... individual was earning at ... of Pearl Harbor.

...lary "Floor" Provided

...yrd and Clark are members ...inance Committee through ...islation to amend the price ...ct for the same purpose ...ubtless pass. They, George ...or two other Democrats are ... be deeply resentful of the ...s "unsurpation of legislative ...d in combination with the ...mbers will probably be able ...a committee vote to cut off ...Disney compromise in favor ...lete and clean disavowal of ... limitation.

...approving the Disney pro... House voted down sugges... the proposal be stricken ...Debt limit bill, to which it ...ed, that salaries wages and ...rozen at a level set between ...d Sept. 15 of last year (by ...n Bertrand W. Gearhart of ... that a "floor" be set on ... Congressional action to ... executive from setting ceil... Democrat Howard V. Smith ...a.)

...tor To Nat. Union ...ngineering Director

...rant Hector has joined the ...Union Radio Corporation of ...N. J., and Lansdale, Pa., ... electronic tube manufac... director of engineering, it ... announced by S. W. Mul... ...esident of the corporation. ...or has gained wide recogni... ...gh his writings, which in... ...rs, articles and books deal... ... magnetic, dielectric and ... measurements by electronic ... Text books by Dr. Hector ...Modern Radio Receiving ...troductory Physics (1933) ...onic Physics, now on the

... WEAF Renewal; ...Baking Takes Anns.

...ova Watch Co. has renewed ... year its daily time signals ... These time signals are ... times nightly for Bulova ...iow Co., Inc., is the agency. ... Baking Co., for Bond ... bought 12 one-minute an... ...nts on WEAF through ... Batten, Barton, Durstine ...s the agency.

NETWORK SONG FAVORITES

(Continued from Page 6)

FAVORITE STANDARDS OF THE WEEK

SONG TITLE — PUBLISHER OR COPYRIGHT OWNER	ACI
Hallelujah (Harms)	505
Begin The Beguine (Harms)	373
Embraceable You (Harms)	298
Star Dust (Mills)	293
Blue Skies (Berlin)	286
Night And Day (Harms)	214
Who (T. B. Harms)	177
I Know That You Know (Harms)	176
Make Believe (T. B. Harms)	169
Margie (Tied with) (Mills); Say It With Music (Berlin)	162
PATRIOTIC	
Army Air Corps (Fischer)	428
Marines' Hymn U. S. Marine Corps)	389
Anchors Aweigh (Robbins)	196

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

San Francisco Experiment Tests Radio Education

San Francisco public schools have just completed a six months experiment in radio education, the first of its kind in the United States, and public school executives and teachers are most enthusiastic about the results.

Last fall the Board of Education purchased and installed eighty General Electric frequency modulation radio receivers in local schools. FM radios are static free, enploy full tone range, and prevent interference from other stations. The San Francisco public schools operate their own frequency modulation transmitter at the Samuel Gompers Trade School and for the past six months have utilized the General Electric sets to receive specially chosen educational and musical programs for children. Emerson School received the first of the FM sets to be delivered. According to Miss Pauline Ryder, principal, the program most popular with pupils is the "Schoolcast," a special arrangement of current events broadcast three times a week by Dwight Newton.

"The children follow these Schoolcasts with intense interest," Miss Ryder said. "They spend considerable time in previous classroom preparation and review.

"Based on up-to-the-minute news, Mr. Newton asks five questions which he thoroughly discusses and answers. The pupils participate in the program by writing the questions on the blackboard for further discussion and following geographically with a large map."

Palmer Joins Blue Sales

Charles C. Palmer, formerly with the New York "Times" and more recently with the New York "Herald-Tribune," has been appointed to the sales staff of the Blue Network, according to an announcement which was issued by D. R. Buckham, Eastern manager. Palmer was previously media director of Lavin Co., Boston advertising agency, and for many years was associated with national magazines.

Philco's War Production Lauded By Gen. Somervell

Congratulations on its contribution to the war production program from Lt. General Brehon Somervell, Commanding General, Services of Supply, have been received by Philco Corporation, it has been announced. General Somervell wired Philco Corporation as follows:

"The suitability and performance of equipment produced by American industry which I have just seen on a 34,000 mile inspection trip through the Caribbean, South America, North and Central America, Africa, Palestine, Iran, India and Burma, is a tribute to the genius of American engineers and to the skill of the workmen who made it. Its adequacy everywhere was a source of great satisfaction to me. You and everyone in your organization should be proud of your contribution and the important part you are playing in helping us to victory."

In acknowledging the telegram, James T. Buckley, president of Philco Corporation, replied as follows:

"On behalf of everyone connected with Philco Corporation, I should like to acknowledge and thank you for your telegram of March 3. We are grateful that we have been able to do our part in supplying the nation's armed forces with the essential war equipment they need.

"Your message which we are displaying for all Philco people to see, will be a constant challenge to us to continue to do all that we can on the production front in the manufacture of electronic and radio communications equipment for planes, ships and tanks, shells, fuses, and storage batteries until the war is won and peace is made secure."

Grange Editor On WEAF

Charles Gardner, editor of the "National Grange Monthly," will be the guest of Merton Emmert of the WEAF "Modern Farmer" program today. The subject will be "The National Grange in Overalls and Uniforms."

Blue's Spot Business Up 35% In Past Year

(Continued from Page 1)

100 per cent. Specifically the stations gained 109 per cent and 103 per cent respectively. WJZ, New York, showed a gain of 25.8 per cent.

Returns thus far for March indicate the trend is still upward, with KGO, San Francisco, in line for an unusual gross. Totals for the first 12 days of March on that outlet are already ahead of the total for the entire month last year.

Real test of the department's gains, however, will come a little later in the summer months. Blue's department was fairly young in its drive last spring, and didn't hit its terrific selling stride until the hot weather periods. So that any gains this year over those of June, July and August will be an even greater achievement than bettering the January, February and March totals. On the basis of feelers out this early, network does not expect any significant slump in the summer months when business usually drops off.

Capital Papers, Outlets Confer On News Setup

(Continued from Page 1)

Scheir, Washington "Post"; John Stepp, Sunday "Star," and Dwight Martin, "Times-Herald"; for Radio, Neal Hathaway, and Leif Eid, WRC; Bill Neel, WMAL; Lee Chadwick and Mary Frances Searbock, WJSV; Charles Zorhurst, WOL, who as a courtesy to Ben Larsen also represented WWDC for the occasion, and Martha Kearney, WINX.

Doris Corwith To Reading

Doris Corwith, NBC lecturer, will address the Reading (Pa.) Kiwanis, Lion and Soroptomist Clubs, and the students at Albright College on March 17 and 18. She will appear through the courtesy of WEEU, an affiliate of the NBC web.

Disk Lounge Debut On MBS

Opening of new record lounge of WAVES and SPARS at U. S. Naval Training School, formerly Hunter College, New York, will be broadcast by WOR-Mutual at 3 p.m. Saturday, March 20, with Jimmy Dorsey and his orchestra as featured attraction. Girls have no liberty and rely on radio and records for their recreation.

Dept. Store Schedules WGL

Fort Wayne, Ind. — The Grand Leader Department Store of this city, has bought a series of programs on WGL titled the "Grand Leader Magazine of the Air." Broadcasts, which are heard from 4:30-4:45 p.m. Monday thru Friday, feature Rosemary, well known woman commentator, as the store reporter.

☆ ☆ Coast-to-Coast ☆ ☆

LARRY EDWARDSON, commercial manager of WNBC, Hartford, just received word from London, England, that his pictures depicting circus life is one of the ten American photographs to be published in "Photograms of the Year" which is an annual review of the world's pictorial photographic work.

* * *

An "All-Nations Mass Meeting" of more than 100 Greater New York churches, representing 40 nationalities and language groups will be climaxed by a broadcast on WBNX, N. Y., at 9:00 p.m., Thursday, March 25 from the Salem Methodist Church.

* * *

WELI, New Haven, has cleared the 7:15-7:30 p.m. period, every Tuesday, effective March 16, for the rebroadcast of weekly talks by Chester Bowles, State OPA Director. The program, which originates at WTIC, Hartford, on Monday nights at 7:30, will be recorded off the line at that time for rebroadcast the following night.

* * *

Russ Johnston's 20th year in radio was celebrated by members of the KNX, Hollywood staff, at a luncheon. Johnston, thirty-five, is program sales director for the CBS Pacific Network. He started his radio career in Oklahoma City by winding wire coils for crystal sets. He is one of the few production men in the industry who has specialized in all fields of radio including that of a licensed engineer.

* * *

Manager George Cranston, of WBAP-KGKO, Fort Worth, announced that George McCullough, recently honorably discharged from the Tarrant Field Air Base, had been added to the musical staff. Prior to entering the service McCullough had been the director of his own dance band.

* * *

The Youth Concert from the Academy of Music will be broadcast over the WIP, Philadelphia, FM subsidiary W49PH, tonight at 8:30 p.m., EWT. Eugene Ormandy, conductor of the Philadelphia Symphony Orchestra will direct the concert.

* * *

A minor shakeup took place in the technical department of WIP, Philadelphia, which will become effective March 15. At that time James Tisdale will become acting assistant technical supervisor replacing Martin Oebbecke. Tisdale, prior to his promotion, was control engineer....High Chambers, newscaster resigns his position to become affiliated with a St. Louis station. His resignation is effective as of March 13.

* * *

Starting today, General Mills takes over the sponsorship of the "Breakfast Edition of News" with William C. Lang over WNAX, Sioux City-Yankton, for Wheaties. The sponsorship calls for a six-day strip, Monday through Saturday at 7:15 a.m., CWT. Knox Reeves is handling the account.

* * *

Bill Arms, for the past three years a member of the WBAP-KGKO, Fort Worth, announcing staff has resigned to enter the Southwestern Bible Institute to study for the ministry.

* * *

Darragh Aldrich, women's commentator for WCCO, Minneapolis, returns to her program today after a three and a half-week illness....Lawrence Haeg, farm service director has been invited to speak before the "Fourteenth Institute for Education by Radio" at Columbus, Ohio, during the latter part of April. Haeg's talk will be part of an over-all discussion on "Are the People in the Right Frame of Mind to Win the Battle of Food?" His talk will deal with "How Farm Broadcasts Can Help Put 'em in the Right Frame of Mind."

* * *

When the circus comes to Kirkland Lake, Ontario, CJKL listeners will have a front row seat every Saturday morning. At that time Phil Stewart brings his listeners actual true stories of circus life as he knew it when he was connected with Ringling Brothers and Barnum and Bailey Combined Circuses, on "Life With the Circus."

* * *

The Neoderm Health Institute, New York, has purchased 12 spot announcements weekly over WLIB, N. Y., for a period of 4 weeks through Moss Associates....Cliff Evans, news commentator, on the sick list due to a kidney ailment.... Norman Forrest, formerly an announcer at WMEX, Boston, has joined the announcing staff.

* * *

For the fourth successive year Carl Dozer, of the WCAE, Pittsburgh sales department entertained the advertising class conducted by the Pittsburgh Sun-Telegraph, in the station's studios. Ben Muros, continuity chief, Don Dixon, production chief, and marion Annenberg publicist, discussed the work of their departments.

* * *

WLW, Cincinnati, entertained Information Specialists of government agencies and agricultural colleges of the Middle-West at a luncheon at the Netherland Plaza Hotel, Saturday. The guests had the opportunity to hear the broadcast of the station's "Everybody's Farm Hour" for that day, which featured another program in the series "Your War Reports" with a talk by Marshall Volger, chairman of the Indiana-U. S. Department of Agriculture War Board.

* * *

Don S. Elias executive director of WWNC, Ashville, announced the resignation of John E. Thayer, commercial manager. Thayer has made no statement regarding his future plans, although he has had several offers.

* * *

Francis P. Malone, news editor and commentator for WIOD, Miami, Fla., was the victim of an automobile accident which broke his shoulder. Station listeners will hear Marvin Burick, staff announcer, during Malone's absence.

* * *

Fred Barr, night manager of WWRL, Woodside, N. Y., is now program director in charge of daytime programs. Dud Connolly is still program director in charge of night programs....As part of its sports program "Bowling Time" has been added to the schedule and is aired each Thursday at 10:15 p.m. Program features Pat McDonough and Joe Alvarez of the N. Y. "World-Telegram."

* * *

Jackie Woods, WHEB, Portsmouth, N. H., vocalist has been commissioned honorary 2nd Lieutenant in the 22nd Coast Artillery. She was honored for playing the femme lead in an all-soldier production "Keep Mum Cum" that toured New England for three months.

* * *

Sometimes being an announcer has its own rewards as Harry Butler of WHO, Dayton, will attest. He recently appeared at a Red Cross campaign broadcast with cinema-eyeful Larraine Day and Alan Ladd the newest screen "hard-guy." Butler interviewed them both for station listeners.

* * *

Cocs Vratis, sales manager of KGVO, Missoula, Montana, is a member of the "Better Government Council, a newly formed civic group....James Alden Barber, assistant manager, has been appointed to the Community Music Council, to formulate plans for observance of National Music Week....The Fox Wilma Theater is utilizing a full radio campaign to promote the Intermountain premiere of the picture, "Hitler's Children."

* * *

Charms Candy Company has recently contracted for 30 one-minute transcriptions weekly over WDRC, Hartford, for a thirteen-week period. Tastyeast will be plugged on the ET's which took to the air March 11.

* * *

The Army and Navy "E" qward to the Universal Camera Corporation, which took place at the Waldorf-Astoria last Saturday was broadcast over WINS at 7:30 p.m. Col. Gordon B. Welch, chief of the instrument division of Frankford Arsenal, Philadelphia, Pa., and Commander E. B. Oliver, equippage officer, bureau of shippage and naval observation, Washington, D. C., in addition to officials of the company, participated in the program. Sponsor manufactures binoculars for the armed forces.

A radio tribute to the C Woburn will be aired over WBZA, Boston, Saturday, Ma at 3:35. The program is the a new series dedicated to those chusetts cities and towns wh fully regimented for war.

* * *

Herbert W. McKeague, forme sistant purchasing agent in the W house Radio Division at Baltimo been appointed purchasing agent transformer division of the Co Sharon Works. He originally ca Westinghouse in 1940 as buyer sistant purchasing agent in the Division.

* * *

In the course of one week, WCLE, Cleveland, lost six emp Three of them to the armed se Two of them shifted into war tries and one moved to anothe work.

* * *

New program manager of KLX land, is Don Victor, recently of Chico, California....Also new Oakland station is Ruth Franklin, w editor. Her job is to tie in featu women appearing in the Oakland T owner of the station....KLX is a weekly series of defense trainin grams, in cooperation with the O schools department.

* * *

Three new programs have added to the daily schedule of Oakland. They are "Univers California War Training," descr of war training classes availab the public; "Weakley Speaking current events commentary by Weakley, program chief; and gressional Record," a daily sum of news from Congress.

* * *

The Blackhawk Valley Boys, West and Herb Hayworth, WOWO Wayne, entertainers, ran into a tough luck recently when they foun over to Dayton for a personal ap ance. When they started to driv they found every filling station i closed, no bus or train connection they had to stay in Dayton over They got back to Fort Wayne in be late for their own early morni gram.

Russian Ballet And "D Take Spots On WE

Two new contracts have bee ported by WEAF. The Dif Cor tion, through Grey Adver Agency, will participate in the Margaret McBride program (M through-Friday: 1:00-1:45 p.m., beginning April 5. The firm's H hold Cleaner and Hand Cleaner be advertised.

Effective Wednesday, March 31 Hurok Season of Russian Ballet take 5-minute spots with WE news reader, Lyle Van, from 12 night to 12:05 a.m. Pioneer Adv ing Corp., placed the account.

1943 BIRTHDAYS

March 15

James Allan — Macdonald Carey
Joe Higgins — Lucille Hunter
Julia Knox — Bob Mayer
Everett Mitchell — Patrick O'Malley
Charles Pease

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 22, NO. 50 | NEW YORK, N. Y., TUESDAY, MARCH 16, 1943 | TEN CENTS

Chain Rule Decision Delay

ee Radio Mfrs. port On '42 Income

week-end financial statements, the major radio manufacturing ations reported decreased net in 1942, over 1941. A third, the Radio Corp., making no com- is with the past, reported that olidated operating profit for t nine months, ending January 2, amounted to $4,048,495 after ation, Excise taxes and re- had been deducted, but before on for Federal Income and

(Continued on Page 6)

Council Of L. A. gainst Broadcast Tax

West Coast Bureau, RADIO DAILY

Angeles—Imposition of a city fee on radio broadcasting sta- might develop into a racket," y Council's ways and means ittee reported—in recommend- ainst such a license. Discus- the problem brought out the nt that the Council could not ently require radio stations to

(Continued on Page 2)

nbacker Memento oes To Dick Richard

(Dick) Richard, president of Detroit, CBS outlet there, and official of WGAR, Cleveland MPC, Beverly Hills, pledged in war bonds to win the o carried by Eddie Ricken- on his historic Pacific mission, eeks of which were spent on er raft in open sea. The me-

(Continued on Page 2)

CBC Auditions

monton, Alberta — Dr. J. S. ison of Ottawa, general man- of the Canadian Broadcasting , said in an interview here it is planned to organize audi- boards to visit western centers e hope of securing the best t available for radio programs. homson stopped off here while ute to Vancouver and other ic coast points.

Long Lines

Pvt. Zeke Manners, erstwhile head of the WNEW, hillbillie gang was picked to do some long distance telephoning from the NBC studios in Hollywood last night on the "John Presents" program. Zeke carried on a transcontinental conversation with the boys back home who are carrying on his local program until he returns from the war. Pvt. Manners is from the coast originally.

Musician Convention Scheduled For June 14

Unless the ODT or other governmental agency rules otherwise, the American Federation of Musicians will hold its annual convention in Columbus, Ohio, June 14, at the Deshler-Wallick Hotel. Originally, the conclave was to have been in Jacksonville, Fla., but the increased war activity in that district and the lack of transportation facilities on account

(Continued on Page 7)

AFRA Renews Contract With 3 St. Louis Stations

Contracts covering actors, singers and announcers were renewed this week by the St. Louis local of AFRA with KMOX, KXOK and KWK. Deal was handled by Nellie Booth, local executive secretary, and was ratified by the National Board of Directors of AFRA over the week-end.

Adjournment Of High Court To Apr. 5 Defers Settlement Of Webs' Appeal Against Ruling Upholding FCC

Washington Bureau, RADIO DAILY

Washington—The Supreme Court adjourned yesterday until April 5, thereby delaying at least until that date any decision on the chain broadcasting rules appeal brought by NBC and CBS against the New York decision upholding the FCC. In one of its last actions before adjourning the Court ordered that execution of the disputed rules be delayed until 10 days after the Court has rendered its decision and notified the New York court of that decision. Suspension of

(Continued on Page 7)

Administration Critics Hit Davis' Programs

Washington Bureau, RADIO DAILY

Washington—Sudden outbreak of Congressional criticism of the series of broadcasts of OWI Director Elmer Davis, first of which was heard Friday night, falls neatly into the general anti-administration trend of the present Congress.

Rep. John Taber, New York Republican, and several other Congressmen yesterday backed up the comments

(Continued on Page 6)

3 CBS Clients Renew; Two Taking Full Network

Three CBS advertisers yesterday announced renewals of their CBS programs. Parker Pen Company for its "Eric Sevareid and the News," Epersharp Inc. for its "Take It or Leave It," and Schutter Candy in behalf of

(Continued on Page 2)

Helbros Will Use Radio In War Bond-Adv. Drive

Helbros Watch Co., New York City, announces the launching of a campaign of radio magazine, newspaper and trade paper advertising directly

(Continued on Page 2)

AFM Recording Ban Supported In Britain

In what appears to be the blocking-off of a source of bootleg recordings if anyone had contemplated the market, is the offer of support sent to the AFM by the Musicians' Union in England. In a recent letter sent to James C. Petrillo, president of the AFM, F. Dambman, general secretary of the British organization, reported

(Continued on Page 6)

"Time" Spanish Lessons Bought By Several Outlets

Series of Spanish lessons which Time, Inc., has been conducting on WQXR as an experiment, is now being sold to stations via transcriptions throughout the country with five others

(Continued on Page 2)

"Controversial Issues" Time Still Being Discussed, Says Fly

Washington Bureau, RADIO DAILY

Washington—The FCC has not given complete study to the problem of expansion of "equal time" rights to speakers on controversial "issues of the day," Chairman James Lawrence Fly said yesterday. One of the provisions of the bill before the Senate two weeks ago by Senators White of Maine and Wheeler of Montana, would extend the regulation provid-

(Continued on Page 6)

Toscanini's Son To NBC; On Music Division Staff

Walter Toscanini, a son of Arturo Toscanini, formerly with the RCA Manufacturing Co., Camden, N. J., has joined the music division of NBC. Toscanini was employed at the RCA Victor plant since 1938 in programming capacities for the Black Seal

(Continued on Page 2)

Psychic

Bridgeport — Ken Rapieff, WICC sportscaster is having a hard time trying to make up his mind whether he should stick to sports or take up more exotic pastime of clairvoyancy. Rapieff's indecision has been caused by his instructions to the night announcer to say before a basket ball game that Stamford upset Meriden 30 to 27. Later Stamford did win and by 30 to 27.

RADIO DAILY

Vol. 22, No. 50 Tues., March 16, 1943 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. Merserceau, 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, 937, at the postoffice at New York, N. Y., nder the act of March 3, 1879.

FINANCIAL

(*Monday, Mar.* 15)

NEW YORK STOCK EXCHANGE

	High	Low	Close		Net Chg.
Am. Tel. & Tel.	141¼	140¾	141	+	¼
Crosley Corp.	13⅝	12½	13¼	+	¾
Gen. Electric	35⅜	35⅛	35¼	—	⅛
Philco	19¼	19	19	—	½
RCA Common	8	7¾	7¾	—	¼
RCA First Pfd.	63½	63	63	—	¾
Stewart-Warner	10¼	9⅞	10	+	⅛
Westinghouse	87½	87⅜	87½	—	⅜
Zenith Radio	25	24¾	25	—	⅜

NEW YORK CURB EXCHANGE

Hazeltine Corp.	28½	28½	28½	+	½
Nat. Union Radio	2¼	2¼	2¼	—	⅛

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	7	7¼
Stromberg-Carlson	9	10
WCAO (Baltimore)	18	22
WJR (Detroit)	22	24

Toscanini's Son To NBC; On Music Division Staff

(*Continued from Page* 1)

records as well as disks for children.

He is a native of Turin and was a book publisher in Italy prior to coming to the U. S. A. In 1938, after being ousted from his Italian book publishing berth because of his firm stand against Fascism, he came to this country and applied for American citizenship. He holds doctor's degree in law and philosophy from Pavia-Urbino University.

Griffin Shoe Polish

thru Bermingham, Castleman and Pierce, added only WLIB to its 1943 schedule in New York. There MUST be a reason . . . we reach a market that *none* of our confemporaries consistently serve.

NEW YORK'S

WLIB

THE VOICE OF LIBERTY

1190 ON YOUR DIAL

3 CBS Clients Renew; Two Taking Full Network

(*Continued from Page* 1)

"Colonel Stoopnagle's Stooparoos." Both "Eric Sevareid and the News" and "Take It or Leave It" will continue to be heard over the full CBS network.

Schutter's renewal of its first radio network program, the CBS "Colonel Stoopnagles Stooparoos" becomes effective April 11. The comedy quiz show, broadcast over 38 stations of the Columbia network, is heard Sundays from 1:45-2 p.m., EWT. Roche, Williams & Cunnyngham, Inc. handles the account.

Eversharp Inc., which made its debut over CBS in 1929, renews its "Take It or Leave It" quiz program with Phil Baker March 21. For Eversharp Pens and Pencils the show is heard Sunday evenings from 10:00 to 10:30 EWT. The agency handling the account is Biow Company.

Through J. Walter Thompson Co. the Parker Pen Company renews "Eric Sevareid and the News" March 27. Broadcast over the full CBS network for Quink, the show is heard Saturdays and Sundays from 8:55-9 p.m., EWT.

"Time" Spanish Lessons Bought By Several Stations

(*Continued from Page* 1)

already lined up for the program. They are KMOX, St. Louis, where the series is being sponsored by the Chamber of Commerce; WNBZ, Saranac Lake, New York, where a civic organization is sponsoring the project; KARM, Fresno, Calif., and KTSA and KMAC, San Antonio, Texas. Both San Antonio stations have divided the schedule between them, so that KTSA will carry the lessons Monday, Wednesday and Friday, and KMAC will air them Tuesday, Thursday and Saturday.

In the 31 weeks that the lessons have been tried out on WQXR, Time, Inc. has received approximately 12,000 application inquiries for the study charts. Entire project is based on a 39-week run, three times a week. Publishers have not yet decided whether they will repeat the series at the end of the WQXR run, or prepare an advanced course. General Sound Studios Inc. is producing the transcriptions.

Rickenbacker Memento Goes To Dick Richard

(*Continued from Page* 1)

mento was Rickenbacker's water-soaked airline pass, which the ace flyer had turned over to the Detroit bond auction after autographing it with these nine words: "I carried this card during my entire Pacific Mission."

Richard's bid was made over the telephone from Palm Springs, California, when he heard the pass card was on the War Bond auction block. His initial bid topped all others. The total of unsuccessful bids was $342,750 in war-bond pledges. Richard's friendship for Rickenbacker dates back to the days when the famous ace was an automobile racing driver.

Helbros Will Use Radio In War Bond-Adv. Drive

(*Continued from Page* 1)

tieing in with the war effort, starting early next month. The campaign, which will mobilize the sales efforts of the retail jewelers of America, will have for its patriotic objective the sale of $5,000,000 in War Savings Stamps. Copy will build around the theme slogan: "Give Your Time for Victory."

Key radio stations from coast to coast will be used to bring the story of the Helbros "Time for Victory" contest to the attention of America. For individual announcements, there will be available to jewelers, without cost, two-minute recordings dramatically explaining the campaign.

Forming the nucleus of the campaign is a novel "Time for Victory" contest based on the question: "When Will This War End?" The Helbros Watch Company will present $2,500 in U. S. War Bonds to the person who best answers that question, estimating the day, hour and minute on which the order to "Cease Fire" will be given, marking our final and complete victory over Germany. To each of the 101 persons next in line with successful answers will be awarded a Helbros watch retailing for $57.50.

Contestants will get an official entry blank and contest rules from the retail jeweler simply upon the purchase of a U. S. War Savings Stamp of any denomination. As many entries as desired may be made by a single contestant, provided each is accompanied by the purchase of a U. S. War Savings Stamp.

City Council Of L. A. Against Broadcasting Tax

(*Continued from Page* 1)

pay a license fee without also requiring newspapers to pay a similar fee.

The motion by the city will be subject for an opinion as to the city's rights to impose such a tax. The license fee proposal was made some three weeks ago by Councilman Roy Hampton, who proposed that the fee be $100 per quarter on $15,000 or less gross revenue, plus $1 for each $1,000 additional gross revenue per quarter.

CBC Man Decorated

Montreal—Word has been received that a Canadian hero of Dieppe has been awarded the Distinguished Service Order. He is Capt. George Alleyne Browne, of the Royal Canadian Artillery, a member-on-leave of the Canadian Broadcasting Corporation announcer staff. Browne was taken prisoner at Dieppe. He escaped and reached England recently.

Capt. Browne's parents, Major and Mrs. G. A. Browne, of Ottawa, have been informed that their gallant son is now a major.

Lieutenant James L. Carroll

Charleston, S. C.—Lt. James L. Carroll, Jr., of the U. S, Army Air Corps, and former announcer at WCSC, died in a plane crash at Orlando, Fla., last week. Carroll, is survived by his mother and sister. Funeral services will be held here today.

COMING and GOI

LYMAN BRYSON, director of educati CBS, has returned from a short trip to ington, D. C. LEON LEVINE, assistant tion director, is back from Canada, whe conferred on "Columbia's School of the the Americas"'

DON LERCH, head of the New York and England Radio and Market News Section Food Distribution Administration, will Boston today and tomorrow on behalf Victory Food Campaign of the Departm Agriculture, with special emphasis on He will work with the OWI and Bosto tions on this drive.

ED NORTON, chairman of the board of tors of WAPI, Columbia affiliate in Birmin is here from Alabama for a short visit on tion and network business.

TOMMY DORSEY, whose NBC program ginated in San Francisco last Wednesday, broadcast tomorrow's show from the Th and Dolan Theater in Oakland.

VI and VELMA VERNOR, the "Victory T heard on the Blue Network, leave Miami tomorrow for New York following compl of a singing engagement in the Florida cit

WILLIAM ANDERSON, of the CBS sales motion department, has returned to his after undergoing an appendectomy recen

HAROLD A. SAFFORD, general manag KOY, Phoenix, and LEE LITTLE, manag KTUC, Tucson, are back at their headqua following an extended business trip to the Coast. Both men are executives of the Ari Network.

JACK SMART, of the NBC "Snow Vill program, leaving for a three-week pre-Broa tour of the new legit show, "Dancing in Streets."

RICHARD W. DAVIS, general manage WNBC, Hartford, who spent a portion of week in New York and went home for week-end, returned yesterday to resume conferences.

PARKS JOHNSON and WARREN HULL w in Washington, D. C., yesterday to broad their "Vox Pop" program from Walter Hospital.

JIMMIE LUNCEFORD and the members his band are at an undisclosed war base Maryland to participate in tonight's Coca-C "Spotlight Bands" show which is heard over Blue Network.

Vogel Resigns WHN Post

A. Mike Vogel has resigned as director of publicity of WHN effectiv April 1. Before becoming affiliated with the station, Vogel had been with Motion Picture "Herald" for 8 years as editor of the "Round Table" section He will announce his future plans at a later date.

What about WOL?

It covers Washington 24 hours a day with 1000 watts

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

To sell people things today ... to keep them sold for **TOMORROW**

WEAF

TALKS TO 12%

OF THE NATION

50,000 WATTS
660 KILOCYCLES
NBC NETWORK
NEW YORK CITY

Los Angeles

By JAC WILLEN

EDGAR BERGEN has been officially invited by the Mexican Government for his appearances in Mexico City where he will put on shows for the Mexican soldiers and for war relief functions. Bergen will also make his regular Sunday broadcast from Mexico City.

The betting here says Bud Abbott will continue the Camel broadcasts with invited weekly guest stars until the full recovery of Lou Costello despite Bud's preference of waiting the return of Lou instead of doing a solo.

Boris Morros Music Company and Carmichael Publishing Co., became the latest Ascap members on the Coast.

Daniel S. Tuthill, vice-president of National Concert and Artists Corp., has scheduled a Brown Derby reception for celebration of the first broadcasting of the "I Love A Mystery" debut for Procter & Gamble on Monday, March 22. Guests and press will meet Carleton Morse and cast.

Harry Bruno, author of the best-selling "Wings Over America," will be interviewed by Maury Rider on the "Men of the Land, Sea and Air" broadcast from Hollywood today over the Blue Network at 3:15 p.m., PWT.

David Frederick Titus, formerly with Don Lee's station KGB at San Diego, has been appointed to the production department at the network's key station KHJ in Hollywood, Dave Young, KHJ production manager has announced. Titus will be producer-writer of the new Betty Rhodes' program, "The Fleet In," which has its premiere on Saturday, March 20, 8:00 p.m., PWT.

Publicity staff comprises A. B. Larson, Eve Stanley, Frank Roche, Jack Lawson and Ben Person. P. H. Halbriter is general chairman and Karl Kellogg assistant to the chairman.

Billy Mills is likely to become a talking band leader on the Fibber McGee and Molly program. Discussions are under way to bring him more and more into the script.

Harry James and his Music Makers will play the Casino Gardens, Ocean Park, March 26, and the Long Beach Auditorium March 27 for their farewell personal appearances in this area. James leaves on April 2 for Chicago for one night stands at the Aragon and Trianon ballrooms and to do his CBS Chesterfield broadcasts from the Windy City. Then to New York and the Astor Hotel, starting April 21. He's due back at Metro in June for band assignment in "Broadway Melody of 1943," Metro's big musical of the year.

RADIO ARTIST? Call LExington 2-1100 FIRST AND FOREMOST

MAIN STREET OL' SCOOPS DAILY

A Reporter's Report Card . . . !

● ● ● **SENATOR WILLIAM WARNER BARBOUR: If you tune in to "The Pause That Refreshes on the Air" CBSunday, March 21, 4:30 p.m., EWT, you'll hear the fellow you used to spar with when you were New Jersey's amateur Heavyweight boxing champion.....he plays the violin now—name is Albert Spalding.....HAROLD PARROTT: You've been elected to membership in Bob Hawk's "Prominent Birds" club—other members include William A. Swallow of Albany, N. Y., financial secretary of the American Humane Society, George Kanary, of Portland, Ore. (now in the Navy), Rear Admiral Richard E. Byrd, explorer de Luxe and Stephen Crane, Lana Turner's hubby.....BILL PENNELL: Last Sunday was your first Westinghouse NBCoast-to-coaster from Hollywood and just when you thought it was swell looking out of your Hotel Knickerbocker window towards Ivar St. and Hollywood Boulevard, the Miami Draft Board sends you that little card informing you that you "are now in LA".....ELLA FITZGERALD: You and the band start a series of Blue Network tune-fests next Tuesday 7:05-7:15 p.m., EWT.....ANNE NICHOLS: "Doc" Dixon, NBC engineer assigned to your "Abie's Irish Rose" programs, becomes Capt. Charles Peter Dixon, U. S. Air Force—and appropriately enough, on Wednesday, St. Patrick's Day.**

☆ ☆ ☆

● ● ● RICHARD CROOKS: Your 10,000 mile concert tour est fini and you go back to work (okay, so it wasn't a vacation) Monday on "Voice of Firestone" NBClassical.....RALPH EDWARDS: Your "T or C" cigarettes-to-the-boys program will emanate from Buffalo Saturday and will then be heard from 14 different cities en route to Hollywood—followed by a picture assignment.....FORD BOND: That authoritative voice which ordered you to "take your hand out of your pocket" on 49th St. last week, belonged to an FBIntelligent—J. Edgar Hoover's lads weren't taking any chances because Mme. Chiang Kai-Shek's automobile was about to pass by .....CARL POST: You'll soon have the prefix "Pvt." added to your name.....JERRY LESTER: When Earl Carroll's "Vanities" opens in 'Frisco in June, it will feature two of your compositions, "All I know is what I read in Your Peepers" and "I Broke a Date With Kate.".....SARA ANN McCABE: If 20th Century-Fox decides to produce your Mystery-Comedy, "Stick 'Em Up," Una Merkel will have the feminine lead.....LOU COSTELLO: Your partner, Bud Abbott, has asked and has been granted "leave until you get well," by your sponsor Camel Ciggies after Thursday night's show, when Harold "Great Gildersleeve" Peary clowns in your stead.

☆ ☆ ☆

● ● ● **MARK WOODS: As you probably know, office memos, letters et al are not being answered right now by Ed Kobak for a very good reason. He's home abed with a cold.....HI BROWN: Take a bow for the punch-packed, morale-building themes of your CBS "Green Valley, U. S. A." series.....SAMMY KAYE: Your practice of collecting dimes from autograph hounds asking for your "John Henry," has already netted the USO $211.30.....BOBBY HOOKEY: You're only five years old and too young to realize the fine thing you're doing, sending all those gift rocking horses, sent you by listener-admirers of your "Rocking Horse Rhythm," to local orphan homes.....LAWRENCE TIBBETT: The young baritone you discovered in Council Bluffs, Iowa, named Walter Cassel, of whom you once said" his is the voice of a great artist," justifies your faith —he has been signed to sing the role of "Silvio," in "Pagliacci," which will be Blue Networked Saturday afternoon.....BOB ALLEN: Your orchestra goes into the Pennsylvania Hotel, May 3 and during that engagement, you'll make your first Broadway theater appearance when you double into the Capitol.**

☆ ☆ ☆

—Remember Pearl Harbor—

Chicago

By FRANK BURKE

TWENTY-THREE man board hea by Major John L. Griffith selec Andy Philip as the No. 1 man Western Conference Basketball wi it voted the brilliant University Illinois junior the third annual W trophy as the player most valuable his team during 1942-43 season. Aw will be made over WGN.

Chuck Foster and his orchestra f lows Gracie Barrie and her band i the Blackhawk Restaurant early April with a WGN Mutual wi Gracie takes her new band on theater tour.

Two weeks stay of Harry Jan and his orchestra in Chicago sta ing April 6 has brought a record d mand for tickets to his tri-week CBS broadcast which will origin in the great 3,000 seat Civic Op House.

Alvin J. Steinkopf AP ne analyst took over Donald J. McG ney spot on WBBM, while McGib is away on a two weeks' vacati Steinkopf will also do his own thr weekly new shows.

"The Voice of the Dairy Farme sponsored by the American Dai Assn. and heard over 81 Blue N work stations in the Midwest a Far West will debut on the B Sunday March 21, Everett Mitch and Clifton Utley will be featur on the series.

Kenneth W. MacGregor for the p year chief of production for WC has been made program manager the station and Lewis James WC producer has been named productio chief to succeed MacGregor in th post. The promotions were announc Saturday by Frank P. Schreib business manager of the station. The are effective immediately, he state MacGregor's activities will be con cerned with the over all programmin of the station while James will super vise production on all station or ginated shows. Both will operat directly with the program board o the station.

Song Infringement Suit

John G. Paine, general manager Ascap and Lewis MacConnach, secre tary of NBC, will be examined befor trial, March 19, by attorney for Wi liam B. Law, who is bringing sui against the two companies for allege copyright infringement. The plain tiff's action is based on the alleged use of his song "On Iowa" by N on numerous occasions since 1936. A for payment from Ascap whom h alleges distributed monies collecte from NBC for the song among it members without reimbursing him.

Have You Met The Voice of GILBERT MACK ? LEX. 2-1100

UEST-ING

RRY BRUNO, author of "Wings ve America," on the "Men of the an Sea and Air" program, today W. Blue Network, 4:30 p.m.).

IG. GEN. L. W. MILLER, com- er of the U. S. Army Replace- en Center at Fort Belvoir, Va., on Nation At War," today (WJZ- Network, 10:30 p.m.).

MY DURANTE, on the "Cresta Carnival," tomorrow (WOR- 9:15 p.m.).

E COWL, on the Milton Berle m, tomorrow (WABC-CBS, m.).

ALEXANDER J. STODDARD, ntendent of the Philadelphia s; REP. BROOKS HAYS of as, JOHN FREDERICK WOL- EN, headmaster of Uppington in England, and MARK VAN N, associate professor of Eng- Columbia University and a ent author, discussing "What Our Schools Teach in War- on "America's Town Meeting Air," Thursday (WJZ-Blue k, 8:30 p.m.).

N BENNETT, LEO CARRILLO ONEL STANDER, on Ranson n's "Grapevine Rancho," ay (WABC-CBS, 8 p.m.).

RGE TOBIAS, on the Rudy Sealtest Show, Thursday -NBC, 9:30 p.m.).

L BRUCE, RAYMOND MAS- d FRANK FAY, on the "Stage Canteen," Thursday (WABC- 30 p.m.).

Y LESTER, Broadway comic, M A. BURKE, executive vice- nt of the Greater New York Council, on "Double or Noth- Friday (WOR-Mutual, 9:30

K FORREST, JOE FABIAN, DORIS MONTIS and ED on the "Hobby Lobby" pro- riday (WABC-CBS, 8:30 p.m.).

TER MORRIS, on the Tommy nd Betty Lou show, Friday -NBC, 10 p.m.).

ADIO EXECUTIVES

r your Music Problems CALL

NOCH LIGHT

tor, Composer, Arranger, Announcer

BACKGROUND

Hopkins Univ. . . Graduate School, U. . . Opera Comique. Paris . . eum, Salzburg . . ENOCH LIGHT ch. featured at Paramount Theatre, . . Hotel Taft, N. Y. . . leading s, Radio Shows, Transcriptions, Bluebird Records.

CARNEGIE HALL

605 CI. 7-5490

NEW PROGRAMS—IDEAS

"For Backyard Farmers"

Under the tentative title of "Dig For Dinner," WBML, Macon, started a series of programs directed to the backyard farmers of the city. Program runs from 1:15-1:30 Wednesdays to catch the would-be gardeners at a time when they are released by the employers of Macon to go home and work in the truck patch. Station goes the "Food For Victory" idea two better by including information on the raising of chickens and rabbits. Cooperating is the local office of the U. S. Dept. of Agriculture, with additional assistance from the Georgia State Gardening Club.

"Remember When?"

"Remember When?" a new series of programs in which memories are recalled by questions and tunes, is being aired by WCKY, Cincinnati. Written by Elmer Dressman, the series is being handled by Al Bland.

Theory of the program is to entertain by recalling through suggestion, "the good old days."

"Numbers Please"

"Numbers Please" aired over WAPI, Birmingham, Ala., from 10:30-10:45 a.m., Monday through Friday, is a musical program, combining 15 minutes of mathematical fun with an interesting contest angle. The listener is asked to note every number mentioned by the announcer between two musical gongs, total the numbers and send the results to the station. Prizes are awarded the winners in the form of War Savings Stamps and United Press War Maps.

The program format includes the voice of a telephone operator at the opening and close of each program. The phone rings and a voice asks the listeners, "Number Please."

WALB Hearing Deferred; Other Activity By FCC

Washington Bureau, RADIO DAILY

Washington — Another one-week continuance was granted by the FCC, in the hearing on the petition of license renewal frequency shift and assignment of license by WALB, Albany, Ga. This case, which has been in recess for several weeks now, was due to go on today, but has been put off until next Tuesday.

The action followed receipt of a letter from Albany that C. D. Tounsley, a key witness, is ill and unable to appear. The letter also requested an indefinite continuance. This letter will be placed before the full Commission this morning.

It is believed here that the motive in requesting the indefinite continuance is to put off the hearing until after the Cox investigation of the Commission has reached full career, or been concluded. WALB is the station which, according to evidence already presented in the case, was represented in Washington "exclusively" by Rep. E. E. Cox, at whose behest the House voted the inquiry.

An application has been received by the FCC for permission to transfer control of WTSP, St. Petersburg, Fla., from Nelson P. Poynter to the Times Publishing Co., licensee is the Pinellas Broadcasting Co., and transfer of 25½ shares of stock is requested. Poynter is now employed by the OWI, as Hollywood representative of the Motion Picture Bureau.

KOBH, Rapid City, S. D., seeks permission to change its band from 1,400 to 610 kilocycles, increase its power from 250 to 5,000 watts, install directional antenna for night use, change its transmitter and move.

Permission is sought by KDRO, Sedalia, Mo., for Commission approval of transferring of its license from Drohlich Brothers to Milton J. Henlein. WDSM, Superior, Wisconsin, has applied for a power boost from 100 to 250 watts.

M. D. Wickett Named Program Head of WJSV

Washington Bureau, RADIO DAILY

Washington—Appointment of Martin D. Wickett as program director of WJSV, local CBS station, was announced over the week-end by Carl J. Burkland, general manager.

Wickett, replacing John Heiney, who resigned last month, left his post as assistant radio director for Erwin, Wasey & Company to take over his new position yesterday. Well known in the trade as writer, producer and musical arranger, Wickett first entered radio in Boston, in 1929. Successively he was musical director and produced programs at WFAB, KMOX, and WLW until 1936, when he joined the Phil Harris organization and, in addition, scored music for several pictures while on the Coast.

Later in 1936, Wickett joined the NAB staff as musical director of the bureau of copyrights, going to New York in 1938. He wrote a number of network shows, including "Hobby Lobby" and "Mr. District Attorney," and conducted library sessions for Muzak.

With Irwin Wasey, among the most recent programs he has been producing and directing are "Stand By America" and the "Carnation Bouquet."

AMERICA

"AMERICA AT WAR"

A patriotic program series combining a timely dramatization with an inspiring talk by nationally prominent speakers. Cooperatively sponsored and we even sell it for you. Has already made good money for 25 radio stations. Write for details to Don Searle.

SALES FEATURES CO.

1023 NO. 17TH ST. . . . OMAHA, NEBRASKA

AGENCIES

WARTIME ADVERTISING EXHIBIT, sponsored by the Bureau of Advertising of the ANPA and now on display at the Advertising Club of New York, will be continued through March 20.

SHERMAN & MARQUETTE, INC., orginally incorporated at Dover, Del., to conduct a general advertising business, has filed statement and designation with New York's Secretary of State. New York office is located at 50 Rockefeller Plaza, New York, with Stuart Sherman, president. Concern's report shows 100,585 shares, 585 preferred at $100 par value each and 100,000 common, no par value.

STILLWELL CLAPP has joined O. S. Tyson & Co. as production manager. He has been associated for many years with the printing and lithography business.

LOCKHEED AIRCRAFT CO. is spending approximately $350,000 annually on radio programs, it has been revealed in a compilation of the advertising expenditures of airplane manufacturers.

JEAN PASMANTIER, has been named assistant to Dr. Wallace H. Wulfeck, director of research for Federal Advertising Agency, Inc. She formerly was with the Psychological Corp.

EDWARD ZERN, formerly in the Philadelphia office of N. W. Ayer & Son, Inc., has joined Warner Brothers, film producers, and will give his attention to radio copy as well as to the preparation of trade and consumer advertising.

Brown Now CDVO Teacher

Hal Brown (guitar and harmonica), who plays the familiar musical theme of "Just Plain Bill," NBC's Monday through Friday serial at 5:30 p.m., is a volunteer instructor in mathematics for the CDVO with one class of zone air wardens and another class for the Coast Guard.

★ 77%

of the evening AUDIENCE

(from N.B.C.'S "Tale of 412 Cities")

WTAG WORCESTER

Three Radio Mfrs. Report On '42 Income

(Continued from Page 1)

excess profits which are estimated at $2,278,951.

At Westinghouse Electric & Manufacturing Company, net income for 1942 was $17,366,841, a decrease of 25 per cent from the company's 1941 net income of $23,117,510. However, the firm reported that orders received in 1942 showed an 85 per cent increase in the yearly comparisons. The 1942 orders came to $1,079,636,268. Billings of $487,274,551 represented a 32 per cent jump over 1941. By the end of 1942, total employees reached 97,423 with a payroll of $239,634,071.

Despite a 65 per cent increase in gross sales during 1942 over 1941, Stewart-Warner Corporation showed a decrease of 4 per cent in net profits. Gross sales for the year were $88,913,625 compared with $53,933,908 in 1941. Net profit after all deductions including a provision for postwar plant rehabilitation and for contingencies arising out of war conditions of $2,000,000, was reported at $1,590,454. The 1941 net profit was $1,656,680.

All three firms noted that their production records were the highest in the history of the organizations, with "E" awards being listed as evidence thereof.

Stewart Warner Reports

James S. Knowlson, president and chairman of the board of Stewart-Warner, in the annual report stated that the corporation used its own funds to purchase $2,555,082 worth of equipment and tools during 1942 for war production. This was in addition to equipment obtained by lease agreement with various government agencies.

The Westinghouse statement, made in the names of A. W. Robertson, chairman, and George H. Bucher, president, called attention to fact that no Westinghouse plant was shut down for a single day because of labor and management disputes or lack of materials. Westinghouse plants received 8 Army-Navy "E" awards during the year.

Wincharger Corporation, one of Zenith's subsidiaries, received the first Army-Navy "E" award for the manufacture of dynamotors for airplane and tank use.

Earnings per share of Stewart-Warner stock for 1942 were equal to $1.25 for the 1,272,920 shares of common stock outstanding. Earnings in 1941 were equal to $1.30 per share. As in 1941, two dividends of 25 cents each were paid. Directors of Zenith declared a dividend of one dollar per share, payable April 30, 1943, to shareholders of record as of the close of business April 15, 1943.

Sydel Forbes To Blue

Sydel Forbes, assistant to Bernard Estes, publicity director for WINS, N. Y., resigned her position to accept a berth in the Sales Promotion department of the Blue Network. She was replaced by Lenore Weiss, formerly with WPEN, Philadelphia.

"Controversial Issues" Time Still Being Discussed, Says Fly

(Continued from Page 1)

ing equal time for opposing political candidates to speakers on all public issues.

Another provision of the White-Wheeler bill calls for "identification" of speakers, which means the statements of any organization, pressure group or other non-commercial sponsor they might be representing on the air.

The Commission, whenever it has been called upon to express itself on such matters, has tried to follow the line of the broadcaster code, Fly said. "Perhaps in a somewhat ineffectual way we have encouraged the idea of giving both sides of the controversial issues. At the same time, as you know, in one or two decisions we criticized the editorial policy or advocacy on the part of the station itself, feeling that the station ought to be there as a mechanism for the purpose of giving a complete and balanced reporting and then, when giving the outstanding debatable issues, to be sure, of course, that both sides were represented. The Commission has not given consideration to the particular provisions (of the White-Wheeler bill) so I don't know what it would want to say about that."

Chairman Fly said also that investigation by the Commission failed to disclose any basis for action against WMUR, Manchester, N. H. Senator H. Styles Bridges, (N. H.) had charged during the last election campaign that WMUR, owned by his opponent, former Governor Francis Murphy, had indicated political bias and had been coloring news broadcasts.

Administration Critics Hit Programs Of Davis

(Continued from Page 1)

of Sen. Robert A. Taft, Ohio Republican, who charged over the weekend that the Davis broadcasts are an insult to the American people "and to the abilities of our free press and radio workers."

Hinting that Davis had used pressure to force the four networks to grant him time, Taft recalled the outburst of his erstwhile isolationist colleague, Sen. Burton K. Wheeler, Montana Democrat, who issued similar charges earlier this year when Davis and Agriculture Secretary Claude A. Wickard spoke over all networks to announce the imminence of food rationing.

Criticize Film Production

These utterances are line with recent charges by Sen. Rufus C. Holman, Oregon Republican, that the picture, "Prelude to War," made by Lt. Col. Frank Capra for the Army, was fourth term propaganda. This charge did not seem to impress Congressional colleagues, who saw the film at a special showing in the Senate Office Building, although Senator Holman later charged that deletions had been made for the showing. The Army denied that there had been any deletions.

Along the same lines also are charges made during the present session of Congress that radio is unfair, in that sponsored political and news commentators who criticize Congress are allowed to go unanswered on the air. Several anti-Administration Democrats and a few Republicans vaguely threatened that Federal Radio might be the only solution to the criticisms which they call "un-American," etc.

The drive for control of radio seems to be in full swing now. Newspapers do not seem to merit so much attention, mainly because most influential publishers already are opposed to the present Administration; there has been no effort to tell newspapers what they may or may not print, but there is every indication that some members of this Congress hope to be able to tell radio what it may air and what it may not.

Most observers here believe that a large measure of the overwhelming support for the resolution of Rep. E. E. Cox, Georgia Democrat, calling for an investigation of the FCC, was inspired by a vague belief in the minds of many Congressmen that the FCC was in some way responsible for what is said over the air. Many of them are believed to have thought that the investigation might somehow offer a way of neutralizing radio, at least, for the next election campaign.

In reply to the Taft statement, Davis said that he had not "commandeered" any stations or any networks. "We put on the broadcast for anybody that wanted it," he said, "and tried to adjust the time to make it most convenient for everybody." He pointed out that it had not been carried simultaneously by all four major networks, and that the Blue had cut off some of his time in order to continue carrying a talk by Navy Secretary Frank Knox.

"And if Mr. Taft will point out any propaganda (in the script) I'll greatly appreciate it," he concluded.

Expect Favorable Report For New York Child Bill

Albany—The modified Ehrlich bill to make legal radio appearances of children under 16 is expected to be reported out favorably in the Assembly this week. The bill, heartily approved by broadcasters, now will permit New York City to handle the mater of permits for either commercial broadcasts or non-professional broadcasts in whatever manner the municipal government there deems best. Elsewhere in the state, however, educational authorities would issue the permits up to six months at a time, providing such radio appearances were outside of school time and were not deemed harmful to the health, welfare or education of the children.

Such radio appearance of children under 16 is at present barred by both the penal and labor law codes. Assemblyman Ehrlich has passed the bill twice only to run into gubernatorial vetoes.

AFM Recording Ban Supported In Brita

(Continued from Page 1)

that the English musicians had turned down offers to make records for export to U. S., and that the British union is contemplating carrying that principle to the fullest extent.

Though the letter from England suggests that the AFM send or appoint a representative in England to discuss the recording matters with the British Union, trade ventures and the British offer of support may not be unrelated to the recent flying trip made to Britain by Joseph Padway, attorney for AFM. Padway's mission was not detailed to the public. However, his instrumentality in obtaining the endorsement of and support from the AFL convention in Toronto, last year, could well have influenced the aid from across the Atlantic.

Indicating that the London musicians' union was in full accord with the American union's ban on recordings, the Britishers congratulated Petrillo on the success of the cessation of record production. They stated the British secretary:

Text of Statement

"Inquiries have been made as to whether certain well-known combinations of British musicians would accept recording engagements with a view of the records being exported to America. So far the musicians concerned have refused. We feel that if they had accepted they would have been blacklegging their fellow musicians in the States. My Executive will be asked to instruct all members of the Musicians' Union to refuse to give the written consent required by the Dramatic and Musical Performers' Protection Act 1925, unless such consent specified that any such records will not be used for export to America. We hope thereby to assist you."

Britishers, themselves, are having a recording and transcription problem, according to the secretary, and have a special committee working on the situation.

Petrillo's reply to the British offer told of negotiations going on with the record firms, and suggested that this and the war would delay for the present, his sending a delegate to England to discuss the recording problem.

Executive Board of the AFM meets today in Chicago to frame an answer or procedure to the recent rejection by the recording and transcription companies of the proposed AFM plan to collect additional fees for all such recordings.

...h Court Adjourns; ...lays Chain Decision

(Continued from Page 1)

...fective date had been directed ... Commission until April 1, or ...he Court's decision should that ...n come before April 1.

...stay was sought by NBC and ...and was opposed by the FCC ...e grounds that the networks ... have asked the Commission ... than the Court for the delay. ...lieved, however, that the Com... would have voluntarily ... to stay execution of the rules ...he decision came down from ...h tribunal. Effective date was ...ed from Feb. 1 by the Com...

...P Issues New Ruling ...Measuring Instruments

...shington Bureau, RADIO DAILY

...ington — Electrical measuring ...ent manufacturers, whose ...tion will be scheduled will not ...ired to bring schedule data to ...gton, it was indicated at a ... meeting of the electrical in... ...t industry advisory commit... ...th the electrical instruments ... of the WPB's Radio Division. ...sure the smooth flow of in... ...ts to producers of electronic ...ent, both future orders and ... ready placed must be adjusted ...ent requirements, manufactur... ...d. Some companies have re... been placing orders be... ...mmediate necessity, with the ... that order schedules rise to ...eaks and then decline abruptly. ...ent of orders, by reducing ...ate presure upon the manu..., will expedite the filling of ... orders.

...is proposed that some per... of average weekly capacity ...marked for handling small ... particularly those of high ... Manufacturers were advised ... their own orders for critical ...ents promptly upon receipt of ...rom prime contractors. The ...g backlogs of the component ..., it was said, would make it ...e to place orders for fine wire, ... and magnets in anticipation ...ional demand for measuring ...ents.

... said that such orders can be ...n a low priority basis, sub... re-rating when orders from ...ntractors appear. The instru... ...akers were told to see to it ... suppliers of resistors placed ...romptly for fine wire.

WBNX NEW YORK
...THE MOST INTIMATE AND ...TIVE PROGRAM APPROACH ...MERICA'S LARGEST MARKET
WATTS Directional
METROPOLITAN NEW YORK

☆ PROMOTION ☆

WLW Film Tie-up

"Education for Smash Hit" is the title of the mailing piece going out to 3,000 advertisers and advertising agencies from the WLW Cincinnati promotion department.

In eight graphic pages of pictures and text it tells the story of the success of the WLW 34-city World Premieres of "Hitler's Children," the RKO motion picture based on Gregor Ziemer's "Education for Death" and the major part that the station took in the promotion of that success.

Pictures of long lines at the premiere theaters in Indianapolis, Louisville, Fort Wayne and Cincinnati are supplemented by a double-page map of the WLW merchandiseable area with the cities where "Hitler's Children" was shown. Percentage figures running up to 300 per cent graphically show the reader the relation of WLW premiers attendance to the best average weeks' attendance of local theaters exhibiting top A pictures. Text with the map emphasizes that the major part of the promotional impact for these box-office-breaking results was done on Gregor Ziemer's "Background Program," a few spot announcements and Mr. Ziemer's earlier news program 3 nights weekly.

Pages 6 and 7 show pictures of station executives, top stars of the picture and Ziemer. Pictured also is a telegram from Ned E. Depinet, President of RKO Pictures to James D. Shouse, Crosley Vice-President in charge of broadcasting, which says that attendance figures of the WLW World Premiers show the intensive coverage and selling power of the Nation's Station.

On the last page is briefed the history of Ziemer's "Education for Death" which, by coincidence, was published the day he joined the staff in 1941. It lists, among others, such major events as the dramatization of the book by the major networks; its resume in the "Reader's Digest"; its coming appearance in four foreign countries; and its selection as Picture of the Week in "Life" during January, 1943.

WCKY's "Signal"

Most recent of mailing pieces sent out by WCKY, Cincinnati, is a two-fold, loose leaf report binder with the sales message: "WCKY has the Strongest Signal" on the inside cover. The loose-leaf material consists of a letter from a Marine Lieutenant in the Solomons and two magazine articles, one by the letter writer and another by a Lt. Col. in the Marines, all telling the story of the power of WCKY. Prefaced by a note from L. B. Wilson, president of the outlet, the letter (originally written on rice paper captured from the Japanese) and the articles speak for themselves —and WCKY. Both articles mention the clear reception of the station at Guadalcanal, and the letter is a request for more hot music on the early morning programs which are evening programs in the Solomons. ". . . the Marines tell us!" is the caption on the cover.

To illustrate the sales message on the inside cover, a western hemisphere line cut is used, along with copy which quotes from letters sent in by large numbers of listeners from remote points.

WEEI's "Fiscal Proof"

Using a reproduction of bookkeeper's ledger paper, WEEI, Boston, has prepared a French-fold folder titled "Fiscal Proof (very brief)". On the inside double spread there are two definite sales messages reproduced on their respective right-hand and left-hand pages. Copy on left-hand page points out the fact that WEEI ". . . in its 6th year as CBS' friendly voice . . . was the only Boston radio station (in December 1942) bringing Boston listeners the same network programs at the same point on the dial as in December, 1941."

The message on the right-hand page states that local advertisers spent 36.1 per cent more advertising dollars on the station in December than in the corresponding period the year before. The back page of this promotional feature is devoted to the logotype of the station.

"Shadow" Tenth Birthday On Mutual Web Mar. 21

"The Shadow," sponsored live on Mutual by the Delaware, Lackawanna and Western Coal Co., will complete its 10th consecutive season on the air, Sunday, March 21. Transcription version of the series, however, will continue throughout the Spring and Summer on 28 stations. Clearance for the "Street & Smith" thriller is through the Charles Michelson office. List of stations which will carry the platter productions follows:

KFEL, Denver, Colo.; KFRE, Fresno, Calif.; KGU, Honolulu, Hawaii; KOCY, Oklahoma City, Okla.; KOVO, Provo, Utah; KTAR, Phoenix, Ariz.; KTSM, El Paso, Tex.; KTTS, Springfield, Mo.; KTUC, Tucson, Ariz.; KWK, St. Louis, Mo.; WBAX, Wilkes Barre, Pa.; WBML, Macon, Ga.; WCAE, Pittsburgh, Pa.; WCSC, Charleston, S. C.; WDNC, Durham, N. C.; WFBM, Indianapolis, Ind.; WFMJ, Youngstown, Ohio; WHKC, Columbus, Ohio; WJBO, Baton Rouge, La.; WKRC, Cincinnati, Ohio; WLOL, Minneapolis, Minn.; WMBS, Uniontown, Pa.; WPAD, Paducah, Ky.; WQAM, Miami, Fla.; WRVA, Richmond, Va.; WSIX, Nashville, Tenn.; WGCM, Gulfport, Miss. and HP5G, Panama City, Panama.

Chilton 18th Anniversary To Take Place March 27

Ruth Chilton, president of the Association of Women Directors of the NAB, and Director of Women's Activities for WSYR, Syracuse, will celebrate her eighteenth anniversary in radio, March 27, 1943.

Musician Convention Scheduled For June 14

(Continued from Page 1)

of the war program, caused the Executive Board of the union to change the locale. Local 103 will be the host.

Agenda for the convention has not yet been announced by James C. Petrillo, president. Likely that some report on the recording ban will be made, since the 1942 convention had gone on record for the withdrawal of recording licenses.

Travelling Expenses Considered

One matter which is being mulled for convention consideration is the issue of agents and commissions on travelling expenses. At the last convention, delegates from Local 802 had obtained the passage of a resolution which ruled that agents could no longer compute commissions on the gross, but had first to deduct travelling expenses for the bands. Local has reported that at least one large agency has adopted contract riders which through manipulation of maximum and minimum commissions, travelling expenses, etc., get around the ruling. Likely that the local will bring the matter up again at the convention. Copy of the contract rider being used to duck the union ruling follows:

Text of Ruling

"Inasmuch as the commissions specified in said agreement are less than the maximum allowed by the American Federation of Musicians, it is agreed that the difference between the commissions as set forth in said agreement and such maximum commissions allowed by the American Federation of Musicians, shall be applied to the deductions of travelling expenses, union taxes, etc., as provided by the Federation regulations; it being understood that in no event shall the net commissions exceed the rates set forth in said agreement. For the above purpose, all credits and deductions shall be computed at the end of each fiscal year during the term thereof. In all other respects the said agreement between us shall continue in full force and effect."

Possibility remains that this convention may be asked to pass upon its mandate which resulted in the current recording ban, unless something decisive takes place today in Chicago where the executive board of the American Federation of Musicians is scheduled to meet.

...THIS LITTLE BUDGET WENT TO

WORL BOSTON MASS.

☆ ☆ Coast-to-Coast ☆ ☆

THE work Nancy Grey, director of the women's department at WTMJ, Milwaukee, is doing to alleviate woman's position in war work is meeting with feminine approval. A recent industrial clinic forum was held by the station's woman's director that brought out hundreds of women to the meeting where questions were answered and advice given. The "Women in War" clinic featured brief remarks from leading representative of large industrial organizations in the Milwaukee area.

* * *

After an absence of several weeks, WELI, New Haven, will reschedule the RCA Victor "Music You Want" programs nightly, Monday through Saturday, from 11:15 to 11:45 p.m.....To accommodate "Lenten Devotions" from Trinity Church the program will be heard at 12:15 to 12:45 p.m., which causes the United Press and local news period to be shifted back to 12:00 noon.

* * *

Jay Gould, WOWO-WGL. Fort Wayne, announcer is doing his share in alleviating the food problem. Since he lives on a farm a few miles from the city he supplies fresh eggs to the staff members. During the summer when his produce garden is in production he will supply the rest of the staff with fresh vegetables.

* * *

Recent additions to the announcing staff of WBML, Macon, Ga., are Frank Procter, Paul Wade, a radio newcomer, and Bill Howard. Howard, is holding down a part-time berth, while continuing his studies at Mercer University....The test blackout in Macon and Bibb County was covered exclusively by the station in close co-operation with the Army Air Base at Cochrane Field.

* * *

Basketball fans were given a break by WHIO, Dayton recently, when the finish of the games at the district tournament were transcribed with play-by-play descriptions by Bill Hamilton. Later in the evening the transcriptions were aired after the commercial programs were presented.

* * *

When WMCA, broadcast the Army "E" award to the Faicheny Instrument Corporation on March 11, WWNY, Watertown, N. Y., fed the program to the New York station for a half hour. During the ceremonies, Harold B. Johnson, owner of the Watertown Columbia affiliate, was the master of ceremonies with the announcing chores handled by Jean H. Close, station's program director.

* * *

Mildred Bailey, director of women's features at WTAG, Worcester, Mass., has been appointed national secretary of the recently organized Association of Women Directors of the NAB, headed by Dorothy Lewis. She conducts the "Modern Kitchen," a thrice-weekly stint dealing with the food front, and the "Afternoon Journal," a daily magazine of the air devoted to subjects of interest to the femmes. She also authors the column "Modern Kitchen," patterned on her WTAG stanza, which is published in the Worcester "Telegram."

* * *

"Rosie and Archie," returned to the airwaves over the NBC Pacific Network, March 9. They are now airing their act over the network Tuesdays and Thursdays, at 7:30 a.m., PWT, and on Saturdays at the same time locally in San Francisco, over KPO.

* * *

WSAI, Cincinnati, will broadcast one in the series "Speak Up for Democracy" on March 18, with Cincinnati Judge Clarence Denning doing the speaking. The program is the 28th in the series which is being broadcast through the facilities of 477 radio stations under the sponsorship of the Veterans of Foreign Wars of the United States.

* * *

As a result of the KSD, St. Louis, program, "Our Buddies," that is aired each Sunday afternoon from 1:00 to 1:30 p.m., and sponsored by Pepsi Cola Bottling Company, Harold Grams, program's emcee, is receiving numerous invitations to speak before civic organizations and clubs of the St. Louis area on his experiences and views of service men both personally and by letter in connection with the show.

* * *

Mrs. Milton of Kingston, Ontario, and a regular listener to CKWS, was the winner of the weekly $100.00 "Supersuds" award offered by Colgate Palmolive Company....In aiding the current Red Cross drive the station staged and actually broadcast from its office windows giving a visible as well as audible picture of an authentic blood donation.

* * *

With food becoming more and more of a national problem radio is taking up the burden of trying to alleviate it by devoting more time to air information regarding gardening. At WJW, Akron, Jean Long is conducting "Gardening for Victory" which is sponsored by the Norka Beverage Company. The program has the co-operation of Akron's four largest Rubber Companies: Goodyear, Firestone, Goodrich and General; the office of Civilian Defense, Akron Metropolitan Park Board, Akron City Park Board and the U. S. Department of Agriculture. Program is aired Tuesday and Thursday, and is backed by a strong promotional campaign.

Sophie Miller, originator of "Sophia and Joshua," the WKNY, Kingston, N. Y., presentation, has a featured article in "Our Navy" the official Navy magazine, called "Give 'Em a Break."

* * *

Olive Kackley, woman's commentator of WCKY, Cincinnati, was named as a member of the radio committee of "Women at War," a local organization engaged in an area-wide War Bond Drive. The femme commentator will make public appearances in behalf of the drive and will conduct air interviews to add further impetus to the campaign.

* * *

The St. Augustine National Bank, St. Augustine, Fla., recently signed a fifty-two-week contract with WFOY, St. Augustine, for a quarter-hour show that will be aired seven nights a week. General manager, J. Allen Brown, reports that this an increase of 157 per cent over the amount the bank spent with the station last year.

* * *

"Greetings From Your Boy," starring Mark Love, and featuring messages from servicemen to their families and sweethearts, was inaugurated by the Curtiss Candy Company Sunday, March 14, over WGN, Chicago. The program will be heard from 10:00 to 10:25 Sunday mornings. Love is the director of the "Baby Ruth Quiz," the candy company's musical and variety show for men in the service.

* * *

What is believed to be the first broadcast of a complete Catholic pontifical High Requiem Mass for an Archbishop in the United States was heard over KOB, Albuquerque, March 6. The broadcast Mass was for the Most Reverend Rudolph A. Gerken, Seventh Archbishop of Sante Fe.

* * *

The "Safety Brigade" programs for elementary school children will be resumed on KMOX, St. Louis, in co-operation with the Safety Council of Greater St. Louis, on Saturday, March 20, at 2:15 p.m. Sgt. Roland Schumacher, director of traffic education, will again be master of ceremonies .....A weekly report on the progress of the current Red Cross campaign is being given each Saturday, through March 27 at 3:15 p.m.

* * *

Lyle Bond of Ann Arbor, Michigan, is now a member of the WCAR, Pontiac, Michigan, announcing staff. Bond comes to the station with no previous radio experience but makes his radio advent after winning the announcing auditions held by the station. The auditions were held to fill the gap in the department caused by the wholesale departures of staff members to the armed forces.

* * *

Supplementing its sponsorship of Deane Dickason's Sunday evening broadcasts over the Columbia Pacific Network, Chemicals, Inc. has contracted for a new program for its product Vano, to be heard over KNX, Los Angeles, beginning Monday, March 22. Called "First Reader," the program features Foster May's ration and will be aired weekly f 9:00 to 9:15 p.m., PWT by transc tion. The contract for the progr to run 52 weeks, was handled by Sidney Garfinkle Advertising Age of San Francisco.

* * *

Art Ford, one of Manhattan's re jockeys, has joined the staff of WN N. Y., where he will handle the new and three-quarter hour disc pr titled "The Magic of Music." Program be on the air every weekday night, day through Saturday, from 8:00 to p.m., with pauses for five-minute breaks at 8:30 and 9:30 p.m.

* * *

KROW, Oakland, has schedule series of five programs in beha the American Red Cross War F Drive. Broadcast each Tuesday n at 9 o'clock, the quarter-hour sh are designed to report to the pu on the progress of the Drive, as v as present information on the vari activities of the Red Cross in con tion with the War Effort. Subj to be discussed are Nurses, Nu Aides and Home Nurses; Bl Donors; Foreign Messages and H Service; Services to the Ar Forces, and Disaster Relief.

* * *

When Don Taylor leaves his pos the WCAU, Philadelphia, newsroo take a position in the newsroom of Columbia Broadcasting System in N York, his place will be taken by Fred Rosenau, of Swarthmore College... addition to his daily ayem news bro cast, Taylor Grant will be heard in a analytical news program Mon Wednesday and Friday nights at 6:10

* * *

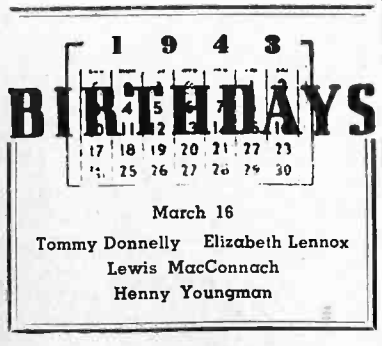
War workers, via plant loudspe ers, will be able to hear a musi tribute aimed at them by WLIB, N. when the station airs the new feat "Music for Defense" Tuesdays Thursdays at 10:45 a.m., and at 3 p.m.

McNutt Cites Heavy Shift Of Men To 'Essential' Job

Washington Bureau, RADIO DAILY

Washington—A 300 per cent increa in the voluntary shifting of worke from non-essential industries to "e sential" jobs in the last six or seve months has been cited by Paul McNutt, chairman of the War Ma power Commission, who stated th whereas last Summer only about on cut of every 10 men questioned by th U. S. Employment Service was willin to transfer to "essential" work, per cent of those interviewed duri January have made the change.

McNutt also revealed that a ne list of "critical areas" where th WMC will invoke the provisions of the recent executive order establis ing a 48-hour week will be announce this week. He did not indica whether the new list will contain ad ditions, deletions or both.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 22, NO. 51 | NEW YORK, N. Y., WEDNESDAY, MARCH 17, 1943 | TEN CENTS

NAB War-Meet Agenda

...ional Nets Co-Op ... School Convention

A four of the national networks ... ontributing time and facilities ... e convention of the air being ... by the American Association of ...l Administrators, NEA, March ... The regular 73rd annual con... ...n of the AASA, which was to ... been held in St. Louis, has ... cancelled because of wartime ...ortation difficulties. Networks, ...ering this public service feature,

(Continued on Page 6)

...ome Across for the Red Cross

...I Board of Directors ...olding Closed Session

...ago—James C. Petrillo and the ...ive board of the AFM held a ... meeting at the Palmer House, ...day, discussing the recording ... formulate a reply to the record ...anscription companies which ...t accepted Petrillo's first pro... ...for lifting the ban. No state... ... were issued by the union. ... expects to be in session three ... days, and indications are that ...ment will be issued at the clos... ...ssion.

...me Across for the Red Cross

...ic Group Publishes ...st Of American Works

...nal Bureau for the Advance... ...f Music has just announced the ...lication of a booklet which lists ...ntative works by American ...ers. The foreword, which was ... by the director of the bureau, ... Tremaine, states that "The ... list has, we believe, the spe...

(Continued on Page 5)

"Archie Speaking"

...Gardner, who plays the mis-pronouncing "Archie" on the Blue ...ork's Duffy's Tavern, will ...ate a War Bond to the winner of ...A's amateur contest to find the ...impersonator of "Archie" and ... Duffy," played by Shirley ... on the program. The finals ...be broadcast on Monday, via ...A, from the stage of the ...n Fox Theater, Brooklyn, N. Y.

Leg Men

New Haven, Conn.—Whether it is a result of their former employment or not hasn't been determined, but two former WELlites, now in the armed forces have very brittle legs. Lieut. Robert I. Fleming, former announcer now at Ft. Benning, and Apprentice Seaman Francis B. Shimpan, former bookkeeper now at the oledo Storekeeper's School are both nursing fractured "gams."

War Influence Noted In Town Meeting Mail

Post war planning and Federal world governments have proved the most provocative topics and stimulated greatest listener mail response thus far in the 1942-43 season of the "America's Town Meeting of the Air," and as a result the subjects are now presented once monthly in the Thursday evening series on the Blue. To date, approximately 30,000 letters have been sent to George V. Denny, Jr.,

(Continued on Page 6)

Come Across for the Red Cross

OWI Names Keplinger As Regional Director

San Francisco—Appointment of Lou Keplinger as regional radio director for the Office of War Information's domestic branch on the Pacific Coast is announced by the OWI. Keplinger will direct domestic radio operations for OWI in California, Nevada, Washington, Oregon and Arizona, with

(Continued on Page 2)

Association Issues Official Program For 4-Day Conference; Top Govt. Agency Execs. Will Speak

Dr. Thomson Praises Canada Radio Control

Montreal—Dr. James S. Thomson, general manager of the CBC, expressed the opinion that the Canadian system of radio control, a compromise between the British and United States system, is one which will be of the most benefit to Canada as a whole. No country, he said, in a pronouncement at Vancouver, B. C., has been able to leave control of radio abso-

(Continued on Page 6)

Come Across for the Red Cross

Senate Kills Disney Rider But Asks Pay Ceiling End

Washington Bureau, RADIO DAILY

Washington — By a voice vote in which not a single "no" was heard, the Senate Finance Committee yesterday voted out of the debt limit bill the Disney amendment which would have allowed raises to $25,000

(Continued on Page 2)

Come Across for the Red Cross

N. Y. Legislature Nullifies Milk Publicity Campaign

Albany—By passing Senator William Bewley's bill by a vote of 139-1 the New York State Assembly killed the Milk Publicity Campaign as of

(Continued on Page 2)

Washington Bureau, RADIO DAILY

Washington — Full agenda for the four-day NAB War Conference to be held at the Palmer House, in Chicago, April 26-29 was completed yesterday by the NAB office. Speakers have not as yet been identified, but definite announcement is expected within another day or two. Top government officials of the various agencies concerned with the most pressing problems confronting broadcasters are expected to address the group. Acti-

(Continued on Page 5)

Come Across for the Red Cross

Set-In-Use Reached All-Time March High

For the first time in eight years, radio is not suffering a seasonal decline in sets-in-use and audiences, as usually manifests itself in March. Instead, sets-in-use established a new high for this period of 35.1 per cent of the homes as reported in the March 15 Hooper evening rating

(Continued on Page 6)

Come Across for the Red Cross

Two Transfers Approved; Other Activity By FCC

Washington Bureau, RADIO DAILY

Washington — The FCC yesterday approved the transfer of control of the Wyoming Broadcasting Co., licensee of KVRS, Rock Springs,

(Continued on Page 2)

Public Service Hours Totaled 36 Percent In Blue-NBC Study

Public Service programs on both NBC and the Blue networks during 1942 consumed 5,761 hours or approximately 36 per cent of the combined broadcast program time of both RCA subsidiary chains. NBC's total, 3,029 hours, represents an increase of 3.3 per cent of the total program hours in a comparison with 1941. The Blue, with 2,732 hours, showed a drop of 4.2 per

(Continued on Page 7)

Lever Bros. Appoints Manager of Radio Dept.

Appointment of M. J. Roche as manager of radio for Lever Brothers Company has been announced by Grafton B. Perkins, vice-president and advertising manager of the company. Perkins' announcement added: "His

(Continued on Page 2)

Democratic Acclaim

Within seven days after the presentation of the first program, "The People vs. Adolf Hitler," more than 1400 letters from all sections of the United States and Canada acclaiming "The Day of Reckoning" series were received by NBC. The program is aired on Saturdays at 7 p.m., EWT, and is presented by NBC in cooperation with the Council for Democracy.

RADIO DAILY

Vol. 22, No. 51 Wed., March 17, 1943 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. Merserau, 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, 937, at the postoffice at New York, N. Y., nder the act of March 3, 1879.

FINANCIAL

(*Tuesday, Mar. 16*)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	141⅜	140½	140¾	— ½
Crosley Corp.	14⅜	14⅜	14¾	+ ¾
Gen. Electric	35½	35⅛	35⅜	— ⅛
Philco	19	19	19	— ¼
RCA Common	7¾	7⅝	7¾	.....
RCA First Pfd.	62¾	62¾	62¾	.....
Stewart-Warner	10	9⅞	10	.....
Westinghouse	88¼	87¾	88¼	+ ¼
Zenith Radio	25⅜	24⅞	25	— ⅜

NEW YORK CURB EXCHANGE

Nat. Union Radio	2⅛	2	2	— ¼

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	6⅞	7¼
Stromberg-Carlson	9	10
WCAO (Baltimore)	17	20
WJR (Detroit)	22	24

BBC Luncheon Cancelled Owing to Corwin's Illness

Original plans of the BBC here, to present a playback session for the press of the Norman Corwin-Laurence Gilliam series, "Trans-Atlantic Call —People to People," Monday, had to be cancelled because of the illness of Corwin. BBC has weekly playback luncheon sessions at which time selected features of the BBC output are presented for review and discussion. Corwin and Gilliam were to have commented on their productions.

Senate Kills Disney Rider But Asks Pay Ceiling End

(*Continued from Page 1*)

yearly net, putting a ceiling on salaries higher than that figure. The ceiling set would have been the figure which the individual was earning before Pearl Harbor.

The Senate committee decided to adopt, in place of the Disney rider, an amendment along the lines of one offered in the House, but not passed by that body, to kill the President's salary limitation order outright. A committee of five Senators was named to draw up this substitute measure. It will be submitted Friday morning by Committee Chairman Walter George, Georgia Democrat, and Senators Harry Flood Byrd, Virginia Democrat; Josiah W. Bailey, North Carolina Democrat; Arthur H. Vandenberg, Michigan Republican, and Robert M. LaFollette, Jr., Wisconsin Progressive.

Their amendment is expected to provide that the government may not order any decrease in wages or salaries below the level prevailing for the same or similar work between Jan. 1 and Sept. 15 of last year.

Two Transfers Approved; Other Activity By FCC

(*Continued from Page 1*)

Wyoming, from R. R. West to Mrs. Marjorie Lannen McCracken. Price was $18,500.

The Commission approved also the buying out of W. W. McAllister, for $35,000, from the Walmac Company, licensee of KMAC, San Antonio, Tex. Howard W. Davis, now the sole owner, formerly shared ownership with McAllister.

The licensee for WASH, King-Trendle station in Grand Rapids, Mich., was cancelled and the call letter deleted. Time and facilities of WASH were taken over by WOOD, also owned by King-Trendle Broadcasting Corp. The two stations formerly shared time on the same transmitter.

Hearing begins today on the application for license renewal by WCOP, Boston. The case was set for hearing because of alleged Fascist tendencies and affiliations of some of the station personnel.

N. Y. Legislature Nullifies Milk Publicity Campaign

(*Continued from Page 1*)

March 31, 1943. The bill will be sent to Governor Dewey for signature.

Following last week's Senate approval, 45-3, the passage of the Bewley bill cancelled all possible chances for any move to continue the campaign, which utilized radio and the newspapers.

A representative of J. M. Mathes, Inc., advertising agents for the campaign, stated that it was cancelled to fit in with the new fiscal order that was advocated by Governor Dewey. According to the Governor's plan the State Fiscal year had been shifted from July 30, to April 1.

Lever Bros. Appoints Manager of Radio Dept.

(*Continued from Page 1*)

duties will comprise the general coordination of all Lever radio activities, with special reference to time buying and the development of new shows."

This is a new role in Lever's executive structure, and an added recognition of one who was already a member of the advertising management group in his organization. Roche's new function will add to the facilities available to Lever's brand executives and agencies, placing at their disposal his long experience with radio. He will continue to make his headquarters at Cambridge, Massachusetts.

Lever Bros. is currently sponsoring seven shows on Columbia Broadcasting System, including Lux Radio Theater, Burns and Allen, Bob Burns, "Mayor of The Town" with Lionel Barrymore, Bright Horizon, Aunt Jenny's Real Life Stories and "Big Sister."

OWI Names Keplinger As Regional Director

(*Continued from Page 1*)

headquarters for the directing of the Pacific Coast branch, in this city.

Californian by adoption, Keplinger entered the radio field at Hastings, Nebraska, later becoming program director and assistant manager of KVOD in Denver. He was general manager of KVOR at Colorado Springs for two years and then moved to Fresno, where he launched and managed KARM until 1940. Still later Keplinger was named general manager of KSAN at San Francisco.

In addition to his wide experience in radio production and management, Keplinger is also an accomplished musician.

Pearl Buck On WAAT

Pearl Buck, American author, will be heard today at 3 p.m., EWT, in an address over WAAT on "How The Women of Britain, Russia and China Are Winning Their War." Miss Buck has travelled widely in all three countries and what she will say in her address will have direct application to what the women in the metropolitan area can do to play a vital part in the war effort.

NOT JUST MONROE COUNTY
but WHAMland
900,000 radio homes make it a better buy.
WHAM
ROCHESTER, N. Y.
Nat'l Rep. George P. Hollingbery Co.
50,000 Watts ... Clear Channel ... Full Time ... NBC Blue and Red Networks
"The STROMBERG-CARLSON STATION"

COMING and GOIN

HUB JACKSON, of WCOS, Columbia, S... BILL HUGHES, of KEYS, Corpus Christi, ... and INGHAM ROBERTS, of KGBS, Harli... Tex., left for their respective home offices ... lowing a particularly sociable birthday ... which the two Lone Star State executives ... at the Hotel Weston in honor of their Caro... contemporary.

LOIS JANUARY, WABC's "Reveille Sweet... of the sunrise hours; DINTY DOYLE, direct... the station's publicity, and EDGAR JACOB ... the program department, have returned ... Washington, D. C., where the vocalist e... tained at the Capital's "Stage Door Canteen...

STANLEY FLORSHEIM, manager of the ... co-operative programs of the Blue Network ... turning to New York after a short business ... to Cincinnati.

HAL SEVILLE, national sales manage... WJEJ, Hagerstown, up from Maryland for a ... days on station, network and transcri... business.

ELEANOR STEBER, alumna of the "Metro... tan Auditions of the Air" program, to Chi... where on Monday night she will sing the ro... Countess Almaviva in the performance of ... zart's opera, "Le Nozze di Figaro," which ... open the current season of the Metropo... Opera Company in the Windy City.

CREIGHTON E. GATCHELL, general man... of WGAN, Portland outlet of CBS, has ar... from Maine for a few days in New York.

HUGH R. NORMAN, station manager of WH... New Bedford, Mass., back at his desk follo... a trip to New York and Washington, D. C.

JOHN WELLINGTON, Blue Network prod... is in Squantum, Mass., to handle tonight's "S... light Bands" program from the U. S. Naval ... Station.

Cornell, Gish On R. C. Show

Katharine Cornell and Lillian G... will appear on the Red Cross progr... "That They Might Live," which ... be heard Sunday on NBC at 12 ... p.m., EWT.

☆ PROMOTION ☆

NBC's "Buy Points"

e first issue of a new sales pro- nal brochure, NBC "Buy Points," ared March 8.

e publication, which will be a terly, is for use of network and on sales departments, and its ose, as set forth in a foreward, "summarize timely sales facts, asizing the 'reason why' adver- should be Pacific Coast NBC."

e first issue showed effects of me living upon radio listening ings up 13 per cent), and in NBC programs (54 per cent more ng programs than the next rank- etwork).

issue also includes charts and showing comparative Hooper s of NBC and other networks.

st Anniversary Promotion

YS, Charlotte, N. C., has issued ling piece showing how they on the job for their first anni- y. The single sheet contains tograph of a full size billboard carries the picture of a na- y known news commentator over the station (three differ- ead cuts were used) and his gs to the station on its first On the mailing piece is a di- al note celling attention to the fact that the billboard is one of thirty-six used in connection with WAYS' anniversary campaign.

KTUL Statistical Booklet

KTUL, Tulsa, has sent out a promotional booklet with the slogan "fits like a glove," referring to the station's coverage of "Oklahoma's Richest Market," Tulsa. Entitled "The Magic Empire," the booklet is an illustrated statistical survey of the Tulsa market and market potentialities. Using government and independent surveys as sources, the booklet shows the rise in retail sales; the wealth of the area; the percentage of manufacturing establishments, factory workers in the area and the total annual wages paid to them, as compared with the rest of the state; the average annual wage in two areas as compared with that in the U. S.; the concentration of mineral wealth in the area; and a list of the war projects in the area which contribute to the expanding market. Each page contains one aspect of "The Magic Empire" bordered on the top by a summarizing heading and on the bottom by a resume from the KTUL angle. The booklet is tan cover stock with black and brown print, and the statistics are clearly illustrated with block line cuts.

t Appeal To Be Heard Appellant's Work Area

shington Bureau, RADIO DAILY

ington—Selective Service ap- n the cases of individuals work- another area from that in which esgistered will henceforth be d by the appeal board in the ea here they are employed, Selec- ervice announced yesterday. a broadcaster in Chicago en- appeal on behalf of a worker me to Chicago after register- th a local board in Ohio, for e, the appeal will be heard by ago appeal board, rather than the Ohio section where the registered.

transfer of appeals jurisdiction, ng to Selective Service, should more competent consideration vidual cases because the board area where the registrant is ed is presumed to have better dge of the labor conditions in rticular area.

WJZ Signs J. C. Eno Ltd. For Half-Hour ET Show

Placing special emphasis on the New York market, J. C. Eno (U. S.) Ltd., Bloomfield, N. J., will launch a campaign for its effervescent fruit salts on WJZ beginning April 15.

Eno will sponsor "Hollywood Radio Theater," a half-hour recorded program presenting motion picture stars in dramas by the country's outstanding writers. The program will be heard Thursday at 10:30 p.m., EWT, beginning tomorrow as a sustaining show until Eno assumes sponsorship. Atherton & Currier, New York, is the agency.

Among the well-known stars who will take part in the recorded dramas are Marjorie Rambeau, Osa Massen (daughter of Jean Hersholt), Isabel Jewell of "Lost Horizon" and "Of Mice and Men," Rosemary DeCamp of "Yankee Doodle Dandy" and "The Commandos Strike at Dawn," Bramwell Fletcher who has played leading man to Katharine Cornell and has also appeared in "Immortal Sergeant" and "White Cargo," Gale Sondegaard and Anita Louise. Stories by Mary Roberts Rinehart, Damon Runyon, Gouverneur Morris, Earl Derr Biggers and other famous writers will be dramatized. A 27-piece orchestra conducted by Mahlon Merrick will provide the background music.

MBS Adds WCBI

WCBI, Columbus, Miss., will become a Mutual affiliate April 1. Affiliation had been delayed by inability of ATT to provide facilities. Station operates on 250 watts, 1,340 kilocycles full time.

BEST and the MOST FOR YOUR DOLLAR
UNBC
In America's
DUSTRIAL ACTIVE
HARTFORD
00 WATTS BASIC BLUE

FULTON LEWIS, JR.
WINS
1942
Alfred I. Du Pont
COMMENTATOR
AWARD

We told you he was good "... in recognition of his distinguished and meritorious performance of public service by aggressive, consistently excellent and accurate gathering and reporting of news and representation of expert, informed and reliable interpretation of news and opinion for the purpose of encouraging initiative, integrity, independence and public service through the medium of radio."

With these words the 1942 Du Pont commentator award was presented to . . .

FULTON LEWIS, JR.

Mutual's Commentator on Political Affairs

NOW AVAILABLE FOR SPONSORSHIP IN YOUR CITY . . . *a feature that means immediate results for any sponsor (Fulton Lewis, Jr., is sponsored on 121 Mutual Stations by 63 advertisers.) You can sell him at your one-time quarter-hour rate per week. Wire, phone, or write WILLIAM B. DOLPH, WOL, Washington, D. C.*

ORIGINATING FROM WOL WASHINGTON, D. C.
Affiliated with the MUTUAL BROADCASTING SYSTEM

Los Angeles

By JAC WILLEN

THE luncheon tendered Russ Johnston at Brittingham's the other day by his co-workers at KNX-CBS in commendation of his 20th year in the radio industry, although he is but 35, will long be remembered by those who attended. Guests who planted a "gag" on Russ were very much out-of-the-running when Johnston turned the tables on the attendees by producing written evidence (manufactured in points throughout the West Coast) to prove a great swindle had been perpetrated on the guests, who were contributors to the luncheon.

Ben Alexander did himself a real broadcast last Thursday—in the main lobby of the Hollywood Radio City studios. Crowded conditions on Thursdays left no studio available for the interview program which Ben was asked to do to fill in a cancellation.

Betty Rhodes starts a new program series over the KHJ-Mutual Don Lee network Saturday, March 20. Entitled "The Fleet's In," show will embody the format used on her former "This Is The Hour" and the "Anchors Aweigh" programs, both of which reached high popularity with dialers. Program will be heard at 8:00 p.m., PWT, on 212 stations of the Mutual Don Lee network.

Dinah Shore was "commanded" by the service men to appear for the 14th time on the "Command Performance" shortwave airing last week.

Comedienne Cass Daley had to cancel her visit to the Kraft Music Hall program last week due to a sudden attack of influenza.

"Emily Brown," played each Thursday by Sara Berner, the new advisor to the lovelorn lonely hearts for Bob Burns, the "Arkansas Traveler," already is receiving "serious" mail from radio listeners asking her for her advice regarding love affairs, although Emily is distinctly pointed as a character in the sketches and not a real person. Many of the listeners' letters come from girls who are confounded by their romances with service men.

CBS Personnel Switch

Several changes in personnel were announced yesterday at CBS. Roy S. Langham, head of the production division will take over duties of assistant to the director of broadcasts. Gerald F. Maulsby, who has had that post, has left the chain to go with the OWI. Horace G. Guillotte, a production supervisor, was named manager of network operations which duties Langham relinquished in his new appointment.

Louise Grant is now staff assistant in the program operations department, replacing Merritt Coleman who has become schedule supervisor of WABC-CBS engineering department in place of William Galione who has just joined the Army Signal Corps. Miss Carolyn Jaros will become assistant to Leroy Passman, assistant director of program operations, the post formerly held by Miss Grant.

Notes From A Ringside Seat. . . !

● ● ● Although no title for the show has yet been chosen, the new "Bourjois" series of programs, starting Sunday at 6:05-6:30 p.m. over the Blue Network will feature David Broekman's 30-piece orchestra, a choir of 12 voices, Jim Ameche as emcee and Perry Como's vocalisthenics.... Originally tabbed for two guest appearances as stand-in for Connee Boswell, Georgia Gibbs has just been signed for her third successive 13-week renewal as vocalovely on the CBS Camel Caravan....DeForest Ely has resigned from Transamerican to join the Blue Network script dept....Marian Hutton and the Modernaires (former Glenn Miller features) have been re-booked into the Roxy, March 24....Lester O'Keefe, manager of NBC's production dept. wrote the lyrics of the song, "The Globe and the Anchor," dedicated to the U. S. Marines and published by Mayfair Music Co.... Chick Vincent, director of "Pepper Young's Family" and "The O'Neills" daytimers, starts a two-week vacation Friday....An "added postcard" to you, you and especially you, Dave Alber: Of course we know that 'cigarettes-to-the-boys' program belongs to Bob Hawk's "Thanks To The Yanks" but it seems to us that the error was minor in view of the fact that Ralph Edwards' "Truth Or Consequences" show, like Hawk's is definitely a morale-builder in that its prizes are War Bonds and Stamps....Deek Watson of the Ink Spots is a pleurisy victim and will be out for a fortnight. ...Phil Brito, Blue Network's new vocal star who starts a daily 10-minute songfest tonight, 6:05-6:15 p.m., on WJZ, made his first professional broadcast 14 years ago at the age of 13.

☆ ☆ ☆

● ● ● While preparing tonight's "Victory Tunes" program for his NBChesterfield hour, dedicated to the WAVES at Northampton, Mass., Fred Waring suddenly realized that he did not know the official designation of the name W-A-V-E-S. He sent Elizabeth Hartridge, for six years a member of his secretarial staff, to the New York headquarters of that organization to obtain the answer. Next day, Fred found a note on his desk which read: "The official name of WAVES is 'Women Accepted for Volunteer Service'...and, incidentally, after next Monday you may reach me as Officer Candidate Elizabeth Hartridge, c/o WAVES, Northampton, Mass."....Frances Scott takes her NBC "Let's Play Reporter" entertainment to the auditorium of the Fed. of Crippled and Disabled tonight and will distribute 25 quiz prizes to disabled participants....a low bow from this reporter to that 'reporter'....The Jack (Patricia Norman) Eakin's, he's the director of both 'Hit Parades', celebrate their fifth anniversary this week.

☆ ☆ ☆

● ● ● Nila Mack's "Let's Pretend" boys, who, but a few months ago, were battling ogres and dragons and rescuing fair damsels in distress from 'inaccessible towers and dungeons', have stopped pretending and are battling the worst ogre of them all, Hitler & Co....Nila's "Gang," now in uniform include, Arthur Ross, Bobby & Billy Mauch (twins), Don Hughes, Billy (Dead-end Kid) Halop, Sydney Lummet, Lester Jay, Jimmy McCallion, Arthur Anderson and Patricia Ryan, the latter a Nurse's Aide....Last fall the charming star of CBS' "Madeleine Carroll Reads," moved next door to Colonel Stoopnagle's home in Norwalk, Conn....Recently the good Colonel took an office in New York and a week afterwards, the adjacent office was rented to a new tenant....none other than Blonde and Lovely Miss Carroll....Now "Sir Stooperoo" feels certain that the screen and radio luminary is following him....(Is that bad, Stoopie, ol'fellow?).... Ransom Sherman, CBS comic, claims that in his senior year at college he was a 'four-letter' man....each quarter he received a warning 'letter' from the Dean.

☆ ☆ ☆

—Remember Pearl Harbor—

Chicago

By FRANK BURKE

ARTHUR HALE's new show "C... fidentially Yours" started ... terday on WGN under the spon... ship of the Sinclair Refining C... pany. Already a favorite on the ... ern seaboard, the program will ... be heard on WGN and 103 other M... stations in the Middle West and R... Mountain areas. Because prog... will be aired by two sponsors, R... field in the East and Sinclair in ... West, Hale will have the unpr... dented chore of speaking continuo... for 30 minutes.

Art Noyes of the WGN press ... partment and Mrs. Noyes are ... parents of a seven pound, two-ou... son, Dennis Alfred, born at Mic... Reese Hospital.

Bernard Berquisto, NBC staff pia... will be the featured star on ... Shield & Company show Tues... March 23, playing Gershwin's "Rh... sody In Blue." Program will be he... at 11 p.m.

A special matinee of the prod... tion of "IceCapades" at the Chic... Arena on March 20, admission ... which is by free tickets given to ... bond purchasers, has been comple... sold out in the first nine days o... projected three-week campa... through the efforts of WGN in ... operation with the Women's Divis... of the Chicago and Cook County ... savings staff of which Mrs. Walte... Wolf is chairman.

Kenneth W. MacGregor has b... made program manager of W... Chicago, and Lewis James, W... producer, has been named product... chief to succeed MacGregor.

NBC Symphony To Air Easter War Bond Ral...

War bond rally on behalf of ... War Savings Staff of the Treas... Department will be conducted ... NBC, April 25, in a special conc... that Easter Sunday, at Carnegie H... featuring Arturo Toscanini, his s... in-law, Vladimir Horowitz, as pia... soloist, and the NBC Sympho... Orchestra. Concert marks the fi... joint appearance of the maestro a... his son-in-law this season.

Admission will be by bonds p... chased between March 17 and Ap... 24 expressly for the concert. Pub... will have to present the bonds at t... office of the War Savings Staff, 1... Sixth Ave., to obtain admission tick... to the concert, though bonds do ... have to be purchased at the Carne... Hall box office exclusively. Purcha... via already established employee p... roll deductions will not be valid.

House is being scaled from $25 ... $50,000. Seats will be sold on a fi... come first served basis within ea... price class, of course. Second ha... of the concert, which will run fro... 4 to 6 p.m., will be broadcast by NB... during its regular Sunday conce... 5-6 p.m. An all-Tchaikovsky p... gram will be presented. NBC is un... derwriting all expenses for the ral...

fficial Agenda Set Fc NAB War Meeting

(Continued from Page 1)

le will fill four full days and
e nights.

Statement With Agenda

Th agenda was released with the
llo ng preface from NAB: "This
th first and only official agenda
t NAB Radio War Conference
b eld in Chicago, April 27-29 at
e lmer House. Speakers' names
ve een omitted pending confirma-
on it we have lined up outstand-
ng ar and industry leaders to ad-
ss as on all phases of radio in
ur r picture. Any further ques-
tis n this agenda and plans must
ec rough the NAB News Bureau
Ma will offer fullest cooperation."
sta release of speakers and other
ta promised as soon as confirma-
ns ome through and further de-
ils e perfected. This agenda was
ep pted as of the above date
(Ma 16) after a two-day staff
me ig at NAB headquarters in
Wa gton.

usic Group Publishes ist Of American Works

(Continued from Page 1)

al rit that it has been prepared
th e basic thought of what the
ca , intelligent audience might
ex ected to enjoy and assimilate,
d at it reflects a broad, com-
site opinion. It has no bias in
vo of any particular trend or
ho and musical worth as well
pl ing quality is given due con-
er on."

The ist has been prepared in the
pe at it will prove of assistance
sc ol music supervisors, colleges
u iversities, music clubs, music
on and to the thousands of
us Week" workers interested in
Ne an music.

The itles included have been se-
ted by a committee composed of
fo owing:

Personnel of Committee

Ma rm Bauer, author, composer,
pr Music, New York University;
Wa lter M. Berry, National Chair-
Ad vancement of American Mu-
Da ghters of the American Revo-
lon Martha Galt, Chairman, Amer-
Mu usic, National Federation of
Sic Clubs; Howard Hanson, com-
en author; Director, Eastman School of Music, Rochester, New York; John Tasker Howard, author; Curator, American Music Collection, New York Public Library; Horace Johnson, composer; New York City WPA Music Project; Harrison Kerr, composer; Executive Secretary, American Music Center; Mrs. Frank H. Ludwigs, Chairman, Division of Music, General Federation of Women's Clubs (1938-1941); Mrs. Arthur M. Reis, author; Executive Chairman, League of Composers; Charles Seeger, Chief, Music Division, Pan American Union; Carleton Sprague Smith, Chief, Music Division, New York Public Library; Sigmund Spaeth, President, National Association for American Composers and Conductors; Harold Spivacke, Chief, Music Division, Library of Congress; Deems Taylor, composer, author, critic; President, Ascap; C. M. Tremaine, Director, National Bureau for the Advancement of Music, Chairman.

The present list does not include songs or shorter instrumental solos. A supplementary booklet soon may be prepared giving additional information in regard to the briefer works. Arrangements have been made to distribute the list, which sells for 10c per copy, not only through the National Bureau for the Advancement of Music, but also through the American Music Center. It is to be distributed also to the members of the American Society of Composers, Authors and Publishers; and the National Association for American Composers and Conductors by those organizations.

NAB WAR-CONFERENCE AGENDA

MONDAY, APRIL 26

9:00 a.m.—Registration
10:30 a.m.—Program Directors Committee
10:30 a.m.—Sales Manager Committee
2:00 p.m.—NAB Bureau of Copyrights
2:00 p.m.—Public Relations Committee
2:00 p.m.—Research Committee
2:30 p.m.—Code Committee
3:00 p.m.—Retail Promotion Committee
4:00 p.m.—BMI Board
7:00 p.m.—Accounting Committee
7:00 p.m.—Labor and Wage and Hour Committees
2:00 p.m.—Engineering and Insurance Committees
7:00 p.m.—Directors (Past and Present) Supper

TUESDAY, APRIL 27

WAR MANPOWER AND WAR MATERIALS

8:30 a.m.—Registration
10:30 a.m.—Manpower: (1) Needs of Army; (2) Needs of Industry; (3) Selective Service; (4) How to Meet the Need
12:45 p.m.—Luncheon
2:30 p.m.—War and Materials: (1) Operation of Stations; (2) Listeners; (3) Operations Under Fighter Command
8:00 p.m.—(1) Clear Channel, Regional and Local Groups are offered the opportunity to have meetings at this time. (2) NAB Women Directors

WEDNESDAY, APRIL 28

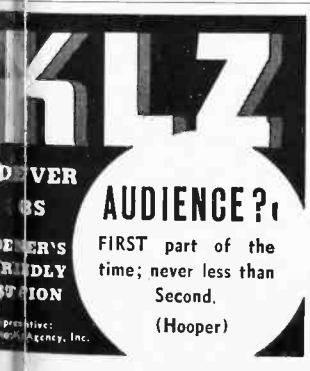
8:30 a.m.—Breakfast Round Tables: (1) Selective Service and Manpower; (2) Foreign Language; (3) Tubes and Equipment, Gas and Tires, Listener Problems, Batteries, Receiving Sets; (4) Music; (5) Radio Management Club of Chicago
10:30 a.m.—Radio Problems and The War: (1) Censorship; (2) The Government and Programs
12:45 p.m.—Luncheon
2:30 p.m.—Sales Problems During War Time: (1) Retail Promotion Committee Plans; (2) Petrillo Recording Ban; (3) NAB Annual Meeting (a) Election of Directors-at-Large, (b) Vote on By-Law Changes
8:00 p.m.—"Sales—Wartime Necessity"

THURSDAY, APRIL 29

8:30 a.m.—Breakfast Round Tables: (1) Censorship; (2) Training Course, 48-Hour Week, Women; (3) OWI; (4) Sales Managers; (5) The Recording Ban; (6) Legislation and Taxation
10:30 a.m.—The Role of Advertising in War: (1) Recommended Standards for Coverage Maps; (2) The Role of Advertising in Wartime, a Panel Discussion

RESOLUTION AND ADJOURNMENT OF CONFERENCE

2:30 p.m.—Meeting of New NAB Board of Directors



Dominant NBC Basic Station In This Area

WDEL
1150 KC
WILMINGTON
DELAWARE

WDEL reaches an area—Delaware, southern New Jersey, and parts of Maryland and Virginia—which is booming for it is located right in the heart of the nation's greatest production area.

Covering this buying market with 5,000 watts day and night, WDEL is doing an outstanding job for scores of advertisers.

Your advertising dollars spent on WDEL can pay you rich returns in profitable sales —write:

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

National Nets Co-Op In School Convention

(Continued from Page 1)

are following a practice initiated last year, when the travel ban went into effect. Some of the other conventions wherein radio was substituted or where radio was used to link sectional meets for national solidarity consisted of the conferences sponsored by the Institute of Radio Engineers; the annual meeting of the American Association for the Advancement of Science; conventions of the National Education Association and the "Child in War Time" clinics sponsored by the American Legion.

Networks' contributions consist of turning regular programs over to the respective meets. Schedules which networks are carrying for the AASA convention of the air follow: (NBC schedule was listed in RADIO DAILY, March 15.) CBS—March 17, "School of the Air of the Americas" featuring the topic, "New Horizons — Report from the Pacific" with Capt. Eddie Rickenbacker, explorer Roy Chapman Andrews, and Col. Hans Christian Adamson of the Army Air Forces; "Teachers and the War" featuring a program arranged in cooperation with the Educational Services Division of the OWI, with participants listed as Casper H. W. Hasselriis of Denmark, Lillian De Lissa of England, and Alexander Kohnanian of USSR; March 25, "Manpower and the Schools" featuring Paul V. McNutt, War Manpower Commissioner; March 27, "Country Journal" with Frank W. Cyr of Columbia University; "The People's Platform" with Lyman Bryson and secondary-school principals.

The Mutual lineup includes March 22, "Door Key Children" sponsored by the Department of Elementary School Principals, NEA. The Blue is offering on March 18, "America's Town Meeting of the Air"; March 23, "The Victory Hour"; March 24, "National Farm and Home Hour"; March 26, "Schools in Wartime."

Gantter WFBL Program Head

Syracuse, N. Y.—Raymond C. Gantter succeeds George Perkins as program manager of WFBL it was announced yesterday by Samuel Woodworth, general manager. Perkins leaves the station after ten years of service to join the radio division of Foote, Cone & Belding advertising agency, in New York.

Gantter, joined the station in 1941 as musical director. He is a native of Syracuse and during the last year assisted in the writing and production of various programs over WFBL.

"Funny Money Man" On KWK

St. Louis — Griesedieck Western Brewery Co. has purchased the "Funny Money Man" program on KWK of this city. Contract calls for two half-hour programs weekly with a large orchestra and was set by Maxon, Inc., Chicago and Allen A. Funt Radio Productions, syndicators of the novelty show. Series begins on Thursday.

"Town Meeting" Mail Survey Reveals Post-War Interest

(Continued from Page 1)

president of The Town Hall, moderator of the series, and the individual speakers appearing on he series. These conclusions are based on special audience mail reports analyzing listeners' mail.

Other observations made from the study of the program's mail noted that listeners have not been as critical in their writings, that there has been a falling off of total mail without reflection in audience ratings, however, and that the sincerity and personal interest have been more pronounced. Dropping off of critical mail and total mail has been traced to the change in type of material presented in the series. As a result of the war, topics are less controversial. That character is partly a result too, of censorship and "war effort" angles. Mail expectancy for season is 40,000 compared to 60,000 high two years ago.

Response to sessions dealing with military topics has been, not only critical but less opinionated with publice preferring to leave to the expert, the judiciousness and wisdoms of war strategy.

Topics dealing with labor have proved rallying points and mail stimulants. One such program, covering labor and the farm question brought one of the broadest mail responses, and drew widely from the farmers of the country. "How Can We Get Maximum Food Production?" aired February 18, has brought in over 1,300 letters with the critical element almost nil. Instead, the presentation drew out from the formers concrete reports on the state of conditions, the problems of the farmer, and attitudes toward proposals made for meeting the problems.

Another highlight in the analyses, is the return on the February 25 meeting featuring, "Should Civilians Be Drafted for National Service?" Most responses to other programs are dissertations or essays or opinions with full reasoning. Mail to this showed forthright decisiveness in one word replies of "yes" and "no." Approximately .01 per cent of the mail was "critical," holding that Congressman George H. Bender, one of the speakers "blasted his pet peeves" instead of adhering to the subject, and that Denny was too lenient as a moderator.

Dr. Thomson Praises Canada Radio Control

(Continued from Page 1)

lutely alone. The method varies with different countries. There are two ways of handling radio: by government monopoly, either directly or through a government-appointed public commission or corporation which is the British method; or second, to give it to private interests, the American method. "Canada has taken the middle course and must strive to get the best from both systems."

Dr. Thomson said national radio and local stations should not be competitive but rather should complement each other, and declared that "If we are to have a national spirit in Canada we must have a national radio. The press sometimes says very unkind things about us," he asserted. "This was not because the CBC's relations with the press were unfriendly but newspapers realize that a new and vital competitor has entered into a region that they have long occupied."

He did not think, however, "the radio opening with the spoken word is ever likely to supplant the medium of the written word." Dr. Thomson said the Canadian press had "cooperated magnificently with the CBC."

"For a long time they supplied us daily free of charge with those items on our programs which we believe our people are most interested to get, namely news broadcasts," he said. "Even as I speak, the Canadian Press and the British United Press give us their entire service free of charge and only now through the emergency of difficult war conditions have they raised the question of asking any remuneration for the service they have done us, and through us, to the whole Canadian people.

"Whatever individual newspapers may do, and they have done much, to vilify the CBC, the Canadian press as a whole has not only served us, but through us the Canadian people in a manner which is extraordinarily generous. I think this is a good omen of the happy relationship that ought to exist between us for the future."

Rogers Vs. Slye Hearing In High Court Tomorroy

Hearing will be held tomorrow in Supreme Court in the $500,000 damage action and injunction plea filed by Roy Rogers, stage actor, against Leonard Slye, known in Republic Pictures films as the cowboy star, "Roy Rogers."

The film actor is charged with performing under this name outside the film industry; specifically by appearing late last year in two rodeos, one in Madison Square Garden, New York, and the other in the Boston Garden, Boston, Mass. It is also stated that he appeared as "Roy Rogers" on the Fred Allen radio program in October, 1942. These appearances were not sponsored by Republic Pictures Corp., Republic Productions, Inc., and Republic Pictures Corp. of California, who were named co-defendants in the action.

The case was dismissed last October because of facts, and with leave to file an amended complaint. This was done last Friday by attorneys for the stage actor, who charged the cowboy star with violation of his contract, which they made after the actor Rogers brought suit in California in 1938, which they settled by agreeing

Sets-In-Use Reache All-Time March H

(Continued from Page 1)

reports. This level has never b been obtained for a corresp period in the eight years of tinuous reporting maintained by Hooper, Inc. Figure is only cent below the 35.2 per cent rep for January, a month which us reflects peak listening.

Average rating, reported fo period, is at 12.0, a figure whic been surpassed but 3 times i of 1942. Thus far this year, av evening ratings have been at 12 above in all but one report mad Hooper, indicating that the audi brought on by gasoline rationing bans on travel, have been sustai and continuous.

Same report lists the top 15 grams for the period. Bob H who has held on to first plac each reporting, with but one ex tion since November, conceded rank to "Fibber McGee and M this time. The yield is attributed most wholly to the fact that on M 2 he played opposite Mme. Ch Kai-Shek who gave a special br cast from a Madison Square Gar rally and earned a 14.1 rating in own right. Both MBS & CBS ca Mme. Chiang Kai-Shek.

Oddly enough, "Fibber McGee Molly" came in first also a year with Hope second; "Charlie McC thy," "Aldrich Family" and Wa Winchell following in that order year and again in this report. B and Allen, substituting for J Benny, Sunday, March 7, maintai the show's rating, so that the p gram is listed as eighth.

"First Nighter," sponsored on M by Campana, showed the great rating gain among the evening p grams. Jump is 4.7, from 7.4 to 1 Gain exceeds the expected statisti variation by 3.1. Maximum er expected for a rating of 12.1 ba on a sample of 1,500 is plus or min 1.6.

Handy Song Premiere On WIN

Cafe Society Uptown, the Na League and the Skouras Theaters jo forces on WINS, New York, on Su day, in the show "This Is Our Caus from 4:30-5 p.m., EWT. The cast i cludes the Golden Gate Quartet and Hazel Scott from Cafe Socie Morton Downey, Benay Venuta, a W. C. Handy, "Father of the Blues Special feature of the program is th premiere of Handy's first war song the "Go Get the Enemy Blues." Henr Sylvern will conduct the orchestra and Mrs. Charles H. Russell, Jr. wil be guest speaker.

Wedding Bells

Newton, N. J.—Judy Canova ha been married here to Pvt. Chester B England.

Tacoma, Wash.—Ann Eden Crowel known on the air as Ann Eden, was married here this week to Ensign William Woodward, Jr., of the United States Naval Reserve, who is stationed here. The couple will live in Tacoma

To the Colors!

EN SCHUYLER, assistant con- editor at WOL, Washington, C is one of the first girls from ico join the Women's Reserve of S. Marine Corps. She has been or in and is awaiting orders to or indoctrination.

—vvv—

DANNENBAUM, JR., former ncial manager at WDAS, Phil- a, has been promoted to a 1st ant in the Signal Corps.... ster JOSEPH CORR, joins the vy March 29.

—vvv—

HALLIE PHILLIPS, joined AC's she was the first female kee of WPTF, Raleigh, N. C., to the armed forces. She was tary in the program depart- nd handled traffic, continuity duction.

Public Service Hours Totaled 36 Percent In Blue-NBC Study

(Continued from Page 1)

cent when figures are compared with those compiled by the network for the previous year.

Figures are revealed in a supplementary breakdown to RADIO DAILY's survey of network programs trends published Monday, March 8. Classification of public service programs is contrasted with entertainment programs.

News Jump On Both Webs

Both networks showed similar developments in check up on the public service phases of news broadcasts, in that there was the greatest change and jump. NBC reported an additional 297 hours, or a 4.9 per cent increase in reports, analyses, foreign pick-ups and special events which comprise the news classification. The Blue's jump totaled 193 hours or a 4.4 per cent gain. For both chains, the news feature represented the largest and most important division in public service programming during 1942. On both networks, music represented the second largest group of public service program hours though there were fewer hours in total.

Major Programs Considered

Tabulation shown below gives a comparison between 1941 and 1942, for both NBC and the Blue, showing the ups and downs in public service programming among the major types of programs.

AGENCIES

FRANK CROWNINSHIELD will deliver an address today at the luncheon of the Art Directors Club held at its headquarters.

LT. COM. CARLOS FALLON of the Colombian Naval Reserve, will be the guest speaker at the war activities luncheon of the Advertising Club of New York to be held today at the clubhouse, Park Avenue at 35th Street. His subject will be "The Inside Story of Our Relations with South America."

VERONICA WELCH, formerly with Moser & Cotins, Inc., has been appointed assistant to E. C. Stamler in the media department of the Biow Company.

PUBLIC SERVICE PROGRAMMING

SERVICE PROGRAMS	NBC SPONSORED Program Hours 1941	NBC SPONSORED Program Hours 1942	NBC SUSTAINING Program Hours 1941	NBC SUSTAINING Program Hours 1942	NBC Total Program Hours 1941	NBC Total Program Hours 1942	NBC Per Cent of Total Program Hours 1941	NBC Per Cent of Total Program Hours 1942	Blue SPONSORED Program Hours 1941	Blue SPONSORED Program Hours 1942	Blue SUSTAINING Program Hours 1941	Blue SUSTAINING Program Hours 1942	Blue Total Program Hours 1941	Blue Total Program Hours 1942	Blue Per Cent of Total Program Hours 1941	Blue Per Cent of Total Program Hours 1942
sical	65	48:25	208	149:40	273	198:05	2.9	2.4	56	66	394	139	450	205	4.5	2.6
i-Classical	108	134	702	570:58	810	704:58	8.6	8.5	13	8	706	367	719	375	7.4	4.8
l	173	182:25	910	720:38	1083	903:03	11.5	10.9	69	74	1100	506	1169	580	11.9	7.4
orts	220	179:05	316	408:44	536	587:49	5.7	7.1	28	10	316	302	344	312	3.5	4.0
lyses	104	202:55	87	186:33	191	389:28	2.0	4.7	100	155	156	379	256	534	2.6	6.7
ign Pick-ups	48	64:35	156	161:24	204	225:59	2.2	2.7	1	....	126	97	127	97	1.3	1.2
ial Events	22	2:10	30	74:50	52	77	.6	.9	....	9	69	37	69	46	.7	.6
l	394	448:45	589	831:31	983	1280:16	10.5	15.4	129	174	667	815	796	989	8.1	12.5
b: Discussions																
es Talks	..	2:10	35	39:36	35	41:46	.4	.5	4	6	82	102	86	108	.9	1.4
Time Talks	1	1:05	70	55:17	71	56:22	.7	.7	....	5	104	70	104	75	1.0	1.0
ums	..	....	37	29:05	37	29:05	.4	.4	....	....	52	87	52	87	.5	1.1
l	1	3:15	142	123:58	143	127:13	1.5	1.6	4	11	238	259	242	270	2.4	3.5
al Culture	48	30:05	56	73:54	104	103:59	1.1	1.3	30	24	256	95	286	119	2.9	1.5
ly	..	25:55	13	78:01	13	103:56	.1	1.3	15	7	69	62	84	69	.8	.9
tic	229	195:15	115	162:55	344	358:10	3.6	4.3	113	15	191	91	304	106	3.1	1.3
on	..	1:05	89	80:49	89	81:54	.9	1.0	....	3	182	120	182	123	1.8	1.5
n's	30	30:10	43	28:39	73	58:49	.8	.7	5	22	234	147	239	169	2.4	2.2
en's	9	....	24	9:45	33	9:45	.3	.1	39	3	273	84	312	87	3.1	1.1
Service	..	....	....	2:10	....	2:10	..	.0	....	....	243	220	243	220	2.4	2.8
AL PUBLIC SERVICE	884	916:55	1981	2112:20	2865	3029:15	30.3	36.6	404	333	3453	2399	3857	2732	38.9	34.7
AINMENT PROGRAMS																
t	355	254:05	1478	1374:28	1833	1628:33	19.4	19.7	138	125	1621	1542	1759	1667	17.7	21.2
e	39	38:50	1616	849:13	1655	888:03	17.5	10.7	9	42	1508	1087	1517	1129	15.3	14.3
l	394	292:55	3094	2223:41	3488	2516:36	36.9	30.4	147	167	3129	2629	3276	2796	33.0	35.5
tic	108	....	95	72:50	203	72:50	2.1	.9	169	92	455	94	624	186	6.3	2.4
y	1798	1647:29	113	131:19	1911	1778:48	20.2	21.5	695	503	295	271	990	774	10.0	9.8
	633	439:45	78	152:35	711	592:20	7.5	7.2	147	171	607	784	754	955	7.6	12.1
	126	137:50	17	24:20	143	162:10	1.5	1.9	69	25	17	33	86	58	.9	.8
n's	9	12:55	88	111:17	97	124:12	1.0	1.5	126	62	105	105	231	167	2.3	2.1
	45	....	....	1:05	45	1:05	.5	.0	61	66	39	141	100	207	1.0	2.6
AL ENTERTAINMENT	3113	2530:54	3485	2717:07	6598	5248:01	69.7	63.4	1414	1086	4647	4057	6061	5143	61.1	65.3
TOTAL	3997	3447:49	5466	4829:27	9463	8277:16	100.0	100.0	1818	1419	8100	6456	9918	7875	100.0	100.0

☆ ☆ Coast-to-Coast ☆ ☆

CARL MATTISON, former program director at WMFF, Plattsburg, and now an announcer at WOKO, Albany, has a wide range of accomplishments. Besides his radio activities he is also a licensed embalmer and undertaker....Ruth Leffler, receptionist at Albany's Radio Center, and an announcerette in audience participation shows, fell and broke her ankle last week.

* * *

Bill Salisbury, formerly of KWFT, and Frank McIntyre, former news bureau chief of WKY, are two recent additions to the staff at KUTA, Salt Lake City....Jack Burnett, station's commercial manager, has been in Los Angeles and San Francisco on station business.

* * *

"The Church in the Wildwood" was placed on a daily basis at WMOB, Mobile, with Dan Webster conducting the John Seagle show. It is sponsored by the Rev. J. W. Kinzely....Newest addition to the announcing staff is Jim McManus, a Bronx, New York, representative now a student at Springfield College in Mobile.

* * *

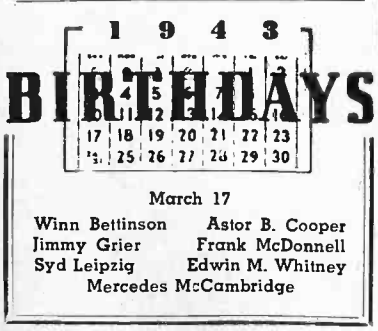
Sun Girl's Choir returned to the air ways over KOY, Phoenix, in a new series of night time sustaining shows. It is written by Jack Williams, station's program director....The Arizona Federation of Labor signed a year's contract for the 9:00 a.m. news over KOY, and KTUC, Tucson. This is the second labor contract signed by the station. The original was signed by the Teamsters' Union sponsors of "Take It From Joe," a 15-minute dramatic morale program heard Wednesday evenings.

* * *

John Stahley will inaugurate a weekly salute to Army Camps, dedicated to the mothers and fathers of the boys in the armed services, in his Sunday series of news broadcasts "Tonight's World News" over WNAC, Boston, and the Yankee Network, beginning March 21 from 10:30 to 10:45 p.m.

* * *

WSRR, Stamford, will cover competely, through the UP Hartford correspondent, all the Stamford bills pending before the Connecticut State Legislature. The legislature set aside one day for each city. On the day that Stamford bills come up for consideration the station will cover the session.



March 17

Winn Bettinson — Astor B. Cooper
Jimmy Grier — Frank McDonnell
Syd Leipzig — Edwin M. Whitney
Mercedes McCambridge

To add further impetus to the Red Cross War Fund Campaign in Alleghany County, Rosenbaum's Home Front News, aired every morning at 10:15 over WTBO, Cumberland, Md., launched a campaign of its own. In addition to their regular contribution to the Red Cross, listeners are requested to send pennies to the Home Front News. Pennies will be donated to the Red Cross and Rosenbaum's will match the amount received. The aim is to obtain as many pennies as there are men in the service from Alleghany County which number is approximately 7,600. To date 6,517 pennies have rolled in.

* * *

Rowenah Peters has begun a weekly series of quizzer-commentary shows over KFRC, San Francisco, to acquaint the public with the "WOW's," members of the Women's Ordnance Workers....Ex-manager Bill Pabst of KFRC visited his old studio pals recently after his Navy indoctrination course. He is a Lieutenant in the flying corps....Lillian Lee, former member of KFRC's Breakfast Club variety show, has rejoined the cast in Ethel Sterling's place. Latter is on indefinite leave.

* * *

Kate Smith has been enlisted by the War Manpower Commission to inaugurate a new drive for War workers. The opening gun in the campaign will be fired on her program this Friday, when the program takes the air from the Polytechnic Institute Auditorium, Baltimore, Md. While in Baltimore, on Friday, she will christen a new 10,500 ton Liberty Ship being launched at the Bethlehem-Fairfield shipyard.

* * *

Val Clare, news commentator for CKLW, Windsor, Canada, returned to the hospital yesterday morning but not as a patient, at that time he broadcast from the Windsor Blood Donor Clinic on the occasion of its first anniversary....Wall Townsent, station pianist, gave his sixth transfusion as part of the broadcast.

* * *

Goldfarb Florists, stores and greenhouses, have purchased three spots weekly over WLIB, Brooklyn, for an indefinite period through the Picard Agency...Stamp collections owned by Arthur Faske, chief engineer, and Louis Berne, WLIB sales promotion manager, are described in the current issue of Mekeel's Stamp News, hobby magazine....Murray Jordan, conductor of the daily "This is Romance" record show, is appearing as master of ceremonies at Brooklyn theaters at war bond rallies staged by civic and veteran groups...Station still furthers its "live" program schedule with a daily sports show.

* * *

WKRC, Cincinnati, co-operated with the World Day of Prayer by obtaining from priests, ministers, and rabbis, twelve one-minute prayers which were spotted throughout the schedule on Friday, March 12. This was climaxed by a 15-minute program at 8:30 p.m. under the direction of the Cincinnati Council of Churches.

In the space of less than 24 hours WDRC, Hartford, fed two CBS network shows over the week-end. First, there was a cut-in on the "Report to the Nation," and later a half-hour "Church of the Air" program....Groves Vitamins has concluded arrangements with the station for fourteen 50-word announcements a week, night and day for 13 weeks starting March 29. The contract was handled by Donahue & Coe, New York.

* * *

For the twelfth consecutive year WDAS, Philadelphia will broadcast the "Friendly Sons of St. Patrick Banquet" from the Bellevue Stratford Hotel from 9:00 to 11:00 p.m., today. Speakers will include Francis Biddle, U. S. Attorney General; Rt. Rev. Msgr. Fulton J. Sheen, Governor Edward F. Martin of Pennsylvania and Dr. Alexander J. Stoddard, Superintendent of Schools in Philadelphia...."John Dough" which is the misnomer of the announcer on the station's giveaway program, is drawing more fan mail than any other staff member or artist.

* * *

A series of sports programs will soon make its debut over WSAI, Cincinnati, as a night-time offering on a Monday through Friday basis. For the broadcasts the station has secured the services of Lou Smith, baseball writer for the Cincinnati "Enquirer." News from the newly located baseball camps and interviews with leading players will feature the series.

It was originally planned b... Mark, WHK-WCLE, Cleveland, ... manager, to have twenty-five e... announcers attend the U.B.... nouncer's school but when the ... tion notice went out 502 app... showed up. Since it was impo... to limit the class to twenty-fi... cause of ties on the auditions s... more Clevelanders were notifie... they were to attend the free ... The first session was held M... evening, March 8.

* * *

George C. McGinley, general ma... and Martin Weldon, program direct... the two newest additions to the ... Kingston, N. Y., staff. McGinley co... the Kingston station directly from ... where he was commercial ma... Weldon comes from WINS, N. Y., ... he held down several positions ... his seven- year stay there.

* * *

Denise Keller, who conducts ... terpieces of Victory" over ... Bridgeport, assumes a new ro... Friday, when she will inte... Rubinoff the celebrated violinis... the benefit of Bridgeport listen...

* * *

As a service to listeners KROW, ... land, broadcast a program for the ... versity of California War Training ... sion recently. Mrs. Carrie Baade, ... chairman for the division, discusse... ganization of new war training clas...

TODAY-12:30

Luncheon of the

RADIO EXECUTIVES' CLUB

OF NEW YORK

at the Loyale
521 Fifth Ave., New York City

JAMES PECKHAM

Executive V.P.—A. C. Nielsen Co., Market Research Company, will show revealing result of new Audimeter type test radio surveys in one of the nation's largest markets. This is an interesting story every well-informed radio executive should be familiar with.

Come on down. All radio people welcome—every Wednesday at 12:30. Bull Ring Bar. Members $1.00—Guests $1.50.

RADIO DAILY
The National Daily Newspaper of Commercial Radio and Television
VOL. 22, NO. 52 NEW YORK, N. Y., THURSDAY, MARCH 18, 1943 TEN CENTS

Transcription Impasse

Whiteman Named Blue Musical Head

Paul Whiteman was named yesterday to the newly-created post of musical director of the Blue Network. The announcement, made by Mark Woods, president of the net, is effective immediately.

Following a conference with Woods and Phillips Carlin, vice-president in charge of programs for the Blue, Whiteman left New York for the west coast where he will make his headquarters at the network's studios in Hollywood. While

(Continued on Page 5)

Design Comedy Talent In Camel Caravan Shows

Major shuffling and reorganization of talent line-up in R. J. Reynolds' musical variety productions were announced this week, and will become effective next Thursday, March 25, according to an announcement made yesterday by the William Esty agency handling the account.

The switch will place an entirely

(Continued on Page 2)

NBC Selects Programs For War-Time Listening

Town's National Radio Committee has recommended through its Radio Review" for this month, a list of 38 "Important Programs of War Times," taken from all the networks and New York independent stations. Though three of the networks were credited with at least 7, an indie was listed six times,

(Continued on Page 2)

Closed Circuit

Denver—During a recent broadcast of "Canteen Quiz" over KMYR, a quiz program aired from the Lowry Field Service Club, one contestant inquired if the show was a coast-to-coast hook-up. Quiz master, Pvt. Lew Slavin answered the best vaudevilleese, "Coast-to-coast! Why brother we're going to be mighty lucky if they let us get out of this room."

New Threat

If the ten top-ranking radio artists don't think they are facing a threat from Mayor LaGuardia they better take another look at his rising radio rating as reported by the Pulse of New York, Inc. From December to March it jumped from .7 to 3.0 making his Sunday afternoon broadcast over WNYC, New York, the best listened to local show on the air at that time.

"Town Hall" Studies New Program Policy

Entire operating policy of Town Hall lecture program series may undergo modification next season as a result of a twenty-week broadcast experiment this winter, wherein, for the first time in the history of the institution, its morning lecture series was aired to a non-paying audience at the same time that its regular subscribers continued a paid member-

(Continued on Page 6)

Garment Firms Purchase Time On N. Y. Stations

With the purchase of time by three advertisers in the New York Metropolitan area this week, the wearing apparel industry made further inroads into the New York radio market. The three advertisers were: Foot Form Shoe Shops, Inc., which bought five weekly participations on WJZ's

(Continued on Page 5)

AFM Exec. Board Letter To Recording Firms Offers No New Proposals; Charges "Lack Of Good Faith"

Industry Co-Op Sought In Big Treasury Drive

Entire broadcasting industry was asked, yesterday, to give full cooperation to the Treasury Department in its 2nd War Loan campaign which will be launched April 12. Request, which was wired to all networks and stations by Henry Morgenthau, Jr., Secretary of the Treasury, announced

(Continued on Page 3)

WPB Lifts Priority Ban On Steatite Purchases

Washington Bureau, RADIO DAILY

Washington — Producers of radio equipment who substituted plastics and glass for steatite in the manufacture of insulators can now switch back to steatite and expect to have their orders filled. This was brought out at a recent meeting between the

(Continued on Page 2)

Audimeter Advantages Explained At REC Lunch

Charging that the telephone method of radio audience research employs a non-representative, random sampling in its operations, James Peckham, executive vice-president of the

(Continued on Page 5)

Chicago—Accusing the record and transcription companies of lacking "good faith" as parties in collective bargaining negotiations, James C. Petrillo, president, and the executive board of the AFM, last night notified platter makers that the companies would have to make the next move—that of submitting "constructive proposals for the solution of this tragic problem." An alternate proposal, expected by the trade, was not forthcoming from the union.

AFM's attitude was contained in a lengthy letter mailed to the record

(Continued on Page 6)

CBS-Pacific Reports Coast Business Boom

Hollywood—Further evidence that business in the West is booming was found in the recent visit to Columbia stations in various cities of Northern California and the Pacific Northwest by George L. Moskovics, sales promo-

(Continued on Page 2)

Labor Rep Appointment To CBC's Directorate

Montreal—Prime Minister MacKenzie King, yesterday, announced the appointment of Howard B. Chase, of Montreal, to the Board of Governors of the CBC. Chase, who is vice-grand chief of the Brotherhood of

(Continued on Page 2)

Taft Charges Denied By Davis; Orders Staff To Avoid Politics

McGee Show Takes First In Milwaukee Journal Poll

Milwaukee — Fibber McGee and Molly took top honors for third successive year as the favorite in all program classifications in the 13th Milwaukee Journal Radio Poll conducted by Richard K. Ballamy, radio editor. Of the 20 places in this group

(Continued on Page 2)

Washington Bureau, RADIO DAILY

Washington—At considerable variance with some few Congressional estimates, the Japanese radio yesterday, discussing the Friday broadcast of OWI Director Elmer Davis, said it indicates a "sterile frame of mind." Recent Congressional criticism of OWI, implying that it is primarily a political agency, were scored yesterday by Davis as "thoroughly un-

(Continued on Page 3)

Reminder

Change in method of computing music license rates from one based on wattage to one based on rate cards, has enabled the AMP to lower the costs for some stations. However, the music firm has had to write some station managers, not one but several letters to get them to pay the lower figure or accept a refund in the form of credit on their accounts.

RADIO DAILY

Vol. 22, No. 52 Thurs., March 18, 1943 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

(*Wednesday, Mar. 17*)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	140 3/8	139 1/2	139 3/4	— 1
CBS A	17 3/4	17 1/2	17 1/2	— 1/4
CBS B	17 1/2	17 3/8	17 1/2	— 1/4
Crosley Corp.	14 7/8	14	14	— 3/4
Gen. Electric	35 1/2	35	35 3/8	
Philco	18 7/8	18 3/8	18 1/2	— 1/2
RCA Common	7 5/8	7 1/4	7 1/2	— 1/4
RCA First Pfd.	62 3/4	62 1/4	62 1/4	— 1/2
Stewart-Warner	10	9 5/8	9 3/4	— 1/8
Westinghouse	87 3/8	86 3/4	87	— 1 1/4
Zenith Radio	25	24 5/8	24 5/8	— 3/8

NEW YORK CURB EXCHANGE

Nat. Union Radio	2 1/4	2 1/8	2 1/4

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	6 7/8	7 1/8
WCAO (Baltimore)	17	20
WJR (Detroit)	21	23

WPB Lifts Priority Ban On Steatite Purchases

(*Continued from Page 1*)

Steatite Manufacturers Industry Advisory Committee, and WPB's Radio Division. Manufacturers said that plastics will become increasingly hard to obtain in the next several months. Steatite is superior to substitutes in insulating the high frequency electric currents with which radio equipment is charged, it was asserted.

Steatite producers back logs averaged from nine to ten months last year but the expansion of facilities and the reduction in demand induced by the use of substitutes has cut back logs to an average of about two months. It was said that orders remain below output notwithstanding the fact that production is only 75 per cent of capacity.

YOUR SALES TARGET

WCOL COLUMBUS BLUE

in Central Ohio's Richest Market

WRITE OR WIRE DIRECT FOR STATION DATA

WNRC Selects Programs For War-Time Listening

(*Continued from Page 1*)

to take the lead among the independents. The count for the networks includes some programs only on their New York outlets. Other indies included are WNEW with one and WINS with one. WPAT, Paterson, N. J., is fed one of WMCA's programs and so is listed also.

Selected list follows: For CBS—"Transatlantic Call: People to People," "The Man Behind the Gun," "Keep Working, Keep Smiling, America," "New Horizons," "Youth Parade," "The People's Platform," "Cleveland Orchestra," and "Stage Door Canteen."

For NBC—"Lands of the Free," "A Woman of America," "Fred Waring In Pleasure Time with Victory Tunes," "We Believe," "University of Chicago Round Table," "Information Please," "Cavalcade of America," "That They Might Live," "It Happened in the Service," and "Music for Neighbors."

For the Blue—"Free World Theater," "Victory Parade of Spotlight Bands," "Gracie Fields Victory Show," "America's Town Meeting of the Air," "Men, Machines & Victory," "The Little Blue Playhouse," "The Sea Hound."

For Mutual—"American Forum of the Air," "Symphonic Strings," "Pass in Review," "Halls of Montezuma," "On Guard with the Coast Guard."

For WMCA—"The Voice of Young Democracy," "Alice Hughes," "Uncle Sam," (Treasury Dept.), "Fighting Words," "Town Hall Forum," "The Eyes and Ears of the Air Force," (fed also to WPAT, Paterson, N. J.). WNEW is credited with "Stars and Stripes in Britain," and WINS with "Fly with the Navy."

McGee Show Takes First In Milwaukee Journal Poll

(*Continued from Page 1*)

NBC took 15. Kay Kyser for the fifth time won first in dance orchestra group and Bing Crosby also made his fifth appearance as favorite male popular singer. Ginny Simms took first honors in the fem vocalist class. The Richard Crooks-Margaret Speaks program won the symphonic division. Bob Hope again took first in the comedian division, keeping a slight margin over Fibber and Molly who were a close second.

Nine NBC comedians place in the 10 classifications allotted to funnymen. Harlow Wilcox took top honors as favorite studio announcer. Other NBC winners were the "Army Hour," first among radio war programs; "Abie's Irish Rose," "One Man's Family" and "Vic and Sade," top three in the serial division, and the University of Chicago Round Table, which had no rivals among favorite discussion programs.

Stork News

Ogden Prestholdt, technical advisor of WLOL, St. Paul-Minneapolis, recently passed out cigars on the birth of his son.

Realign Comedy Talent On Camel Caravan Shows

(*Continued from Page 1*)

new show on NBC Thursday nights. Because of the illness of Lou Costello, Bud Abbott is withdrawing until his partner is recovered, preferring not to work with anyone else. Two have been teamed together for 25 years.

The Garry Moore-Jimmy Durante unit which was being groomed for a third Camel show to open next month, will be moved up, and will debut instead on Thursday, March 25, on NBC, at 10 p.m. in the Abbott-Costello slot. Show will remain there until the other two comedians can return to the air. Moore has been emceeing his own daytime show, "Everything Goes," at 9 a.m. on NBC. In addition to Durante, the new show, as yet untitled, will include Xavier Cugat, Georgia Gibbs and Moore's regular announcer, Howard Petrie. The program will originate in New York.

"Comedy Caravan" to Hollywood

Camel's second show, "Comedy Caravan," aired Friday nights, 10 p.m., on CBS, will move to Hollywood, March 26, and in the change of locale, modifies its cast. Jack Carson, Warner Brother's male lead in "The Hard Way" will become show's new emcee. Lanny Ross who has that post now will be unable to join in the Coast trek because of previous commitments in the East. Same goes for Lew Lehr. However, three of the regulars from the NBC Abbott-Costello show will switch to the CBS Friday night production. They are Connie Haines, singer, Freddie Rich orchestra, and Ken Niles, announcer. Herb Shriner will join the Hollywood "Caravan" cast. Policy of guest stars will remain intact. Tomorrow evening, Joan Davis and Rudy Vallee will be piped in from the Coast. Former is scheduled to appear solo as the show's first guest when it originates from Hollywood under the new setup starting next week.

CBS-Pacific Reports Coast Business Boom

(*Continued from Page 1*)

tion manager of the Columbia Pacific Network. Moskovics, who lectured during his trip on "Radio After the War" before representative business groups, interviewed station managers in each of the cities he visited in an effort to compile comparative figures of dollar volume of local radio business in this area as against that of the eastern United States. The reports he received were uniformly gratifying. Contrary to the downward trend of local business elsewhere, all Columbia managers reported substantial increases in station sales, in certain individual cases increases as high as one hundred per cent above last year. It seems evident from this information, according to Moskovics, that Western business is aware of its strategic advantages, and is keeping abreast of the times by an extensive use of radio time to reach the greatest number of potential buyers.

COMING and GOING

FRANK CHIZZINI, manager of the ... office of NBC's Radio Recording Division ... town for talks with the network's execu...

E. E. HILL, managing director of ... Worcester, and HERBERT L. KRUEGER, ... mercial manager, in New York this w... station and network business.

JACK KENNEDY, JR., commercial mana... WHAM, Rochester, N. Y., in town ye... for conferences with the local represen... of the station.

JACK M. DRAUGHON, president and ... manager of WSIX, Nashville, has arrive... Tennessee on a short business trip.

JUDY KAYNE and the members of h... chestra have left for Louisville, Ky., ... they will fill a three-week engagement ... Hotel Kentucky.

FRANCES MUIR, foreign correspondent ... NBC, has returned from India. She ma... trip to America in eight days.

CHARLES MIDGLEY, JR., manager ... sales service division of CBS, has return... his desk following two weeks of illness.

WILLARD SCHROEDER is in town cont... with the local reps. He's sales manag... WCAE, Pittsburgh.

EDGAR BERGEN and CHARLIE McCA... are in Mexico City, where they will parti... in a series of benefits for the Red Cross.

HAL MEYER, station manager of WSRR, ... ford, Conn., in town yesterday on station ... ness.

RALPH EDWARDS heading for Buffalo, ... originating point of Saturday's "Truth or ... sequences" program on NBC.

HARVEY FROHLICHSTEIN, St. Louis ... writer, is in town visiting the local ... publishers.

C. P. HASBROOK, president and station ... ager of WCAX, has returned to his Burlin... Vt., headquarters after a week spent in ... York for conferences at CBS.

Labor Rep Appointmen... To CBC's Director

(*Continued from Page 1*)

Locomotive Engineers, will fill ... of the two vacancies on the bo... His appointment is for a three-... term dated from Nov. 1, 1942.

He will represent labor and ... appointment follows a recommen... tion made by last year's Parliament ... Radio Committee that wider re... sentations should be provided in ... board's membership.

★ BUYING POWER

Worcester's per family buying power reached

$3509 in 1942 (*Sales Management*)

A MUST Market in Massachusetts

WTAG WORCESTER

...ft Charges Denied By Davis; ...rders Staff To Avoid Politics

(Continued from Page 1)

...rnted." "This is not a political ..." said the former CBS news... pointing out that the staff ...posed of people of all political ...n of view.

...Is said that reports that Gardner ...ws, Jr., director of the OWI ...ntic Branch and former Iowa ...ast and publishing executive, ... leave his post soon to direct ...Willkie Campaign" were news ...h Cowles and himself. Refer... his Friday broadcast, the first ...eries, Davis said that the reac... ...f Senator Taft, who charged ...m of the networks to carry ...ogram and branded the series ... insult to the intelligence of ...nerican People," was the only ...rable comment that had come ... attention. He admitted, how... ...he reaction to the broadcast ... been exciting. He explained ... did not expect anything like ... he received when he did his ...News broadcasts because his ... programs are explanatory ... than news broadcasts.

Davis Letter

...s made available to those at ...ss conference a letter he sent ...ay to the entire OWI staff ... matter of Congressional crit... ...nd political inspiration of OWI ...es. Declaring that there has ... evidence to substantiate these ... Davis declared that "such ... may be expected to continue ...e election of 1944." Pointing ... the function of OWI is "help... ...ople understand" government ...rather than to make it, Davis ...hat the OWI function in for... ...atters is to give trustworthy ... foreign nations, "to impress ...with both the power of United ...and the justice of our national ...; to convince them that we ... ...ng to win, and that our vic... ...ill be a good thing for the ...

"In ...omestic affairs," he continued, ... a policy has been established, ... by specific Congressional en... ...t or under general authority ... to the executive, it is our ... to explain that policy as ... by the agency to which the ...ss or the President has en... ... its execution. Where the ...ation of authority between two ...e agencies is not clear, it is ...siness to inform the people ...acts as accurately as possible, ... present as fairly as possible ...uments that may be advanced ... various interested agencies, ...hese fall within our proper ...of operations. When a policy ...ly in operation is under Con... ...al reconsideration, we may ...mpt to influence that recon...on, but we are required as ... agencies, to be guided by ...tent policy until it is altered. ...ly this office, although its ...d leadership include people ...se political opinion, has been accused of partisan political activity. For this accusation no evidence has been adduced except one article in one issue of one periodical, intended for distribution only to foreign peoples. However, such attacks may be expected to continue until the election of 1944. It is the duty of all staff members to continue to conduct themselves so that there shall never be any basis for such criticisms, in the judgment of fair and intelligent observers. OWI can no more be concerned with politics than can the Army or the Navy. Our sole function is to contribute to the winning of the war. We must take care that the utility of this office is an instrument to that end and is not impaired by any action of ours, whatever injury to it may be attempted by others."

Washington—Medium wave broadcasts into occupied Europe and North Africa are now under way, OWI Director Elmer Davis said yesterday, and added that the OWI hopes to reach the territories overrun by the Japanese through medium wave broadcasts from Australia within a very short time.

Industry Co-Op Sought In Big Treasury Drive

(Continued from Page 1)

that the four networks will open the drive with a 24-hour selling stint.

Telegram as sent to the stations is as follows: "The United States Treasury on April 12 will launch the greatest money-raising campaign in the world's history to be known as The 2nd War Loan. For a period of approximately three weeks the Treasury will conduct a drive to sell $13,000,000,000 of government securities. In order to start off this gigantic campaign all four networks will devote the entire day of April 12 to a round-the-clock selling drive on sustaining and commercial programs. Since similar efforts by individual stations in the past have been conducted with tremendous success we hope that both network affiliates and independents will cooperate to make this a twenty-four hour effort. Quotas and amounts will not be publicized as this is a cooperative not a competitive effort. Plans for promoting this drive have been developed with the help of the Office of War Information which will also appreciate your cooperation. As we have special material which will be of interest to stations in the opening day's promotion we would appreciate hearing from you by collect wire if you will cooperate. Also please send us by fast mail any tentative plans you may have. We extend our sincere thanks and deep appreciation to you and the entire radio industry." Wire was signed by Henry Morgenthau, Jr., Secretary of the Treasury.

WHAT THE RADIO TIME BUYER WANTS TO KNOW ABOUT

WTAM

AUDIENCE

● Audience in the palm of your hand! WTAM carries 11 out of the first 11 top ranking shows on the air . . . with an average rating of 27.6. Of the first 50 top ranking shows WTAM carries 32. First in AUDIENCE by every Poll and Survey. Yet the COST is only $.000073 per family.

*Hooper Survey December 1942

WTAM

CLEVELAND

NBC Network 50,000 Watts ● Owned and Operated by NBC

REPRESENTED NATIONALLY BY NBC SPOT SALES OFFICES

Los Angeles

By JAC WILLEN

JOHN (BUD) HIESTAND, veteran of many leading network shows, replaces Bill Pennell, announcer of the John Charles Thomas-Westinghouse show due to Pennell's resignation, effective March 14, when he starts work in a Southern California defense

Just before his broadcast from Camp Elliot, near San Diego, Eddie Cantor received a telegram from Mrs. Franklin D. Roosevelt, offering her support in a plan the comedian is formulating to raise funds for aid to China.

"Micro Topics" just made its appearance as a semi-monthly house organ for the employees of the Universal Microphone Co.

Dinah Shore's unexpected appearance with Fred MacMurray in Arch Oboler's dramatic "Free World Theater" play on March 7, was her second acting job for Oboler. Dinah went on entirely unannounced a few weeks ago just for the fun of acting, but this time she got her full billing.

Bright crack of the week was announcer Fred Shields', to close the Ransom Sherman "Grapevine Rancho" inaugural program: "Be sure to see Ransom Sherman at his neighborhood theater...He goes there every

Frank Bull was appointed radio chairman of the first annual Canadian-American Hockey Series to be played at the Westwood Ice Gardens starting April 6 for the benefit of the Naval Aid Auxiliary, the Citizens Committee for the Army and Navy and the United Seaman's Service.

The Andrews Sisters are offering $200.00 for the best song containing the word Minneapolis in the title.

Producer Murray Bolen of the Lionel Barrymore program, "Mayor of the Town," is looking for a new actor to replace Irvin Lee, who has been portraying the mayor's nephew, Jerry, on the Wednesday-night CBS program. Lee goes into the army shortly.

Another member of the Rudy Vallee household is joining the service. He's Rudy's cherished Doberman-Pinscher dog, King, who joins the U. S. Army this week. Rudy, already a member of the Coast Guard, is donating the animal to the dog-training department of the army.

Nat'l Union Ups Clune

Newark, N. J.—J. J. Clune, who has been serving as assistant sales manager for National Union Radio Corporation, radio tube manufacturers has been assigned the position of director of war service according to an announcement by S. W. Muldowny, president of the company.

Clune has been in the employ of National Union since 1931 in office management and sales capacities. In his new post he will contact officials of the armed forces concerned with procurement of radio tubes and supervise the scheduling and shipping departments charged with expediting war contracts. He is a graduate of Fordham University and a resident of Rego Park, L. I.

Radio Is My Beat. . . !

● ● ● **Honors for the greatest number of appearances on the "Screen Guild Players" program, (the salaries for which go to the Motion Picture Relief Fund), goes to Bette Davis, who has given six performances.... runner-up is Charles Boyer, with four....Mark Woods, Blue Network Prexy, caused a minor cyclone yesterday afternoon, when he called Earl Mullin and his press gang into his office and advised them to get everything they had on Paul Whiteman....whom he had just signed as Director of Music for the Blue....A big time scoop and a natural transition for Paul....from 'Rhapsody in Blue" to musical 'Rhapsodies FOR Blue' network listeners.... Henny Youngman, in addition to clowning on Radio, Stage, Screen and Night Clubs, has added another place from which to convulse an audience. ...While on trips with the Kate Smith troupe to and from service camps, the comic performs in the aisles of railroad trains for the special benefit of service men, who make up the major portion of every day travelers.... Len Doyle, "Mr. District Attorney's" man Friday, 'Harrington,' is looking forward to the advent of Spring and the warmer weather, for he'll then get into action as skipper of his 42-foot cruiser on a regular 24-hour-every-week patrol with the U.S. Coast Guard Auxiliary....Victor Young, musical director of the "Westinghouse" NBCurrent, gets the scoring assignment on Paramount's "For Whom The Bell Tolls"....Bernard Dudley, free-lance announcer, will make 26 transcriptions (in four days) of "Interviews with Frank Colby" (he's the Bell Syndicate Columnist)....Martin Agronsky, 28-year-old War Correspondent, who has covered World War 2 from the Balkans to Australia, has been signed by the Blue Network as a Washington Commentator, and will be heard six times weekly.**

☆ ☆ ☆

● ● ● Jerry Lester, will have quite a complete day tomorrow. ...between clownings at the Strand, he'll make two shortwave broadcasts 'round-the-world' in the afternoon for the Army newspaper, "Yank" and at 9:30 p.m., will succumb to the lure of the 'filthy lucre' offered on MBS' "Double or Nothing"....Billy Mills, musical director of the "Great Gildersleeve" show has turned that chore over to Claude Sweeten, and will devote all his efforts to the "Fibber McGee & Molly" NBClownings....Dinah Shore has been asked to lend her thrilling trilling to the Warner Brothers' film version of Berlin's "This Is The Army"...."We, the People" has been renewed for another year on CBS....Chief Petty Officer Rudy Vallee will take a 37-piece orchestra and Ginny Simms, Rosita Moreno, Betty Hutton and Shirley Dinsdale to Ensenada, Mexico, Sunday to entertain Gen. Juan Felipe Rico Islas and his troops, in a new series of 'good-will tours' for the Good Neighbor Policy.... program will be shortwaved to all South American Republics by the Rockefeller Committee....Edgar Bergen, "Charlie" and other NBC stars are already in Mexico City doing their bit for this cause. ...Dan Tuthill leaves for Hollywood tomorrow and will host at a party to be held at Peroni's for the cast of "I Love a Mystery" after its CBS premiere, Monday night....Jack Rubin, actor in the "O'Neills" show, will also direct it during Chick Vincent's vacation....NBC's "That They May Live" series on behalf of the Red Cross, will be extended beyond the originally planned 13 weeks.... Orson Welles will sub for ailing Jack Benny on Sunday and the program will consist of a tour of a motion picture studio, so he (Welles) can show Don Wilson, Dennis Day and the rest of the cast, how he directs, writes, produces and acts....(Don't worry Jack, bet he can't play "Flight of the Bumble Bee" on the violin...) and stop to think of it—can you?

☆ ☆ ☆

—Remember Pearl Harbor—

Chicago

By FRANK BURKE

MARILOU M. NEUMAYER, Network actress, heard as "J. Ryan" in the "Captain Midn series, will lead a huge jalopy pa in Springfield, Ill., on Satur March 20th, and will be escorte Governor Dwight H. Green of Illi

Madame Chiang Kai-Shek wil heard over the Blue Network f Chicago Stadium Rally on Mon March 22nd, from 10:15 p.m.

"Your Key to Happiness" spons by Goldblatt Brothers, Inc., Chic will be started on WGN begin Monday, April 5th. Series will ture Harold M. Sherman, author philosopher, and will be heard M day, Wednesday and Friday even from 6:45-7 p.m., and on Sunday 1:30 p.m. New show will be prod by Vanderbie and Rubens Age Chicago.

Kemper Insurance Company, sig Upton Close for a new 15-mi shot, which will be heard on Sa days at 7:30 CWT on WGN and tual.

Radio Council of Chicago Pu Schools and the Public Service partment of NBC have arrange special direct wire broadcast of third National Teachers Meeting Radio, Tuesday, March 23rd. Geo Jennings, acting director of the Ra Council, has arranged a program connection with the broadcast. Th will be a demonstration of the C tral Radio Workshop sponsored by council.

"The Land of the Free," new mu drama series slanted at rural listen started March 13 on WGN. Ai from 8:30 to 8:45 a.m. on Saturda series is designed to tell how farm may obtain short term governm loans to aid them in increasing f production. WGN Farm Editor H land Eagle supervises series, wh was placed for 12 weeks by the Fa Credit Administration.

Randy Blake, announcer and em of WJJD's "Suppertime Frolic," returned to his mike duties after bout with the flu.

Two staff promotions announced Frank P. Schreiber, business manag of WGN, advance Kenneth W. Ma Gregor to program manager o WG and up Lewis James to producti chief of the station. MacGregor, veteran of 17 years in radio, will d rect the over-all programming WGN. James, who has been hea over the ether since 1921, will supe vise production on all station-orig nated shows. Both will operate d rectly with the WGN program boar MacGregor has been chief of pr duction the past year. James has bee a WGN producer.

Renewals Prove Results
WTBO
820 Kc. Cumberland, Md.

AGENCIES

KENDALL FOSTER has been appointed publicity director of the William Esty agency.

AMERICAN MANAGEMENT ASSN. will conduct its 14th annual meeting conference from April 13 to 21 at the Hotel Astor.

NATIONAL ADVERTISING ART CENTER, INC., this afternoon will exhibit in its offices a motion picture made by Douglass Crockwell.

SUDLER BROTHERS have appointed the William H. Weintraub agency to handle the advertising and promotion of AIR-WICK, a new product that neutralizes unpleasant cooking odors.

Audimeter Advantages Explained At REC Lunch

(Continued from Page 1)

C. Nielsen Co., held that his company's audimeter method offered more reports via more scientific and representative samplings. Exec spoke yesterday's luncheon meeting of Radio Executive's Club.

In summarizing the manner in which the audimeter operates, and comparing it with the telephone methods, Peckham enumerated three principles of the mechanized which as follows: (1)—to obtain continuous measurement of what listeners hear; (2)—to obtain the data continuously; (3)—to present the data completely and graphically.

The speaker made only one comment in the direction of the telephone method when he said; "The telephone method does have a place," but did not go into that subject further. Enumerating some of the data collected via the audimeter, he listed commercial ratings, program of listening, audience turnover, cumulative audiences, minute-by-minute gains and losses of listeners, sources and distribution of audiences, duplication between programs and station coverage. He pointed out that via the data supplied by the audimeter, analysts could make a greater number of correlations and combinations of studies to suit their particular needs.

Despite the possible distraction of the St. Patrick's Day parade, attendance at yesterday's luncheon was large with the following out-of-towners guestings: Lawrence Heller, of WWDC, Washington, D. C.; Art Crogan, of WJBK, Detroit; Creighton Gately, of WGAN, Portland, Me.; and Roy Walker, of the Walker Co., Dallas.

STENOGRAPHER-SECRETARY

Well-known advertising agency, specializing in radio offers excellent opportunity for experienced, ambitious and refined girl who wants to go places. Salary, $35.00 a week. Write: RADIO DAILY, Box 128, 1501 Broadway, New York City.

Blue Web Names Whiteman To New Music Director's Post

(Continued from Page 1)

on the coast, Whiteman will conduct five concerts with the Los Angeles Symphony Orchestra and will also complete his current engagement on the Burns and Allen show over the Columbia Broadcasting System.

On his return from the West Coast in June, Whiteman will make his headquarters at the Blue Network offices in New York. He will be in charge of all musical programs presented by the network, acting in a supervisory capacity, planning musical programs and cooperating in the production of new programs which will be submitted to potential commercial sponsors.

To Make Personal Appearances

In addition to his duties as director of music for the network, Whiteman will continue, from time to time, to make personal appearances. He will also be available for consultation concerning the musical portions of programs now being broadcast over the network by commercial sponsors.

"We are delighted," Woods said, "to announce the appointment of Mr. Whiteman as director of music for the Blue Network. For a quarter of a century he has represented modern American music at its best; he has introduced the best of contemporary compositions; he has introduced to the American public such outstanding conductors and composers as George Gershwin, Ferdie Grofe and Johnny Mercer.

Talent Discoverer

He has fostered the careers of several of the top-flight musicians of the day, including Benny Goodman, Tommy Dorsey, Jimmy Dorsey, Jack Teagarden, Henry Busse and Bunny Berrigan. He has discovered and helped to fame such stars of the entertainment world as Bing Crosby, Jane Froman, Morton Downey (whom we are glad to number among our Blue Network stars) Mildred Bailey, Ramona and The King's Men. We feel sure, in acquiring Mr. Whiteman's services, that we have obtained for our listeners and our clients the outstanding figure in contemporary American music."

When Whiteman takes up his duties at Radio City, Woods added, he will bring with him his music library—probably the most comprehensive of its kind—and will make it available for current and projected Blue Network programs.

Institutionalized "Jazz Music"

To the new music director of the web goes the credit for making what was once "jazz music" an appealing and original musical form, for the transformation of popular dance compositions into a symphonic entity. Born in Denver, Colo., where his father was for more than fifty years supervisor of music for the city's public schools, Whiteman began his active musical career in Los Angeles, playing with his own orchestra at the Hotel Alexandria there. He moved on to the Ambasador, at Atlantic City, and then to New York where he became an institution at the Palais Royal. His music became a "must" for dancers and lovers of popular compositions and his name became a household word throughout the nation through the sale of millions of records.

In addition to the laurels he won here, Whiteman added lustre to his name abroad when he took his orchestra to England and France, where it rapidly was established "tops" in the popular music field. While in London, Whiteman played for more than fifty parties given by the Duke of Windsor, then Prince of Wales.

Impressive Sponsor-List

In radio, Whiteman has been an institution. His programs have commanded some of the most extensive audiences from the beginning of network broadcasting. He has presented radio programs for General Motors, Old Gold cigarettes, Lever Bros., Sherwin-Williams and the Kraft Company among others. In accepting the appointment as director of music for the Blue, Whiteman said:

"This opens a new phase of musical activity for me. I am delighted to become associated with the Blue Network Co. It is a splendid opportunity for futhering the cause of contemporary American music and for the discovery and fostering of new musical talent in a medium unsurpassed in popular appreciation."

CBS Sets Drama Serial As Daytime Sustainer

Policy of carrying daytime "soap operas" and dramatic productions on a sustaining basis, which has been dormant on CBS for some time, is being revived with the airing of "Life Is Mine" as the first in the experiment. The revival will be under the general supervision of Bob Landry.

The production, which has been scheduled as a daily across-the-board from 9:45-10 a.m. has acquired the services of Addy Richton and Lynn Stone, scripters, and the name performing talent of Betty Winkler. The story is based on conflicting philosophies dealing with the individual and society.

British Diplomat On KPO Urges Post-War Co-Op

San Francisco—Sir Gerald Campbell, advisor to the British Ambassador in Washington, and former chief of the British Information Services, urged preparations by both England and America for a post-war world, in his only radio appearance during a recent visit here. Campbell was heard over KPO, where he made his first radio appearance nearly 10 years ago, while serving as British consul general in the City of San Francisco.

GUEST-ING

JAMES V. FORRESTAL, Assistant Secretary of the Navy; MAURICE HINDUS, just returned from Russia, and GOV. COKE STEVENSON of Texas, on the "March of Time," tonight (WEAF-NBC, 10:30 p.m.)

VERONICA LAKE, substituting for Marlene Dietrich, on the Abbott and Costello program, tonight (WEAF-NBC, 10 p.m.).

DR. ROY MAGRUDER, of the Department of Agriculture's Bureau of Plant Soils and Engineering, on the "Garden Gate" program, Saturday (WABC-CBS, 9:30 p.m.).

JOHN GARFIELD, on "Soldiers With Wings," Saturday (WABC-CBS, 10:15 p.m.).

DR. NORMAN H. JOLLIFFE, of the medical college of New York University, discussing "Vitamins in the Treatment of Disease," on "Adventures in Science," Saturday (WABC-CBS, 1:30 p.m.).

Garment Firms Purchase Time On N. Y. Stations

(Continued from Page 1)

"Woman of Tomorrow" program after an absence of eight years from the air; B. Altman & Co., department store, which also purchased participations on the same show on a once-weekly schedule; and Women's Wear Daily, trade publication in the garment industry, which introduces a new 15-minute show today on W75NY, New York City FM outlet.

Latter sponsor represents the entire women's garment industry and is devoting ite new series to interpreting the 20 billion dollar fashion industries to the consumer. Members of the publication's editorial staff will participate in the programs, which are the paper's first attempt in radio. The entire field of wearing apparel will be discussed during the series.

The Foot Form campaign on WJZ marks an expansion of the firm's advertising budget and a return to radio advertising after an eight-year absence. Commercials will emphasize the importance of buying quality merchandise now that shoes are rationed. The department store sponsorship will be for the advertisers' moderate-priced dresses.

THIS LITTLE BUDGET WENT TO

WORL BOSTON MASS.

"Town Hall" Studies New Program Policy

(Continued from Page 1)

ship for personal attendance in the lecture hall. Series, on Mondays and Tuesdays, has been airing over WMCA, since November 9, 1942, in what has been viewed as an innovation in daytime programming. Series is nearing the end of its run. Board of trustees of Town Hall met this week to discuss the matter of resuming the broadcasts during the next season.

Educators Pleased

Educational organization is highly pleased with the results of the broadcasts from the point of view of programming, public acceptance, prestige and public service. Well over 1,000 letters have been received. Execs feel that the quantity and quality are excellent evidence of the success of the program because the WMCA broadcasts unlike the Blue Network program on Thursday evenings, have not solicited mail response, and because all returns were motivated by keen public interest. The only problem facing the institution in its consideration of continuing the broadcasts is the fact that attendance, via paid subscribers has fallen off as a result of the gratis distribution via WMCA. Subscribers who have not renewed their membership, have not criticized the policy of the broadcasts, but logically stated that they were not prone to pay for something which could be obtained gratis by others.

May Adopt "Met" Plan

As a result of this revenue factor, trustees are having to decide whether to revert to the old policy, or embark upon a new one which would mean more extensive use of radio, and setting up of other means of income to replace the loss from subscriptions. Cue from the Metropolitan Opera Company's method of operation which invites radio paid membership for the Saturday afternoon broadcasts, may be taken under consideration, or subscribers may be given a fuller schedule and the radio audience only a half or third of the series.

Women Most Enthusiastic

Of interest to program directors are the Town Hall findings that most of the letters and telephone calls concerning the broadcasts have been from women, though the number of male responses is a healthy percentage of the total. Taking into account return addresses, professional or occupational identifications, and quality of composition of the letters, the audience to this series has been a complete cross section from persons residing in high rental areas to those living in the low rental brackets, and from listeners with degrees to those of meager formal schooling. Additional evidence attesting to the success of its experiment has been the extensive and favorable press response. Town Hall is considering direct solicitation of opinions on further broadcasts from listeners to the program.

AFM Answers ET-Recording Firms; Letter Charges 'Lack Of Good Faith'

(Continued from Page 1)

companies last night, following a two day meeting here of the executive board in a special session at the Palmer House. Petrillo had convened his board to answer the trade which had rejected his original tax proposal as a condition for lifting the recording ban.

Trade Executives Reticent

Trade officials, when informed of the AFM letter last night by RADIO DAILY, were reluctant to make individual comments, preferring to confer with colleagues to issue a joint statement as had been done in turning down the Petrillo ban.

The AFM letter charges the companies with incorrect assumptions and misstatements of fact, and sets up replies to the trade's contentions that the plan would be illegal, contrary to the wage stabilization and WLB policies, and anti-trust laws.

Attending the meetings here were the following union execs: James C. Petrillo; C. L. Bagley, vice-president; H. E. Brenton, financial secretary-treasurer; Leo Cluesmann, secretary; Joseph Weber, honorary president; William J. Kerngood, ex-secretary; Joseph Padway, and Harry Friedman, counsel; Oscar Held of the Cincinnati local; Rex Riccardi, Philadelphia; John Parks, Washington, D. C.; Chauncey Weaver, Des Moines, and Walter Murdoch, Toronto, Canada.

Text of Letter

The full text of the letter follows:

"Gentlemen: The Executive Board of the American Federation of Musicians met to consider your answer to its proposals submitted to you. The members of the Board cannot escape the conclusion that you have failed to consider these proposals in good faith. No other conclusion can be deduced from the many specious arguments presented by you. In short, you have failed to measure up to the test of good faith collective bargaining which requires submission of counter proposals.

Cites "Inaccuracies"

"Your letter contains many incorrect assumptions and many misstatements of fact. You incorrectly assume that our proposal is founded on a claim that there is an obligation in any industry to persons belonging to a given union. To begin with, we are dealing with a particular kind of industry, namely, one that has been built up exclusively by a mechanical invention that displaces human labor. In the second place, we are dealing with workers who are not employed in their craft precisely because of the creation, development and expansion of such an industry. We say simply that all those who benefit from the displacement of human labor should share the burden of the cost to the displaced workers. These workers are entitled to relief not because they happened to be members of a union but solely because they happened to be victimized by the same things which benefited others. Their membership in the union does not give them the means whereby they seek to enforce that elemental right. This principle is recognized by many outthem the right, it merely provides for standing economists, among them Dr. Isadore Lubin, U. S. Labor Commissioner, and Professor Sumner Schichter of the Harvard School of Public Administration.

"You state that the proposal is unjustified because it duplicates government relief. The plain fact remains that the many musicians who have been put out of work by canned music are not presently eligible for government relief, and such relief as is accorded under present government plans is wholly inadequate.

Denies Federal Authority

"You state further that the proposal we have submitted is one that can only properly come from the 'people of the United States' through the people's representatives in the Congress, and then you say that only Congress should answer certain stated questions. We refuse to accept the suggestion that the time has been reached when any constructive advance in our social devices must be initiated by the government. That suggestion is wholly foreign to our ideals and certainly is completely at odds with history.

Mentions Historic Precedent

"It is an axiomatic historical principle that legislation is never created in a vacuum, but is merely the culmination of the acquired experience of private individuals and private groups, and in labor relations through the process of collective bargaining. It will be a sorry day indeed when and if changes and advances in our social patterns must await governmental initiative and action.

"We are advised by our counsel that a payment directly to the union would not constitute an evasion of the 'wage freeze' regulations. Nor would it constitute a violation of the National Labor Relations Act, whose main objective is encouragement of collective bargaining.

Sees No WMC Violation

"We are satisfied that the Treasury would not and could not prevent the diversion of this money to the unemployment relief fund contemplated in our proposal, any more so than pensions, insurance, medication or health plans for workers and their families in private industry. The acceptance of our proposal would in no manner contravene the policy of the Manpower Commission. It is unthinkable that anyone of our unemployed members would prefer whatever benefits would flow from the acceptance of our proposal to a job required of him by his government in times of war. Nor is it thinkable that the union would grant to any such person any of the benefits contemplated by our proposal. We are further advised that our proposal does not violate the anti-trust The mere fact that collective bar ing does or may result in an incr price never had been consider violation of any law.

"There is ample justification i practices of business itself for union proposal. Business men tomarily set aside funds for de ciation of machinery and equip depletion of natural resources, for obsolescence. All these fund considered legal charges against cost of production.

"Especially applicable is the lescence fund which compensate business for the untimely disp ment of machinery or equipmen the result of the introduction of methods, new machinery and equipment. The philosphy behin suring the worker against indus hazards by funds that would charged against the cost of pro tion is by no means novel. Under old judicial precepts of 'assumptio risk,' 'fellow servant,' and 'contribu negligence,' the worker used to the full cost of 'industrial accid

Doctrines "More Humane"

"These harsh rules were repl by more humane doctrines, and workmen are insured against in trial accidents by workmen's com sation funds which are added to cost of production and thus sp among all who benefit from the duction.

"The same principle lies behind social security laws in both the fu for payment of unemployment c pensation and old age benefits.

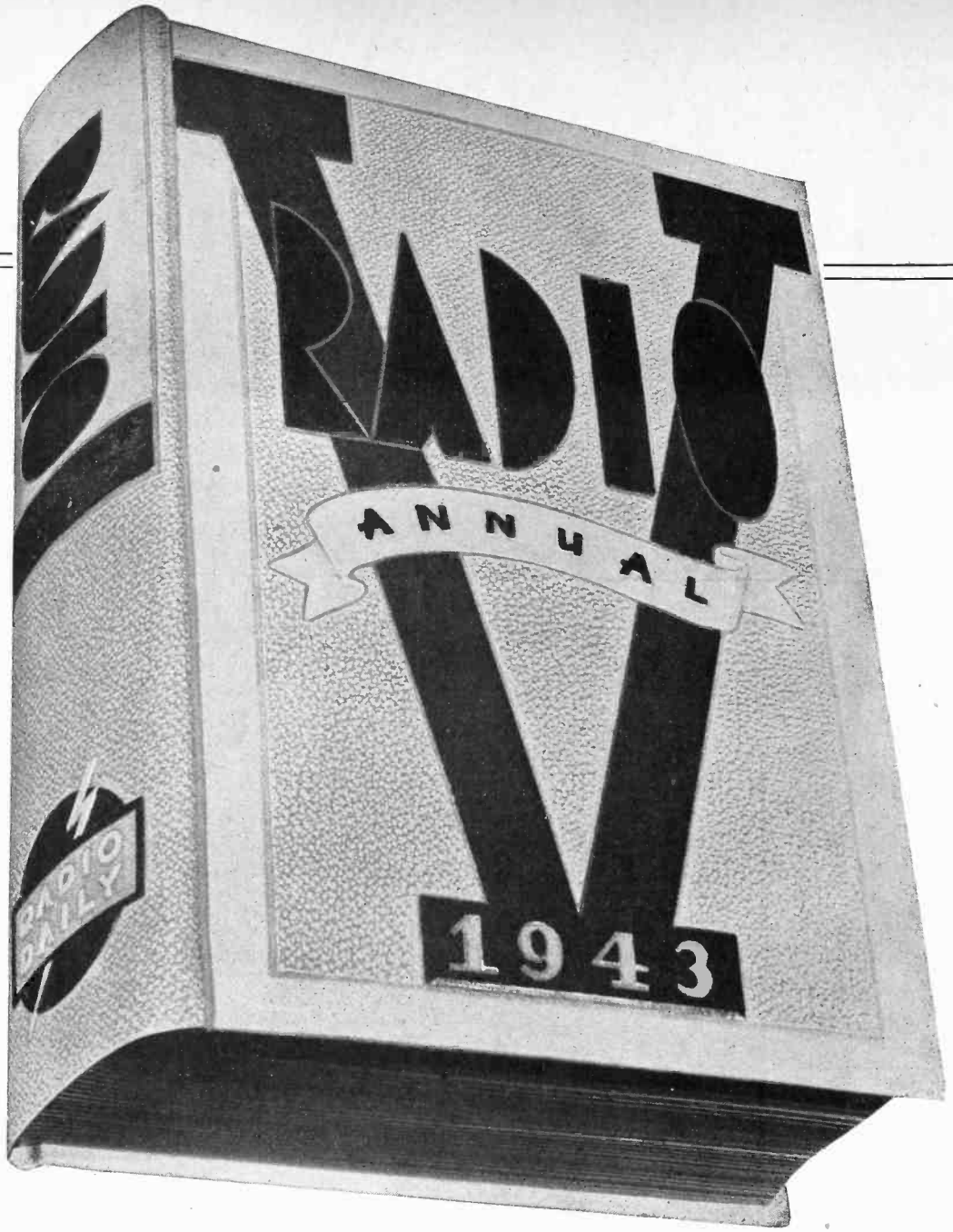
"Your suggestion that the Amer Federation of Musicians permit members to return to work imm ately and produce phonograph rec and transcriptions, particularly view of your failure to make or tribute a single constructive sug tion towards a settlement of this pute, is as arbitrary as it is audaci If any of your concerns engaged this industry was producing a p uct that was slowly but surely put you out of business, you would continue to produce that product, actuated by the same motives, members of the American Federat of Musicians will not continue make a product that is slowly surely putting them out of jobs.

"There is nothing further we present until you are prepared submit in good faith constructive p posals for the solution of this tra problem."

Letter was signed "The Execu Board, American Federation of Mu cians, James C. Petrillo, Presiden

New WLAW Chief Announcer

Lawrence, Mass.—Fred Laffey, w has been affiliated with WLAW of th city for the past four years, has bee appointed chief announcer. He suc ceeds Dan McDonnell who left to ta a post at WTIC at Hartford, Conn.



THE 1943 RADIO ANNUAL

NOW ROLLING ON THE PRESSES

OUT SHORTLY

☆ ☆ Coast-to-Coast ☆ ☆

WGN, Chicago, now boasts the first woman sound effects technician in Windy City radio. She is 24-year-old Genevieve Capstaff, who took the sound effects duties on the station's "Here's Hoople" program after only three weeks' training. She was tutored by Curtis France, station's sound effects chief. She has held an amateur radio operator's license for 13 years.

* * *

McCrory's 5 & 10 cent store, cognizant of the current interest in Victory Gardens began a five-minute feature "Your Victory Garden" over WTBO, Cumberland, Md. It will be aired three times a week, and is designed to give suggestions and assistance to the newly created farmer group.

* * *

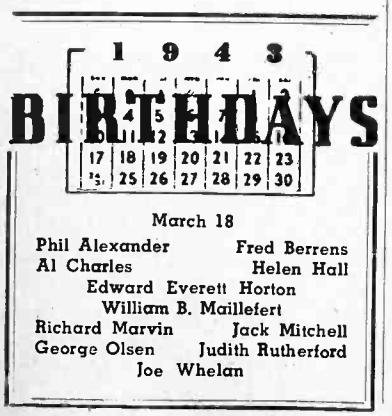
The championship finals of Indiana's 1943 prep basketball carnival will be aired from the Indianapolis Coliseum on March 20, by WIND, Gary, Ind., Joe Wilson will be at the mike to give the play-by-play account. The station broadcast the semi-finals at Hammond, March 13.

* * *

Karl Sutphin has been transferred from the sales department to the sales promotion of WLS, Chicago. Before joining the station Sutphin was associate editor of "Golfdom" magazine...The Prairie Ramblers, station song trio is now a quartet with the addition of Dale (Smokey) Lohman. He comes from KOA, Denver, and KWTO, Springfield, Mo.

* * *

A recent broadcast over WBT, Charlotte, N. C., aired as a round table discussion concerning aviation cadet training, and especially directed to mothers and fathers of seventeen-year-old boys was transcribed and supplied to the Navy for use in other stations throughout the south....Billy Anne Newman and Charlie Friar, stars of "Soldiers' Serenade," are not only singing and playing for the boys in the camps, but are airing soldier-composed tunes, and uncovering quite a bit of soldier talent. Their most recent discoveries were Pvt. Charles Abbott and PFC Paul Bates, stationed at Morris Field, Charlotte's Army Air Base.



March 18

Phil Alexander — Fred Berrens
Al Charles — Helen Hall
Edward Everett Horton
William B. Maillefert
Richard Marvin — Jack Mitchell
George Olsen — Judith Rutherford
Joe Whelan

The New Orleans Coast Guard now has two quarter-hour musical programs a week on WWL, New Orleans, both under the direction of bandleader Freddie Newman. The programs, "Hit the Deck" a popular music presentation, is heard Mondays at 5:30 p.m., and "March Time" goes on the air Thursdays at 6:45 p.m.

* * *

The WCAE, Pittsburgh War Bond show returned to the airwaves on Monday. At that time early-morning Pittsburgh listeners who were accustomed to hear Bob Donley, conductor of the program, let out with a terrific Indian war whoop, heard it once again....Ernie Neff, formerly of Cleveland, is the newest announcer to join the Pittsburgh station.... Polly Malone, steel city's woman's commentator started her third year at the station recently with the same sponsor she started out with in 1940.

* * *

Three thirty-minute all-soldier shows are being carried by the Arizona Network, originating at various flying fields located in the State. KOY, Phoenix, originates a band concert on Tuesday nights with the Williams Field Band. KTUC, Tucson, originates a variety program from Marana that is produced by the Special Service Office of the air base there. And the Douglas Air Base "Twin Engine Review" is fed to the network stations from KSUN, Bisbee-Douglas.

* * *

In a special Red Cross drive tie-up, WPAT, Paterson, N. J., is presenting a half-hour entertainment to approximately 6,000 employees of the Westinghouse Electric Co., Bloomfield, N. J., today at 11:45-12:45 a.m., and conducting a fund rally which will be broadcast. Management has promised to equal, dollar for dollar, every contribution made by the war workers to the Red Cross fund.

* * *

WELI, New Haven, is assisting the Connecticut Women's Organization for War Savings by publicizing several times daily the places where Victory War Stamp Corsages may be purchased in New Haven. The announcements, keyed to emphasize the significance of War Savings as a necessary weapon against inflation, were increased in number during the past week so that impetus might be given the sale of a special corsage designed for St. Patrick's Day.

* * *

WDRC, Hartford, has started an extensive promotion on the new CBS news interpretive program by Joseph C. Harsch at 6:55 p.m. Station takes the program Monday, Wednesday and Friday, and on those days an extensive series of spots is used day-long to call attention to the new feature.

* * *

Robert H. Moody, general manager of WHIO, Dayton, has announced that the Fred Ziv show, the "Korn Kobblers," has been sold for 52 weeks to the Victor Furniture Company. The Kobblers will be on the air over WHIO Mondays, Wednesdays and Fridays at 10:30 p.m., CWT, starting March 22.

Hubert Wilkie of Yonkers, N. Y., has joined the staff of W85A, G.E.'s FM station in Schenectady as announcer, script writer, and production man. Before joining the station, Wilkie worked as a writer for Orchestra World Magazine, was a sports reporter for the Yonkers Daily and gained his radio experience with WFTL, WSPB, and WJHP, all Florida stations.

* * *

The WTIC, Hartford, String Orchestra under the direction of Moshe Paranov inaugurates a new series of concert programs that will originate in the Hartford station's studios for the NBC network Saturday night, March 20, from 10:30-11 p.m. It will be titled "Encores" and will feature outstanding musical and vocal numbers worthy of repetition. The soloist will be Gordon Gifford, New York baritone.

* * *

H. Y. Levinson, manager of WCAR, Pontiac, Mich., has announced the acquisition of the AP Radio News Wire from Press Association, Inc. The station will enlarge its news coverage by featuring AP news dispatches.

* * *

David M. Kimel, sales director of WLAW, Lawrence, Mass., has been addressing the various club organizations on the topic, "Radio's Part in the Present Conflict," as part of his duties in educating the public on the part radio is playing in the field of information. As a divertisement, Kimel demonstrated the various recorded sound effects used in radio.

* * *

In honor of W. & J. Sloane's "one hundred years of furnishing America's homes," and of the centennial celebration that was staged Saturday evening, March 13, at San Francisco's Fairmont Hotel, a special show, "Salute to a Pioneer," was broadcast over KPO, San Francisco....George Caraker takes over the morning news commentary for Vick Chemical. He will be heard Monday, Tuesday, Wednesday and Friday at 10:15 a.m. (PWT) over KPO, and is sponsored by Vick with the exception of the Wednesday broadcast.

* * *

KFEL, Denver, has acquired an Ascap license and devotes several periods a week to Ascap tunes both on wax and from a studio group of music makers..... New faces at the MBS affiliate include engineers Charles Hay, Willis Zook and James Palmer; sales manager James F. Kyler; bookkeeper A. J. Graves; salesman Neil Brooks; announcers Barry Corrigan, Edward Simones and Joseph Summers, and Robert Cochran, the station's new publicity manager.

* * *

On March 6, Eaton's of Hamilton, Ontario, marked a decade of radio by celebrating the 10th anniversary of their "Good Deed Radio Club" over CKOC, Hamilton. A full hour show was presented before an audience of 3,500 youngsters in the Palace Theater. Station broadcast the show in its entirety from 9:45 to 10:45 a.m.

The comedian, Jack Haley, will be terviewed by Paula Stone in her "... on Broadway" program over ... Tuesday, March 23, from 4:45 to ... The Broadway air columnist is dec... her program to the New York C... Charities, now conducting its 194... paign.

* * *

Wendell B. Campbell was re... appointed assistant station ma... and director of operations of K... St. Louis, it was announced by ... S. Jones, general manager of th... outlet. Campbell previously he... title of general sales manager.... Sexton recently joined the sta... announcing staff. Sexton had pr... radio experience at WMBD ... WTAD.

* * *

When Edward Everett Horton ... over the guest spot on the Civilian-D... Block Busters program on WFIL, ... delphia, Sunday, March 21, at 4, t... promote War Bond sales, he will ... as his assistant salesmen five of ... ica's youngest Bond promoters—the ... Kids: Joel Kupperman, Gerard D... Ruthie Duskin, Harve Fischman ... Richard Williams....Edith Hanse... cently joined the station staff as ass... to Ethel Case, mailroom supervis...

* * *

Thirty-seven representatives ... various Red Cross chapters in the ... Wayne area attended a closed ci... talk at the WOWO, Fort Wayne, ... dios recently. The talk was prom... by NBC in connection with the ... rent Red Cross recruitment drive ... the Red Cross program, "That ... Might Live," which is heard ... WOWO every Sunday.

* * *

Stanley Burns, free-lance transcri... announcer, has joined the announ... staff of WLIB, Brooklyn....Waldo M... WLIB musical director, has begun ra... chickens on his Connecticut farm... special tribute broadcast to the 125... war workers of Todd Shipyards wh... Brooklyn yard built many warships... Civil War fame was broadcast over W... on March 16 during the station's "M... for Defense" series....WLIB is con... ing its search to discover new faces ... the classical music field and is hold... auditions on Saturday afternoons.

Connecticut War Counci... Appointment To Doolit...

Hartford — Governor Raymond ... Baldwin yesterday appointed Frank... M. Doolittle, general manager ... WDRC, to the Connecticut W... Council, a special group which wi... advise the Governor on war pr... lems in the state.

Doolittle will represent Connec... cut radio stations on the new ... created war council which inclu... representatives of agriculture, indus... try, labor and other agencies of civ... life. The first meeting of the grou... will be held in the executive cham... bers at the State Capitol.

RADIO DAILY
The National Daily Newspaper of Commercial Radio and Television
VOL. 22, NO. 53 NEW YORK, N. Y., FRIDAY, MARCH 19, 1943 TEN CENTS

Cancel AFM Convention

ooking On
.... AND LISTENING IN

ISION by the executive board of the American Federation of Musi- not to hold a convention this Spring bly hits not a few AFM members those in allied industries about the way the average American would Congress called off the next Presi- l election and merely allowed the nt incumbent to remain in office for er term. Whatever the circumven- the foregone conclusions as to what have happened at a convention, ct remains that the AFM is dedi- to finishing the one big job on its now before entering upon any important project. This means that ecording ban fight and procedure e AFM is not to be one of concilia- nature. Rather it portends a long -out battle. All of which means that rces opposed to the recording ban once and for all bury their inter- differences, as it were, and start g together in earnest. if they expect n an even break, much less the

* * *

BODY can readily blame the aver- age broadcaster if he has felt at that the programs and spot an- ements suggested by and funnelled h the OWI might prove too much e listeners who eventually would take them seriously and so give the ffort negative rather than positive deration. Naturally the patriotism of tener was one thing not to be un- imated, and this angle was traded generously. This, plus the OWI's ting by experience and the alloca- stem, has brought about a plan that

(Continued on Page 3)

Loyal Listeners

Oakland, Cal.—"Longhorn Joe," ucee of the KROW. "Western ngers" program is experiencing minor boom in nickels these ing days. On a recent program read a Pepsi-Cola commercial remarked that the drink would e taste good 'long about now." listeners started sending letters taining a nickel and the advice "buy yourself a Pepsi-Cola."

Ryan's Day

When Joe Rines, orchestra leader heard on the Blue Network, booked "Meet John Ryan" for his St. Patrick's Day program, he received a flood of inquiries asking the identity of the guest. After the show started it was revealed that "John Ryan" was none other than Joe Rines, himself, billed again under the name he used years ago when making phonograph records.

Radio Editors Uphold OWI Program Method

OWI-suggested war messages embodied in regular-length programs, as well as spot announcements, are helping the war-effort, without effect on the quality of the entertainment, in the opinion of the radio editors and writers of newspapers as revealed in a recent RADIO DAILY poll. Tabulation of votes in the poll in-

(Continued on Page 3)

Guild Theater Leased For WOR-Mutual Shows

The Guild Theater, which for the past 17 years has housed the legit productions of Theater Guild Inc., has been leased by WOR and will house all the WOR-Mutual productions requiring audience facilities. Theater will be known as the WOR-Mutual Theater. New tenant will take over some time next month, vacating, at

(Continued on Page 2)

Future Action In Record-Ban Situation Left Entirely To Executive Board; Next Formal Meeting In June

OPA Price Regulation For Unbranded Radios

Washington Bureau, RADIO DAILY

Washington—To provide a precise method of determining maximum prices on radios and phonographs assembled by retailers and distributors, the OPA soon will issue new regulations setting price ceilings for such sets.

Coming under the new regulations will be a scattered number of radio

(Continued on Page 6)

WMAQ Sets Record High For Sponsored Newscasts

Chicago—Signing of a contract by the Chicago "Daily News" to sponsor a news program six times weekly for 52 weeks effective March 22, this week established an all time record high of 81 commercial news broadcasts per week on WMAQ. William B. Ray, manager of the NBC Central Division

(Continued on Page 2)

Agronsky To Washington To Replace Wm. Hillman

Martin Agronsky, war correspondent and battlefront broadcaster, has joined the Blue Network's staff of Washington commentators, it has been

(Continued on Page 6)

Strategy of biding time and its concomitant siege of unemployment, which trade had hoped would eventually arouse the rank and file musicians of the AFM to seek a repeal of the recording ban by time the annual membership convention rolled around in June, suffered a set-back with the announcement that the union's conclave has been cancelled because of war time travel restrictions. James C. Petrillo, president of the AFM, via long-distance telephone, told RADIO DAILY last night that in lieu

(Continued on Page 6)

68 NBC Commercials Now Using Full Web

Sixty-eight sponsors are currently using NBC's full network of 125-stations and are now taking advantage of the discount plan first announced in August 1942, according to an announcement by the network yesterday. Listeners and station affiliates, as well as clients, have gained substantial benefits through the establish-

(Continued on Page 5)

29 Per Cent Increase In Business On KCMO

Kansas City, Mo.—General business increase on KCMO of this city, as reported by Jack Stewart, general manager of the outlet, shows a rise of 29 per cent for the nine-month

(Continued on Page 2)

CBS Rounding Out First Year Under New Production Policy

Chain Store Org. Buys Regional News Shows

Oklahoma City, Okla.—C. R. Anthony Co., chain store organization in the Southwest area here, has signed a one year contract for daily newscasts over 21 stations in Oklahoma and surrounding states. Con-

(Continued on Page 2)

After just about one year of operation, of a new talent and production plan which was instituted "to raise the quality of production and identify good talent with CBS," the Columbia Broadcasting System is already reaping advantages. The harvest is in the form of possession of a ready corps of specialists—performers, writers and producers—at a

(Continued on Page 3)

Oracle

Albany, N. Y.—Speaking before the Albany Exchange Club last week, WABY's sportscaster, Joe Nolan, came forth with as good a piece of prediction as any Nostradamus offered. He predicted that the Saratoga race track would shut down for the duration. Three days later, Saturday, Governor Dewey announced the closing of the track.

RADIO DAILY

Vol. 22, No. 53 Fri., March 19, 1943 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

(*Thursday, Mar. 18*)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	139⅞	139⅛	139⅛	— ⅝
CBS A	17¼	17¼	17¼	— ¼
Crosley Corp.	14¼	14¼	14¼	+ ¼
Gen. Electric	35½	35¼	35¼	— ⅛
Philco	18¾	18⅝	18⅝	+ ⅛
RCA Common	7½	7⅜	7⅜	— ⅛
RCA First Pfd.	62¾	62½	62½	+ ¼
Stewart-Warner	9¾	9⅝	9¾	.....
Westinghouse	87	86⅝	86¾	.....
Zenith Radio	25	24¾	25	.....

NEW YORK CURB EXCHANGE

Nat. Union Radio	2⅛	2⅛	2⅛	— ⅛

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	6⅞	7⅛
Stromberg-Carlson	9	10
WCAO (Baltimore)	17	20
WJR (Detroit)	21	..

Stewart-Warner Reports Record Production Year

During the first full year of war production the Stewart-Warner Corporation and Subsidiaries report net earnings for the year ending December 31, 1942 of $1,590,454. James S. Knowlson, president and chairman of the board of the corporation stated that, during 1942 "the company produced more goods than in any previous year of its history," and that the company manufactured $88,913,625 in 1942 as compared with $53,933,908 in 1941 and $29,272,500 in 1940.

in BUFFALO
and Western New York 300,000 Polish Listeners can be reached through the
POLISH VARIETIES PROGRAMS
over Station **WHLD** 1000 Watts
for further details write to:
POLISH BROADCASTING BUREAU
754 Fillmore Ave. Buffalo, N. Y.

Chain Store Org. Buys Regional News Shows

(*Continued from Page 1*)

tract calls for the purchase of time on 12 of the 17 commercial stations in Oklahoma, seven of which are affiliates of the Oklahoma network in addition to nine other outlets in Texas, Kansas and New Mexico. Deal is significant, according to Oklahoma network officials, in that it marks a significant trend in the migration of major regional advertisers to regional networks.

The "network of radio stations for network retail department store advertising" plan was worked out by the Oklahoma network, and was signed for one year by C. R. Anthony, head of the chain company, which has headquarters here. In signing the package deal, Anthony asserted that "since the network coverage pattern corresponds to the market pattern of the Anthony stores, and since the network provides primary reception in each store's trade territory, then it is obvious that only through the network can we secure complete radio coverage." Anthony also extended its radio coverage to market areas in other states.

The Anthony broadcasts began this week. Oklahoma network stations airing them are KTOK, Oklahoma City (key station); KADA, Ada; KCRC, Enid; KVSO, Ardmore; KGFF, Shawnee; KBIX, Muskogee, and KOME, Tulsa. Supplementary Oklahoma stations are KWON, Bartlesville; KSWO, Lawton; WBBZ, Ponca City; KHBG, Okmulgee, and KASA, Elk City. Other stations carrying the Anthony broadcast include KGNC, Amarillo, Texas; KRVG, Weslaco, Texas; KSAL, Salina, Kansas; KWEW, Hobbs, N. M.; KFRO, Longview, Texas; KIUL, Garden City, Kansas; KPDN, Pampa, Texas; KWBW, Hutchinson, Kansas, and KBWD, Brownwood, Texas.

29 Per Cent Increase In Business On KCMO

(*Continued from Page 1*)

period ending February 28, as compared with the corresponding period of last year. At the same time the February gross for 1943 tops the February figures for '42 by 32 per cent. This business boom is attributed by Stewart to the addition of the Blue Network programs more than a year ago plus an effective daily line-up of 17 newscasts during the station's daily 17-hour schedule.

The general business rise at the station is reflected in the latest index of Kansas City retail business which is running ahead of 1942 figures. Another contributing factor to the city's business condition is the population rise which according to recent statistics based on food ration book registrations show an increase of 50,000.

Stewart also announced that the station has issued a new rate card calling for an increase in time charges of approximately 20 per cent. This rate change was effective March 15 and marks the first revision in rate structure made at KCMO in nearly four years.

WMAQ Sets Record High For Sponsored Newscasts

(*Continued from Page 1*)

news and special events department reported that all news programs broadcast Mondays through Saturdays between 6:15 a.m. and 11:15 p.m. with the exception of a single Saturday broadcast, will be sponsored after March 22. The number includes 14 on Mondays, Wednesdays and Fridays; 12 on Tuesdays, Thursdays and Saturdays, and three on Sundays. The Chicago "Daily News" program consisting of Press Association reports and exclusive dispatches from the newspaper's own correspondents will be aired Mondays, Wednesdays and Fridays from 11:20 to 11:30 a.m., CWT and Tuesdays, Thursdays and Saturdays from 11:15 to 11:30 a.m. The contract will be third current reciprocal trade agreement between the station and Chicago newspapers. Similar agreements already are in effect with the Chicago "Sun" which sponsors the "Air Edition of the 'Sun'" Sundays through Saturdays from 11:00 to 11:10 p.m. and with the Chicago "Herald American" which presents "Turning the Pages of the World" each Sunday from 11:00 to 11:30 a.m. Oliver Morton, manager of the NBC Central Division local and spot sales department this week announced that the "Herald American" has renewed its program for another 13-week period effective April 4.

Guild Theater Leased For WOR-Mutual Shows

(*Continued from Page 1*)

the same time, the New Amsterdam Theater Roof which has served as the station and network playhouse for the past seven years.

In a joint statement announcing the leasing of the theater, Lawrence Langner, founder and administrative director of the Theater Guild, and WOR, hinted at "further co-operation between the two organizations in the field of radio and drama," but elaboration on that subject was not forthcoming from the station. Langner was in Boston yesterday and could not be reached for further details.

The Theater Guild building which houses the Guild's administrative offices, will continue to function as Theater Guild headquarters. Theater seats 950 persons, its stage is large enough to accommodate a full-size symphony orchestra.

Estes Named To WHN Post

Effective March 29, Bernard Estes takes over the post of director of special events and public relations at WHN, New York. Estes recently resigned his post of publicity director at WINS, N. Y. Before starting his new position Estes will spend a week's vacation at Virginia Beach.

WJSJ To Five Kw.

Winston-Salem—WSJS has been authorized to increase its power to 5,000 watts, retaining its present frequency of 600 kilocycles. New facilities are expected to be ready for use about April 1. Station is an affiliate of NBC.

COMING and GOI

EDGAR KOBAK, executive vice-presi... the Blue Network, is expected back ... having recovered from an attack of gripp... has confined him to his home for a wee...

"MICKEY" SILLERMAN, president of t... stone Broadcasting System, will arrive ... York on Monday. He has been in the ... West for the past three weeks.

TED HUSING and JIMMY DOLAN leav... for Chicago, where they will broadcast t... ning of the "Banker's Mile," feature race ... track meet to be held tomorrow und... auspices of the Chicago "Daily News."

G. W. "JOHNNY" JOHNSTONE, direc... news and special events for the Blue N... who left yesterday for Washington, will ... from the Capital today and will leave ... immediately for Chicago. He will retur... the Windy City on Monday or Tuesday.

R. J. LAUBENGAYER, president of ... Salina, Kans., is spending two weeks w... daughter in New Orleans.

DANIEL S. TUTHILL, vice-president o... tional Concert and Artists Corp., leaves ... for a visit of two weeks on the West Coa...

HAROLD E. FELLOWS, station manag... WEEI, Columbia's affiliate in Boston, w... town yesterday and left last evening f... Massachusetts headquarters.

BENEDICT GIMBEL, JR., president of ... Philadelphia, is expected in town today. H... remain for a few days.

EARL GAMMONS, director of the Washi... office of CBS, is in New York on ne... business.

WELLS RITCHIE, of CFRB, Toronto, is ... for a few days of conferences at CBS.

WILLIAM MURDOCK, sales manager of W... Washington, D. C., leaves today for the Ca...

RAY KNIGHT, production manager of ... Blue Network, is in Wheeling, West Va., ... on Sunday he will handle the "Steelmakers" ... gram. He is expected back on Monday.

Cassel In New Met Role

Walter Cassel will appear in ... role of "Silvio" for the first time ... the Metropolitan Opera's matinee ... "Pagliacci," Saturday, March 20. P... gram will be broadcast during ... afternoon over the Blue Netwo... Cassel is featured three times wee... over CBS in the "Keep Work... Keep Singing—and Fight for Ame... ca" show.

GIVES YOU LOW COST RESPONSE IN The DETROIT AREA
CKLW
800 kc.
MUTUAL SYSTEM
DAY and NIGHT
5000 WATTS

...s Ends First Year ...f New Talent Policy

(Continued from Page 1)

...when the trade is in desperate ...e for quality talent in these occu...tions. Achievement has been at...ed through the policy of bring...g more and more specialists under ...sive contract to the network, so ...s production department would ...ave to compete in the open ...t every time a program is con...ated.

Produces Increased 100%

...Within the past 12 months, as a ...CBS has placed more talent ...contract than it has ever ac...ed before. Aim has been to es...h, not only a synonymous asso... of CBS with quality, but to ...e idea of "If you want so-and-...ality talent) you can have him ...BS." One of the major phases ...new talent plan has been the ...shment and acquisition of the ...ter. Net has a one hundred ...nt increase in the number of ...ers acquired during the past ...because of the new system of ...and production planning. Roster ...ectors and writers has been ...d to greater proportions also, ...network taking greater pains ...pending more moneys, also, to ...p its own performing talent.

...milar to "Stock Companies"

...spokesman, in commenting on ...ration of the new policy, said ...e chain was simply paying ...ttention to the obvious condi... radio's having to develop its ...rps of specialists, particularly ... producers and directors, be...the interchange of these types ...t between radio and the other ... of entertainment such as mo...ictures and legit, was not as ...is has been possible among the ...ning groups of talent.

...By lacing a group of quality talent ...network contract, CBS has ...p a unit fairly comparable to ... company. Latest application ... a CBS unit has been in the ...tion "The Man Behind the Gun," which Bill Robson, producer, is handling very much on the stock company principle.

The technique, according to the CBS spokesman, has enabled the chain to mitigate the dearth of certain specialized talent. Exec opined that the most desperate talent shortages today, lay in the roles of young English men, character actors and the whole range of male virile leads, not only because the war has drained the supply of men, but because the programming trends in the form of more dramatic productions featuring documentary displays has created increased needs for those types. Today more than ever, the urgent need is for actors who sound like soldiers, he explained.

Writer Problem Acute

As great as may be the shortage among male leads, the pinch is even more pronounced among writers, according to the production exec who attributed this to the fact that writing standards have improved. Leanest supply of writers is among the comedy writers, because that brand of entertainment has increased. CBS, for example, in a short space of time, added three major shows in that category—the Milton Berle, Groucho Marx and Ransom Sherman productions.

As evidence of the tremendous increase in its talent and specialist rosters, the chain listed the following who have been brought to CBS in keeping with the young production policy: directors—Robert Shayon, Larry Berns, John Dietz and Marx Loeb (latter had been with CBS, but was made a director under the new plan); producers—Herb Polesie, Bill Robson, Bill Stier and Earl McGill (latter had been with CBS, also, but his functions were adjusted in keeping with the net setup); writers—Joe Roscoll, Charles Monroe, Ranald MacDougall, Lucy Bradshaw, Sylvia Berger, Addy Richton and Lynn Stone. New post, director of program writing, was established last year as part of this planning, when net acquired Bob Landry.

...ooking On

... and listening in

(Continued from Page 1)

...pear in no danger of reaching the ...ur...n point insofar as the listen...ire for information and co-opera... concerned. Certainly the broad...ers glad to do the transmitting as ...g as the audience is there to hear it.

* * *

...t is particularly gratifying to note that ...jority of radio editors recently ...ed by RADIO DAILY did not uncondi...ally take a whack at the OWI. As ...s to be expected, a few fretted and ...ed. But it is somewhat surprising, too, ...t of the many programs that have ...n heard, that a great many radio edi... writers believe in making the ...rnment's mesage to its people much ...re than that already heard.

☆ PROMOTION ☆

"Maximum Listening"

"Geared For Maximum Listening" is the title of the brochure issued by the Cowles stations (WNAX, Sioux City, Yankton; KRNT, Des Moines; KSO, Des Moines; WMT, Cedar Rapids, Waterloo, Iowa). The title page of the folder is illustrated by four interlocking gears, with the respective station letters on each one, running diagonally across the page. On the inside two-page spread is an outline map of the U. S., white on a blue background, with the state of Iowa blocked in gray. In the lower left-hand corner the gear theme is repeated, and inside the map is an elaboration of the head "Teamwork Gets the Job Done Better"—a discussion of the different markets, covered by the stations individually and in combination, followed by brief descriptions of how this is done. The back page is devoted to statistical evidence about "Mail—proof of audience loyalty."

Membership Certificate

Bi-colored certificate of membership is being offered to youthful listeners of the new "Uncle Arnold" series aired over WLIB, Brooklyn, N. Y., on Sundays at 10 a.m. featuring recreational activities for youngsters in war time. Membership in the "Uncle Arnold Club" may be had for the asking but in accordance with the certificates children must "pledge to be obedient, respectful, industrious, and do at least one good deed daily."

WCAU Newspaper Campaign

WCAU, Philadelphia, has started a new campaign of newspaper display advertising. Using the Philadelphia Record (morning) and the Evening Bulletin as media, WCAU has taken a solid three-column advertisement—top to bottom of page—listing in handbill form the day's attractions, both local and Columbia networks, to be heard on the station. The advertising will be repeated in staggered fashion—on Monday of one week, Tuesday of the next, etc., until the cycle is completed. At that time, the cycle will probably be repeated with the addition of whatever material in illustration and typography the first seven weeks suggests.

Overseas Letter

WKRC, Cincinnati, and the Times-Star are cooperating on a local news letter to be sent to the boys overseas. Using a quarter page ad, WKRC has reproduced an enlarged sample of what the letter will be like. It is printed on regulation V-mail stationery with a blank at the top for salutation and signature of sender. Written by newscaster Tom McCarthy, and signed by him for the station and the paper, the letter is printed weekly and sold for one cent per copy.

MBS-Gillette To Air Five-Hour Sports Show

Mutual Broadcasting System in cooperation with Gillette Safety Razor Co., is staging a special broadcast tonight, starting at 9:15 p.m. and running until 2 a.m., on behalf of the "Boxing's Service Athletic Fund," and stemming from the boxing bouts at Madison Square Garden, a Gillette sponsored series. Bouts, themselves, are also in the interest of the fund.

The gala broadcast will consist of variety entertainment, music and talks by celebrities of the theater and sports world, in addition to the airing of the Garden bouts. Entire project was arranged by Tom Slater, director of MBS special events. Throughout the five hours of broadcasting, radio audience will be asked to contribute money to the boxing service fund.

Radio Editors Uphold OWI Program Method

(Continued from Page 1)

dicate that the allocation plan instituted by the OWI last year, has resulted in the most effective use of the broadcast medium in bringing war messages to the general public. Outstanding shows instituted via the allocation plan which met with the approval of the editors are "The Army Hour" on NBC and the electrically transcribed "Treasury Star Parade" series of the War Savings Staff.

Army Hour "Most Effective"

"Army Hour," one hour Sunday show on NBC was again voted the most effective war-effort program. The Army-produced show led the field in two classifications. In answer to the question "Which network program or programs do you consider outstanding as informative and as an aid in furthering the war effort at home?" The "Army Hour" was selected by the editors by a three to one margin. In answer to the query as to which "war" or regularly sponsored or sustaining series was effective as a morale builder, the critics also chose the "Army Hour," although on this question the margin of preference was not as great, with several of the commercial variety and musical shows as runners-up.

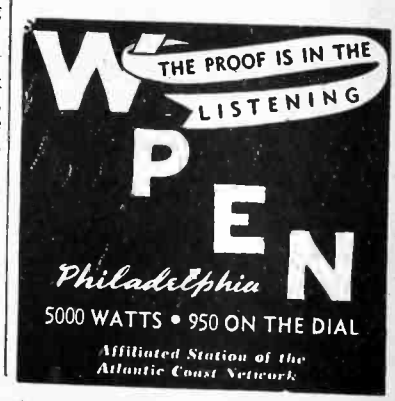
Live-Talent Shows Popular

First honors in the transcription category went to "Treasury Star Parade" with "You Can't Do Business With Hitler" and "This Is the Enemy" in second and third places respectively. Voting in this category was not as heavy, indicating a preference on the part of the editors for live-talent productions. Critics were almost unanimous in their beliefs that there was no need for making either type of war message stronger.

Hurd On WNAC

Boston—Volney Hurd, news commentator, started a series of broadcasts Tuesday night over WNAC here that will be subsequently heard three nights a week, Tuesday, Thursday and Saturday from 8:15-8:30 p.m.

Hurd, anathema to the Axis, has had considerable experience in shortwave broadcasting to the Axis countries and will continue to deal with the foreign situation.



Los Angeles

By JAC WILLEN

LOIS COLLIER, pretty young Hollywood radio actress, has signed a screen contract with Universal Pictures as a result of her performance in the Lux Radio Theater production of "This Is The Army" a few weeks ago.

Despite this column's knowledge of, and the quips about, singing star Anita's private heart flutter, the Tommy Riggs and Betty Lou songstress slipped away to Tucson, Arizona, and wed Army Air Corps Lieutenant Frank Ellis. Contrary to all rules of feminine behavior, Anita kept her marriage secret for over a month. Good luck....and best wishes!

Another of radio's funniest "warm up" routines for studio audiences before the broadcast is that of Horace Heidt and his "Treasure Chest" crew. He uses three of his band dressed as girl singers, who gesture before the mike and synchronize lip movements to actual feminine trio singing over a loud speaker.

Jimmy Rudge, alto sax player recently with Gene Krupa's orchestra, has joined the Horace Heidt "Treasure Chest" radio band.

A full hour of news commentary and war topics is now scheduled at 1:00 p.m., PWT., Mondays through Fridays over KECA, Earle C. Anthony, Inc., station, featuring Jose Rodriguez and Sidney Sutherland, long established West Coast commentators, and General Paul V. Malone, James G. MacDonald and Edward Jorgensen in the new "Blue Newsroom Review" which made its debut last Monday.

KNX threw its hat in the ring for combatting the "black market" situation when it presented a discussion of the situation by a man well qualified to speak on the subject, District Attorney Fred Howser, of Los Angeles County, on Tuesday, from 9:45-10:00 p.m., PWT.

Bert Lahr makes his second Kraft Music Hall appearance this evening, when Bing ribs the gagster on his NBC 6-6:30 p.m., PWT. airer.

Ted Bacon, director of the all-girl string orchestra, the "Golden Strings," heard on "Memory Music," KHJ Sundays 2-2:30 p.m., PWT, is getting mail of appreciation from his listeners for his swell arrangements similar to those of the "Grieg Fantasy" excerpts heard Sunday, March 14.

Murrow Sunday Program To Originate At Algiers

Ed Murrow, Columbia's correspondent in London whose newscasts are sponsored by International Silver Company and are heard on this side of the water from 6:00-6:15 p.m., EWT, is scheduled for a broadcast from Algiers this Sunday, March 31.

In the event that circumstances should prevent Murrow from reaching the North African point, the program from Algiers will be broadcast by Charles Collingwood.

Reporter At Large . . . !

● ● ● Wonder if Erwin Wasey sold a show to that San Francisco representative of the Petri Wine Co., who was in New York recently?..... Show to emanate from the Coast.....Columbia Pictures' film version of Max Marcin's "Crime Doctor" radio thrillers, goes before the cameras Wednesday, with Warner Baxter and Margaret Lindsey in the leading roles .....Victor Borge, "the Great Dane" (he's a HOUND for gags) besides doing his regular M-G-M commercial on the Blue, also does five 15-minute short-wave broadcasts to Denmark, with anti-Nazi gags in his native language.....Groucho Marx, comic on CBS' new series, "Blue Ribbon Town," in one of his numerous reminiscent moods, removed that ever-present stogie from his visage, long enough to give out with, "I'll never forget an Army Camp I played once, where the soldiers whistled and cheered continuously—it's wonderful how they appreciate me' I said to Betty Grable, who also happened to be on the stage".....Incidentally with Groucho on it, that show should be called "Blue Ribbin' Town".....At the last minute, prior to the start of a recent quiz show, Crumit and Sanderson were notified that two of three male contestants would be unable to appear—the draft board got them first.....Phil Cohan, ace director of the CBS Camel "Comedy Caravan," which starts from the Coast next week, will remain East and take over the directorial duties for the Camel NBC show.

☆ ☆ ☆

● ● ● Because her powerful sopra"notes" were feeding the Chorus Mike, causing audible overtones, Producer Frank Hummert has placed a screen around the mike that Vivian della Chiesa sings to on both the "American Album of Familiar Music" and "American Melody Hour" programs.....It's quite a jump from Brooklyn to Hollywood, but not in one's imagination, especially when in the "day dreams" of Brooklyn's two Brandt Gals, Ruth and Mae, authors of "I'll Never Forget," to be heard over CBS tomorrow at 12:30 p.m. on the "Stars Over Hollywood" hour.....Verna Felton, "off-key" singing comedienne on Rudy Vallee's NBCream show, was formerly a song and dance headliner in the dear departed days of "vodeville" .....Ann Corio who has "skipped the Strip for the script" (try to say that fast) is collabbing with Sgt. Malvin (The "Power's Girl" author) Wald on the dramatization of her autobiography "Men, Gentlemen and Others" (others? who, me?).....Arch McDonald, conductor of the "National Moon Dial" WJSV night program, after introducing and listening to a comical record by "double-talker" Cliff Nazarro, remarked, "He sounds like an inspired Arthur Godfrey—working straight".....Pvt. Bob Broder, former RKO attorney and legal adviser to many radio and screen personalities, is quite popular with his buddies at Camp Barkely because of his wealth of anecdotes on "Big Timers."

☆ ☆ ☆

● ● ● The "Can You Top This?" NBComedians have received jokes from every one of the 48 States, and last week heard from the "49th" State—they received a gag from Corp. E. J. Karbo, stationed "somewhere in Hawaii".....The Don Cossack Choir will be heard on one of their rare radio appearances, when they will be featured on the "Cresta Blancapades" Wednesnite over MBS.....That was a nice selling job Dan Tuthill did with the Camel sponsors.....Jock" MacGregor, former actor, now Audition Chief of WOR and director of that station's "Murder Clinic" also does the "creepy" narrations on that chiller-diller.....Have A Chuckle: Ethel Smith knows an infantry drill sergeant who has a one-TREK mind.....Conrad Thibault says that the FBI, in campaigning against loose talk, is looking for the guy who can build a better mouth-trap.....Hal McIntyre has a theme song for "grafting politicians"—"Dip in the Heart of Taxes."

☆ ☆ ☆

—Remember Pearl Harbor—

Chicago

By FRANK BURKE

BOB BECKER's "Sportsmen's light," 3-3:15 Sunday afte show, has been renewed on W the Illinois Commercial Men' sociation, through L. W. Ramsey pany of Chicago. Becker, o editor of the Chicago Tribune cusses hunting, fishing and c dogs on the program.

"Victory Garden," new p aimed at easing the woes of me hoes in their Victory gardens, ite debut over WJJD, Chica March 15. Broadcast under the ces of Men's Garden Clubs of Il show features roundtable discu on home gardening by R. M. C secretary of Illinois State V Garden Committee and ma writer; Rudolph Mohr, horticu specialist with the OCD, and gene Pfister, first vice-president Men's Garden Club of Americ

Displaying both surprise and ure at the appointment of Whiteman as musical director Blue Network, James Petrillo, president and Joe Weber, ex- dent, paid tribute to Mr. P. W. gentleman artist and dean of ja a press conference today. The board meeting concluded its se in Chicago yesterday.

Harry C. Kopf, NBC vice-pres and general manager of the Ce Division announced yesterda realignment of the duties of Leo Anderson, Central Division ass assistant office manager and A G. Pearson, Central Division purc ing agent to conform with war exigencies. Effective immedi Anderson will assist John F. Wh business manager, in matters per ing to personnel, particularly tha maintaining contact between the sion and former staff members serving in the armed forces. Pea will take over certain manage responsibilities formerly pres over by Anderson which inc supervision of the building main ance, division files, stenographic duplicating mail, and messen telephone and the supply and rec ing departments. Ethel Frank, for erly of the stenographic and dupli ing department staff, has been signed as secretary to Anderson.

AMP Signs Brazilian Compos

Associated Music Publishers, I has just signed a five-year contr with the Brazilian composer, M. C margo Guarnieri, acquiring the cop rights to all his major composition for orchestra, including "Abertu Concertante," piano and violin co certos, songs with orchestra acco paniment and other symphonic wor Acquisition of Guarnieri is the seco important Brazilian supplement AMP's South American catalog The other is the works of Hect Villa-Lobos. Guarnieri is current on a lecture and concert tour in t country. He will appear with th Boston Symphony orchestra t Saturday.

...UEST-ING

...SAN HAYWARD, in an adapta... of "The Crystal Ball," on the ...ip Morris Playhouse," today ...BC-CBS, 9 p.m.).

...J. GEN. HENRY S. AURAND, ...ssing the physical fitness of the ...d States armed forces, on the ...oors at War" program, tomorrow ...F-NBC, 5 p.m.).

...TALIE KEVIN, EDITH WOOD... and FRANCES MORRISSEY, ...SPARS," and ANTHONY J. ...UCCIO, RICHARD H. ROGERS ...RALPH A. TONTE, all Coast ...smen, on the Crumit-Sanderson ...program, tomorrow (WABC-...8 p.m.).

...R. JERRY VOORHIS of Califor..., Columbia's "Country Journal," ...rrow (WABC-CBS, 1 p.m.).

...IS UNTERMEYER, poet, on ...f Men and Books," tomorrow ...C-CBS, 2:05 p.m.).

...RTHA O'DRISCOLL, on "Stars ...Hollywood," tomorrow (WABC-...12:30 p.m.).

...HARRY D. GIDEONSE, presi... of Brooklyn College, and NOR... THOMAS, discussing "Congress ...Post-War Planning," on the ...ce's Platform," tomorrow ...C-CBS, 6:15 p.m.).

...EXANDER KIPNIS, Russian ...s on the "Opera Forum Quiz" ...during the Metropolitan Opera ...m, tomorrow (WJZ-Blue Net...3:15 p.m.).

...ALEXANDER STEWART, of ...S. Coast Guard cutter "Camp... giving an eye-witness story of ...ttle with German submarines ...Atlantic, on "We, the People," ... (WABC-CBS, 7:30 p.m.).

...MADELEINE CARROLL, on the ...Reader's Digest," Sunday ...C-CBS, 9 p.m.).

...ERT MAGIDOFF, NBC war ...ondent in Russia, on Upton ...'s "World News Parade," Sunday ...-NBC, 3:15 p.m.).

...A. G. WALDEN, chairman ...Urban League, Atlanta, Ga., on ... Over Jordan," Sunday ...-CBS, 10:30 a.m.).

...TH EVELYN, on the "Inner ...n Mystery," Sunday (WJZ-...etwork, 8:30 p.m.).

...ROBERT TAFT of Ohio and ...ARD C. KRUEGER, of the de...ment of economics of the Uni...ity of Chicago, on that institu... Round Table" program, Sun... (WEAF-NBC, 1 p.m.).

...NN MARTIN, of the Glenn ... Aircraft Company, Baltimore, ... "Show of Yesterday and To... Sunday (WJZ-Blue Network, ...n.).

Sixty-Eight Commercial Shows Now Using Full NBC Network

(*Continued from Page 1*)

ment of the full network plan. Many of NBC's top ranking features that were previously unavailable to station audiences in numerous localities are now being enjoyed in the nation's less populated areas. As a result, sponsor's messages are being placed into many thousands of homes never before reached by these broadcasts.

By the same means, affiliated stations have extended their service to the public through their ability to broadcast features denied them before the plan went into effect last year. NBC's sponsors, at slight added cost, have materially increased their coverage through facilities supplied by the added outlets.

The full extent of this expansion in coverage, and in the public service rendered, is evident in a comparison of figures compiled as of March 1, 1942 and March 1, 1943. In that time span, the average network increased from 49 to 70 stations in the daytime and from 76 to 99 stations for programs broadcast between 6:00 and 11 p.m., EWT.

Computed on the basis of additional network time created by the plan, statistics show that the operation of the full network plan has added 922 station hours a week, since August 1, 1942.

Principal sponsors who are benefitting from NBC's full network plan, together with related programs and agencies are listed below.

SPONSORS	PROGRAMS	AGENCIES
American Tobacco Co.	All-Time Hit Parade	Foote, Cone & Belding
American Tobacco Co.	Kay Kyser	Foote, Cone & Belding
Bell Tel. System	Telephone Hour	N. W. Ayer & Son
Bristol-Myers Co.	Eddie Cantor	Young & Rubicam
Bristol-Myers Co.	Mr. D. A.	Pedlar & Ryan
Brown & Williamson	Red Skelton	Russel M. Seeds Co.
Brown & Williamson	Tommy Dorsey	Russel M. Seeds Co.
Colgate-Palmolive-Peet	Can You Top This?	Ted Bates, Inc.
Colgate-Palmolive-Peet	Sports Newsreel	Sherman & Marquette
Firestone Tire	Voice of Firestone	Sweeney & James
F. W. Fitch Co.	Bandwagon	L. W. Ramsey Co.
General Electric Co.	Hour of Charm	B. B. D. & O.
General Foods	Aldrich Family	Young & Rubicam
General Foods	Jack Benny	Young & Rubicam
General Foods	Maxwell House Time	Benton & Bowles
H. J. Heinz Co.	Information Please	Maxon, Inc.
Andrew Jergens Co.	Mr. and Mrs. North	Lennen & Mitchell
S. C. Johnson & Son	Fibber McGee	Needham, Louis & Brorby
Lever Bros.	Tommy Riggs	Young & Rubicam
Lewis-Howe Co.	Treasure Chest	Roche, Wms, Cunnyngham
Liggett & Myers	Fred Waring	Newell-Emmett Co.
Miles Labs.	News of World	Wade Advertising
Philip Morris & Co.	Ginny Simms	Biow Company
Pepsodent Co.	Bob Hope	Foote, Cone & Belding
Procter & Gamble	Abie's Irish Rose	H. W. Kastor & Sons
Procter & Gamble	Ma Perkins	Blackett-Sample-Humert
Procter & Gamble	Pepper Young's Family	Pedlar & Ryan
Procter & Gamble	Right to Happiness	Compton Advertising
Procter & Gamble	Road of Life	Compton Advertising
Procter & Gamble	Truth or Consequences	Compton Advertising
Procter & Gamble	Vic and Sade	Compton Advertising
R. J. Reynolds Tob. Co.	Abbott & Costello	Wm. Esty & Co.
Sheaffer Pen Co.	Upton Close	Russel M. Seeds Co.
Standard Brands	Edgar Bergen	J. Walter Thompson Co.
Standard Brands	One Man's Family	Kenyon & Eckhardt
Standard Brands	The O'Neills	Ted Bates, Inc.
Vick Chemical Co.	Dr. I. Q.	Grant Advertising
Westinghouse Electric	John Charles Thomas	Young & Rubicam

McClintock To Preside At Religious Meeting

Discussion of "How Religion, Through Radio, Can Serve on Both the Home and Battle Fronts" will be held Monday, March 22, at a luncheon at the Waldorf-Astoria Hotel. Representatives of all religious denominations co-operating in the Mutual Broadcasting System's religious programs, "The Radio Chapel" and the "Minute of Prayer," will participate. Project is under the direction of Elsie Dick, director of Mutual's religious programs. Miller McClintock, Mutual's president, will preside during the discussion.

Organizations whose delegates will participate in the forum are the Federal Council of Churches of Christ in America, the Synagogue Council of America, the Catholic Charities of the Archdiocese of New York, and the Christian Science Committee of Publications.

Soldier Talent On Radio Still Forbidden By Gov't

Washington Bureau, RADIO DAILY

Washington—Regulations forbidding radio stars or other talent in uniform to appear on radio shows will not be relaxed, it was stated here yesterday by Col. Curtiss Mitchell, of the Bureau of Public Relations. He added that the Army's hands are tied in this matter since the regulations can only be eased by Presidential edict.

Col. Mitchell added, however, that a star might be released temporarily at the request of some government agency provided the performance be not for pay or for commercial purposes.

Stork News

Don Stanley, of WTMJ, Milwaukee, announcer and commentator of "Today's Events," has announced the birth of his second child, a daughter.

AGENCIES

RADIO CORPORATION OF AMERICA is considering the appointment of three agencies to handle its advertising, one agency to be assigned to each of the corporation's three manufacturing divisions: Instruments, Phonograph Records and Technical Products. It is believed that expenditures for the purpose will total about $2,000,000.

RAY E. BROHOLM, formerly continuity editor of WLS, Chicago, has become associated with Guenther-Bradford & Co., as director of radio. Before joining WLS, he was advertising manager of the American Gas Machine Company, Albert Lea, Minn.

MARKET RESEARCH COUNCIL will conduct a round table discussion today on the subject "The Panel Method of Market Research." It will be held at the Yale Club.

KENYON INSTRUMENT CO. of Huntington, L. I., manufacturers of precision devices for aviation and marine use, has named Albert Frank-Guenther Law, Inc., as its advertising agent.

SIX ADVERTISING AGENCIES are co-operating with the Advertising Council in the preparation of the publicity for the Second War Loan Drive, which starts April 12. They are Benton & Bowles, Erwin, Wasey & Co., Albert Frank-Guenther Law, Ruthrauff & Ryan, Young & Rubicam and G. M. Basford Company.

KEN SMITH, formerly announcer in NBC's Spanish division, has been appointed radio director of the Mexico City office of Grant Advertising, Inc.

BALL BROS. CO., of Muncie, Ind., will use radio in an extensive campaign now being planned to publicize its jars, caps and rubbers used in home canning. The account is handled by the Applegate Agency, also of Muncie.

CBS Adds WFMD

WFMD, Frederick, Md., becomes a member of the Columbia network on March 21, according to H. V. Akerberg, CBS vice-president in charge of station relations. WFMD will be a special supplementary station to CBS's Basic Network.

THIS LITTLE BUDGET WENT TO

WORL BOSTON MASS.

No AFM Convention; Board Meets in June

(Continued from Page 1)

of the membership meeting, which was to have been held in Columbus, Ohio, June 14, the executive board will act on those measures which would have been on the agenda of the conclave. Board will probably meet in New York, Petrillo said, some time in June, to dispose of those convention items.

Here, in New York, record and transcription companies had not yet received their individual copies of Petrillo's letter in which he said the ban would remain, and in which he accused the trade of lacking good faith in its negotiations. However, on the strength of the letter, printed in full in RADIO DAILY, yesterday, and reported in part in the lay-press, trade execs were yesterday trying to arrange a meeting among themselves, and to reach a decision concerning a course of action.

Transportation a Factor

The decision to cancel the convention was made by the executive board meeting in Chicago earlier this week, to answer the disc makers who had rejected Petrillo's plan for taxing the industry as a requisite for lifting the ban. Trade sees in this move, which because of the ODT cannot be questioned too deeply, a means of preventing an internal split in the union on the issue. Only the first of this week, union's house organ, "International Musician" announced the place and date of convention, noting that the locale had been changed from Jacksonville, Fla., to Columbus, because of war congestion in the South. Notifications on hotel reservations had been sent to all locals, with requests that reservations be made early. Opined in the trade that the decision, therefore, to cancel the meet was motivated as much by the problem of reporting on the recording ban to the constituents, as it was patriotic.

Board Unopposed

Speculated, that if the convention had been held, the loss in salaries to members who have been suffering unemployment as a result of the ban, would have been brought out on the convention floor and might possibly have brought on a move to modify the ban if not repeal it completely. Under the new arrangement, the decision of the executive board remains unopposed, board operating on the premise that the will of the convention of 1942 still prevails.

Lawrence On "Answering You"

Gertrude Lawrence, currently starring in "Lady in the Dark," will speak on the subject of "Entertainment's Role in War Time" when "Answering You," Mutual's and the BBC's transatlantic discussion forum is heard Sunday, March 21, from 5-5:30 p.m., EWT. Joining Miss Lawrence on this side of the ocean will be Aline MacMahon, featured in "The Eve of St. Mark," and Ben Hecht, author and playwright.

WORDS AND MUSIC

By HERMAN PINCUS

PHIL O'HARA disabled veteran of World War I (he was wounded in the Battle of the Meuse-Argonne) told how he was inspired to write the song, "I Just Got an Army Hair-cut," which bids fair to becoming one of the better-known songs of World War II. Said Phil, "Some of the boys who came to see and cheer me up at the Veterans' Hospital in Washington, D. C. looked so funny with their G. I. haircuts that I laughed and kidded them goodnaturedly about their looks. I felt, however, that it would be fun if we could all sing about the way they looked with their hair shorn and clipped and that's how I got the idea. I called in Sam Michaelson and Al Parvin to help me and we finished the song, which seems to be giving the boys in uniform a great feal of fun, singing the words to a snappy march tune."

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....Vladimire Dukelsky, petty officer in the U. S. Coast Guard, is wearing a happy smile despite these Ides of March days. Dukelsky's Violin Concerto will be performed by Ruth Posselt and the Boston Symphony Orchestra conducted by Richard Burgin, on March 19 and 20, and will be radio-premiered over the Blue Network on the latter date. Dukelsky, who was given the name of Vernon Duke by John W. Green when both were under contract to write scores for Paramount Pictures back in 1935, has just been notified of the successful reception accorded his score in M-G-M's "Cabin in the Sky" by Dallas, Texas audience. His third premiere (all within a period of ten days) takes place March 22, when Vinton Freedley's production of the new musical comedy "Dancing in the Streets" starring Mary Martin, opens at the Shubert Theater in Beantown with a Vernon Duke score.

☆ ☆ ☆

In the five months that Fred Waring has been playing songs requested by men in the service on his "Pleasure Time with Victory Tunes," over NBC, he has learned that by and large, they prefer a nostalgic ballad as "I'll Never Smile Again" or "You'd Be So Nice to Come Home To" rather than a hot or rhythmic tune. Second choice in their preference are sacred songs, with the most-requested being, Malotte's "The Lord's Prayer," Schubert's "Ave Maria," Nevin's "The Rosary" and Sullivan's "The Lost Chord." Waring offers this bit of advice to morale-program-makers to include, too, well-known negro spirituals. Asked how choices of the WAVES, WAACS and SPARS compare with the males', Fred answers, "Practically the same as the men."

☆ ☆ ☆

Last week Ed Begley, heard on the "Amanda of Honeymoon Hill" CBSerial, volunteered to act as bus boy at the "Stage Door Canteen"—it was merely a case of history repeating itself for 25 years ago, when Ed was honorably discharged from the U. S. Navy, the Red Cross, operating a temporary employment agency for ex-service men, got him a similar job in the Union News Restaurant on the lower level at Grand Central Station.

☆ ☆ ☆

Radiology: Kate Smith whose regular broadcast tonight emanates from Baltimore, will "double in brass" as it were—She has been picked by the War Manpower Commission to inaugurate a new drive for war workers in the Baltimore area.....Fred Raphael has a "find" in Judy Howard, new vocalovely, featured on the WHN "Gloom Dodgers".....Walter Kaner, WLIB praise-agent, nifties: "With the draft grabbing so many station announcers, why not have midgets announce short-wave programs?"

☆ ☆ ☆

Phil Spitalny's all-girl ensemble was formed eight years ago. Its initial appearance as a unit took place on the stage of Capitol Theater in March 1935....Marcella Uhl, mezzo-soprano heard on the Blue Network, will present a program of songs by Kenneth Walton next Tuesday at 8:15 p.m. via the Blue shortwave facilities to So. America.

☆ ☆ ☆

——Be A Rational National——

OPA Price Regulation For Unbranded Radio

(Continued from Page 1)

distributors, retailers and [illegible] who, since the summer of 194[illegible] become assemblers of hou[illegible] phonographs and receivers. By parison with full-fledged ma[illegible] turing procedures, their ope[illegible] are relatively simple, consist[illegible] the mounting of a fully-asse[illegible] chassis with a speaker and freq[illegible] with a phonograph pick-up m[illegible] ism into a finished cabinet.

Specifically excluded from th[illegible] regulations will be regular ma[illegible] turers of radios. They will co[illegible] under revised price Schedule [illegible] (radio receivers and phonograp[illegible]

Manufacturers are practicall[illegible] moved from production of suc[illegible] anywhere by WPB Orders L-44[illegible] L-183, issued by the War Prod[illegible] Board. However, these WPB [illegible] do not prevent placing a c[illegible] manufactured in accordance wi[illegible] terms of the orders, into a cabi[illegible]

Meeting Held Here Yesterda[illegible]

A meeting was held by the [illegible] with representative distributor[illegible] tailers and assemblers of radio[illegible] phonographs in New York yest[illegible] and another will be held in Ch[illegible] today for the purpose of outl[illegible] the provisions of the proposed [illegible] lation and inviting general discus[illegible] of them.

At the present time wholesale[illegible] retail prices of radios and ph[illegible] graphs are controlled by the ge[illegible] maximum price regulations. [illegible] points out that it is a violatio[illegible] this price regulation for assem[illegible] of radios to make sales unless a r[illegible] imum price has been specifi[illegible] authorized and in cases except w[illegible] the assembled radio is actually [illegible] lar to a model sold during M[illegible] 1942.

Agronsky To Washingt[illegible] To Replace Wm. Hillm[illegible]

(Continued from Page 1)

announced by G. W. Johnstone, di[illegible] tor or news and special features.

The 28-year-old journalistic vete[illegible] of the Ethiopian, Spanish, Bal[illegible] Malaya, Java and Australian c[illegible] paigns, who returned to this cou[illegible] last October after four years on [illegible] tually every front, will start bro[illegible] casting from the nation's capital [illegible] Sunday, March 21. He will be he[illegible] daily, except Saturdays, thereafte[illegible]

The Sunday commentaries, in wh[illegible] Agronsky will review the wee[illegible] events, will be presented from 1:45 [illegible] 2:00 p.m., EWT, over the eastern h[illegible] of the network. Beginning Monda[illegible] March 22, he will be heard Monda[illegible] through Fridays from 8:00 to 8[illegible] a.m., on the "Daily War Journa[illegible] periods currently conducted by W[illegible] liam Hillman. He will be heard [illegible] gether with Hillman for the first we[illegible] and will take over the entire sp[illegible] beginning Monday, March 29, wh[illegible] Hillman leaves the "Daily War Jou[illegible] nal" to accept another appointme[illegible] which he will announce shortly.

The Red Cross has Problems like your own

—*of Planning*

Your Red Cross operates a vast planning program to enable it to be ready for any disaster or emergency anywhere—whether it comes in the Americas, Europe, Australia, Asia, or Africa.

—*of Organization*

Your Red Cross is responsible for the smooth operation of 3,750 chapters and 6,000 branches, all engaged in the same enterprise of helping all who need help.

—*of Personnel*

Your Red Cross has tripled its staff since Pearl Harbor and has had to enlist the aid of and train over 6,000,000 volunteers in the principles of First Aid, Water Safety, Accident Prevention, Home Nursing, Nutrition, Nurse's Aideing, Mass Feeding, Motor Mechanics, and other subjects allied to our country's war effort.

—*of Production*

Your Red Cross is not only one of the world's foremost purchasers of supplies, but it has the immense distribution job of collecting millions of items from 10,000 different communities in the United States, assembling and storing them, and then shipping them to practically every country in the world. Last year your Red Cross shipped some $60,000,000 worth of food, clothing, and medical supplies to over 20,000,000 homeless people in foreign countries.

—*of Finance*

Your Red Cross, whose war-time and post-war expenses will run well into hundreds of millions, must account to the public for every penny it collects and puts to work. Its accounts are audited annually by the U. S. War Department.

The Red Cross faces the same problems as are in your business. With your support it can successfully meet them.

The Second War Fund is greater than the First, but no greater than the increased needs.

Business men can help with time and with money, as organizations and as individuals.

March is the Red Cross month . . . Cooperate with your Red Cross Chapter.

Your Dollars help make possible the

AMERICAN RED CROSS

This space contributed by RADIO DAILY

☆ ☆ Coast-to-Coast ☆ ☆

ELIZABETH BEMIS, CBS-KNX, Los Angeles, news analyst, is burning the midnight oil for an examination which, if she passes, will give her a third-class radio operator's license under the Civil Air Patrol.

* * *

Frank Sinatra, currently heard on the Saturday night "Hit Parade" over CBS, will make his appearance tomorrow night, at Mrs. Hartman's Israel Orphan Asylum benefit at Madison Square Garden.

* * *

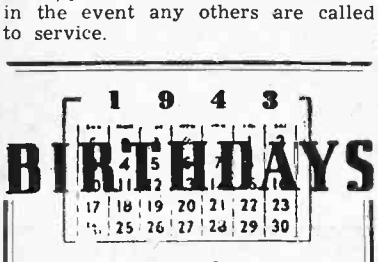
Tuesday afternoon, March 23, WIP, Philadelphia, will broadcast in an hour-long program the ceremonies attending the awarding of the "M" pennant and Victory Fleet Flag by the U. S. Maritime Commission to the Sun Shipbuilding and Drydock Company of Chester, Pa. The program will be broadcast from 3 to 4 p.m., over WIP, and will feature the launching of three ships built in record-time at the yard. Lowell Thomas has been invited to introduce the program and present Robert Haig, vice-president of the Sun Shipbuilding Company, who will act as Master-of-Ceremonies.

* * *

Jimmy Dorsey will play for 13th annual "Hello America!" program of Veterans of Foreign Wars on Blue Network at 11:15 p.m.-12:15 a.m., EWT, Saturday, March 27. In addition to the Dorsey orchestra, which will be wired from Hotel Pennsylvania, broadcast includes Robert T. Merrill, national commander of V. F. W.; Marie C. DeWitt, national auxiliary president, and dramatization of "Air Force."

* * *

Two new announcers have been added to the WLAW, Lawrence, Mass., staff. Both are graduates of the WEEI, Boston, announcers school and their contact with WLAW will be their first position in radio. Dick Lance, of Watertown, Mass., took Jay Serwin's place, who is now in the armed forces. Bill Sherman, of Framingham, Mass., joins the staff as an extra man in the event any others are called to service.



March 19

Frank Chapman — Wayne Cody
G. A. Richards — John Shepard III
Sally Warren

March 20

Adelbert Burdick — Stuart Metz
Ozzie Nelson — Bill Wigginton
Lawson Zerbe

MARCH 21

A. S. "Tony" Bessan — Gil Jones
Lt. Garnett Marks — J. V. McConnell
Edna Stillwell — James Wilkinson

Special series of programs is being aired by WTAG, Worcester, to boost the current Red Cross War Fund drive. Millionth surgical dressing to be made in the area was commemorated with a broadcast from Red Cross headquarters describing proceedings. Series, conducted by announcer Earle Steele, is also devoting broadcasts to the Red Cross "torpedo kit" and "prisoner of war basket" to give WTAG listeners a glimpse of accomplishments made possible by their contributions.

* * *

Dean Maxedon, of WOWO, Fort Wayne, was acclaimed National Yodeling Champion by the audience at a recent Hillbilly Jamboree, held in the local Shrine Auditorium.

* * *

Four new stations have added "Funny Money Man" to their schedules, each for five fifteen-minute or half-hour programs weekly....WRRN, Warren, Ohio; WAPI, Birmingham, Alabama; WJHP, Jacksonville, Florida and KWOS, Jefferson City, Missouri. Negotiations are now underway to extend "Funny Money" syndication to South and Central America. WDBJ, Roanoke, Virginia continues to break "Funny Money" mail records in behalf of its sponsor, the Dr. Pepper Bottling Company.

* * *

The Air Service Command and Wright Field are sharing time on WHIO, Dayton. The programs are presented every Thursday evening at 8:00 p.m., CWT. The control of the program is utilized alternately. One week Captain Gillingham, of the Air Command is in charge, the following week Lieutenant Colonel Miller of the Wright Field Public Relations takes over. The Patterson Field Flying Band and the 361 Air Service Band are both used on the programs ....The newest member of the Dayton station's office staff is Mary Kay Shroyer who doubles in brass by acting on the air as well as doing office work.

* * *

North Carolina's Governor J. Melville Broughton, recently broadcast over WBT, Charlotte, on a report of North Carolina's legislative action. The program was fed by WBT to WPTF, Raleigh, an NBC affiliate, via WJSV, Columbia's station in Washington.

* * *

A new twist was given to the "Open House" program, the WCAU, Philadelphia, "Day club for night workers" yesterday when instead of presenting the usual class entertainment from the show world, three grandmothers, now at work in the Edward G. Budd plant, were the guests of honor.

* * *

Fulton Lewis, Jr., in his Mutual network broadcast made from the studios of KSAL, Salina, Kansas, Friday March 12, revealed officially for the first time that the Smokey Hill Army Air Field at Salina is the largest in the world. Lewis pointed out that the runways at the base are twice as long as those needed by the largest airplanes of today.

After eighteen years of service in the KOA, Denver, engineering department, Carl Schuknecht, has been transferred to San Francisco where he will continue as an NBC employee at KPO....Gene Killam, is the new announcer spieling over the KOA mike....Tor Torland, former station announcer, recently celebrated his homecoming by airing his experiences driving an ambulance on the Lybian desert front.

* * *

For the 11th consecutive baseball season, the sports division of WWSW, Pittsburgh, will broadcast the Pittsburgh Pirate's baseball team to the fans of Western Pennsylvania, over an eight station network. Rosey Roswell will do the honors at the mike. The Atlantic Refining Company, having divided sponsorship with other organizations last season will be the sole sponsor for 1943....Tomorrow, the station will air the initial program of a series designed to bring to civilians not only the necessity of physical fitness in war, but the means of acquiring it. Program is sponsored by the Physical Fitness Division of the Pennsylvania State Council of Defense. Series is called "America Marching."

* * *

WJPA, Washington, Pa., will bring a play by play broadcast of the W & J-Creighton basketball game, next Thursday evening at 8:15 direct from Madison Square Garden, New York. Stan Schults, of WJPA, will handle the announcing and the program will be carried by a network of three stations, including WWSW, Pittsburgh and WSTV, Steubenville, Ohio. This is the opening game of the N. Y. Metropolitan Tournament.

* * *

WQAM, Miami, at the request of Allen Murray, head of the OWI Pacific Division, made a five-minute transcription of a talk by President Manuel Quezon, of the Philippine Commonwealth, for use by the OWI. Quezon is visiting Miami for a brief rest.

* * *

New personnel arrivals at WTRY, Troy: Bob Mowers, formerly of WWNY, Watertown, and Charles Lindgren, of Astoria, N. Y. are now members of the announcing staff. And Stephen Staniszewski of Albany, N. Y., has been added to the engineering staff.

* * *

Mills Music Publishers are rushing orders for copies of "Just a Prayer" to fill the demand in the mid-west for the tune penned by Joe Frasetto, bandleader of WIP, Philadelphia, together with Billy Hays and Morty Berk. "Just a Prayer" seems destined to follow the popularity path of "Light a Candle in the Chapel." The art of painting and sculpture are the hobbies of Varner Paulsen, WIP production man, who recently joined the staff of WIP. He in turn was recently joined in Philadelphia by his wife to keep him home-conditioned Paulsen came to WIP from WCOU, Lewiston, Maine.

A labor problem, pertinent to ton, Ohio, citizens, was aired WHIO recently. The problem ing between the Dayton Boa Education and Local 101 of the of L. over a wage increase dem by the school maintenance emp and denied by the School Boar brought directly to the peopl radio. WHIO offered an equal a of time to both sides of the c versy....The newest musician o staff is Bob Sando, clarinet who also does some vocalizing the station staff group.

* * *

Morton Downey will sing an Henry Sylvern orchestra will on a special variety program cated to New York Catholic Cha over WINS, New York, on Tue March 23, from 11-11:30 p.m. A. Coleman, executive chairma the Archbishop's Committee o Laity, will be the guest speaker. Fund Appeal of New York Cat Charities is now under way, cluding the week of April 4, an intensive canvass of the parishes of the Archdiocese.

* * *

Even though the Mardi Gra New Orleans passed without the tomary carnival spirit, its pre spirit was kept alive on a WWL, Orleans, broadcast titled, "Tha May Return."

Marconi Bonus Conside By Canada Labor Bo

Montreal—The National War L Board has heard and reserved sion on an application by Mar Company trans-ocean telegrapher Montreal for restoration of a 10 cent bonus or a corresponding crease in salary.

The Commercial Telegraph Union, represented by J. N. A. Bl of Toronto, general chairman, L. F. Newell of Montreal, dis chairman, maintained that 10 per bonus given in August, 1940, was w drawn in July, 1942. Thi- spe increment, they said, was in ef an increase in wages and could be replaced by a cost-of-living bo which was paid when it was w drawn.

James Fergus, secretary of the M coni Company, said the bonus given to meet increased living co and was always subject to wi drawal. In July, 1942, it was repla by a cost-of-living bonus, with provision that no employees sho suffer any reduction in income cause of the conversion. The bon did not in any way constitute a cha in wage rates.

Blouin stated that the men work 12 hours a day and seven days week and, although they receiv overtime, were deserving of bonus increase which they felt w paid to recompense them for th added duties.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 22, NO. 54 | NEW YORK, N. Y., MONDAY, MARCH 22, 1943 | TEN CENTS

2nd Treasury Loan Co-Op

Full Industry Support Being Offered Following Morgenthau's Messages; Three-Week Drive Planned

Close on the heels of last week's wire to all radio stations and networks advising of the Treasury Department's plan seeking the industry's cooperation on the 2nd War Loan of $13,000,000,000, Vincent F. Callahan, Treasury Department Director of Radio, Press and Advertising, on Friday revealed that 322 stations in the United States already have replied enthusiastically and more telegrams are coming in, at the rate of one a minute, in answer to wires

(Continued on Page 7)

Buy More War Bonds and Stamps

NAB Program Group Gets Initial Confab

Washington Bureau, RADIO DAILY

Washington — Initial meeting of NAB newly formed Program Director's Executive Committee will be held here Wednesday and Thursday of this week to consider plans for more active participation by NAB members in programming. The plan would parallel that of the Sales Managers now carried on by NAB's Department of Broadcast Advertising, President Neville Miller explained, but would

(Continued on Page 3)

Buy More War Bonds and Stamps

Stern Heads Sport Div. To Aid N. Y. Red Cross

Bill Stern, NBC sports director has been named chairman of the sports division in New York by the American Red Cross. Stern has requested that major sports figures to serve with him on the committee. They include Joe Williams, New York World-Telegram"; Les Patrick, Tribune, New York Rangers; Jimmy Johnston, boxing promoter; John

(Continued on Page 2)

Buy More War Bonds and Stamps

NBC's FM Application; Other Activity By FCC

Washington Bureau, RADIO DAILY

Washington—NBC last week asked the FCC for a license for a Temporary Relay 2 Experimental Station on 1000 kilocycles, 1,000 watts, with special FM emission. The station is to be known as W2XWG. Application was also received for

(Continued on Page 5)

Special Guest

Jersey City—WAAT listeners recently had quite a surprise recently when they heard "Henry Aldrich." Actual life Norman Tokar, commencing and spinning platters with Pat Brenner on the latter's program "Requestfully Yours." Reason behind his appearance on the show was the mutual admiration held for each other. Each gets a kick listening to the other.

Audience Building

Dayton — William L. Sanders, WHIO, news commentator, who airs a nightly newscast, is by day a teacher at Oakwood School. Recently he gave an unusual "homework" assignment to some of his students. They were to listen to one of his newscasts and bring in a complete report on what they heard. The following day they brought the report back complete. Which is one way of building an audience.

AFRA To Support AEA On Agents' Measure

American Federation of Radio Artists will actively support Actors' Equity Association in opposing the Condon Bill which was adopted by the State Senate this week and which removes limitations on agents' commissions. Emily Holt, executive secretary of AFRA, told RADIO DAILY Friday, that the radio group would share

(Continued on Page 3)

Buy More War Bonds and Stamps

Manpower Situation Cox Attorney Drawback

The tight manpower situation has been causing plenty of trouble to the Cox committee to investigate the FCC, Committee Counsel Eugene L. Garey told RADIO DAILY Friday. Although he announced last month in Detroit that he expected to have a staff of

(Continued on Page 2)

Disk Firms Ask AFM To Attend Joint Meet

Record and transcription companies offered a joint invitation to James C. Petrillo, president of the AFM, to confer with them on the recording ban, Wednesday, March 24, 2:30 p.m. at the Hotel Ambassador. Invitation was wired to the union exec Friday, as an indication of the "good faith" of the trade. Petrillo, earlier in the week, had accused the com-

(Continued on Page 6)

Buy More War Bonds and Stamps

WJSV New Call Letters; Will Be WTOP April 4

WJSV, Washington, D. C., has received authorization from the FCC to change its call leters to WTOP, effective April 4, 1943, it was announced by Carl J. Burkland, general manager, on Friday. The reason

(Continued on Page 2)

Buy More War Bonds and Stamps

Pall Mall-Ironized Yeast Renew Blue Web Shows

American Cigarette & Cigar Co. has renewed "Gracie Fields' Victory Show" for another 13 weeks on the Blue Network, effective April 12. The

(Continued on Page 3)

Radio Weekly Payroll Exceeds $1,200,000

Washington Bureau, RADIO DAILY

Washington—Radio's average weekly payroll is more than $1,200,000, it was revealed Friday by the FCC. For the week of October 11, 1942, 22,954 executives and employes of the nine networks and 791 stations licensed during that period were paid $1,200,864, or an average of

(Continued on Page 6)

Buy More War Bonds and Stamps

WHN Appoints Combs News Manager-Editor

Marking a more exacting coverage as concerns newscasts and commentaries, the appointment of George Hamilton Combs, Jr., as news manager and editor of WHN is announced

(Continued on Page 6)

Interested Pupil

Minneapolis-St. Paul—When Bee Baxter, mistress of ceremonies of the "Household Forum" on KSTP, started to sell the idea to women that they join the Red Cross home nursing classes she was not "including herself out." Immediately after her broadcast she went down to the Red Cross headquarters and registered for training as a volunteer in one of the classes.

☆ THE WEEK IN RADIO ☆

. . . AFM Stands Pat

By BOB LITZBERG

FOLLOWING its meeting in Chicago on Wednesday, the AFM Executive Board and James C. Petrillo, union president, notified the transcription and record companies that any constructive proposals for the solution of the recording ban would have to come from the platter makers. Notification was sent in a lengthy letter, which accused the recording firms of lacking "good faith" and charged the companies with incorrect assumptions and misstatement of facts. The letter refuted the contention, set forth in a letter from the companies to the union, that the AFM plan would be illegal and contrary to wage stabilization and WLB policies as well as anti-trust laws.

Both the National Association of Broadcasters and the American Federation of Musicians have shelved

(Continued on Page 2)

RADIO DAILY

Vol. 22, No. 54 Mon., March 22, 1943 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

(*March* 19)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	140	139½	139⅝	— ⅜
CBS B	17½	17½	17½	.....
Crosley Corp.	14⅜	14¼	14¼	.....
Gen. Electric	35¼	34¾	35	— ⅛
Philco	18½	18½	18½	— ⅛
RCA Common	7½	7⅜	7⅜	— ⅛
RCA First Pfd.	61½	61½	61½	— ⅛
Stewart-Warner	10⅛	10	10	+ ⅛
Westinghouse	87	86½	86½	— ¼
Zenith Radio	25¼	24⅞	24⅞	.....

NEW YORK CURB EXCHANGE

Nat. Union Radio	2⅜	2⅜	2⅜	+ ⅛

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	6⅞	7⅛
Stromberg-Carlson	9	10
WCAO (Baltimore)	17	20
WJR (Detroit)	21	..

"Twenty Year" Club Book Getting Revised Edition

Plans are being made by H. V. Kaltenborn, founder, for the revised edition of the "Twenty Year Club Book of Pioneers in Radio Broadcasting." Book will be ready to go to press early in April. Those wishing to submit biographies or to revise copy in current edition may do so by writing, Miss Hjordies E. Lunde, secretary to Kaltenborn, 9 Garden Place, Brooklyn, N. Y.

Crooks Back Today

Richards Crooks returns to NBC's "Voice of Firestone" today at 8:30 p.m., after a successful concert tour that took him through Canada and the Pacific Northwest to California, and back to New York via the Southwest.

☆ THE WEEK IN RADIO ☆

. . . AFM Stands Pat

(*Continued from Page* 1)

plans for holding formal conventions this year. The NAB last week set the date and agenda for a "war meeting" to be held in Chicago on April 27-29 in Chicago; the broadcasters' association has completely eliminated any of the usual social activity and has announced that the meeting will be "void of frills or adornments." The AFM, complying with the Office of Defense Transportation request to curtail unnecessary travel during war-time, has cancelled its annual convention, which had already been set for June 14 at Columbus, Ohio. Action of the AFM leaves any future action in connection with recording ban entirely at the discretion of the union's executive board.

Decision by the U. S. Supreme Court on the chain broadcasting rules appeal brought by NBC and CBS against the New York court decision upholding the FCC, was postponed until at least April 5 following the adjournment last week of the high court until that date....Criticism made early last week by Congressmen following the first broadcast of his new series brought forth a complete denial of playing politics by OWI chief Elmer Davis, who also made public a letter sent to the OWI staff ordering them to avoid politics. ...Public service programs on the NBC and Blue Networks during 1942 consumed approximately 36 per cent of the combined broadcast time of both webs, according to a RADIO DAILY survey, the results of which were published last week....Paul Whiteman, dean of American jazz music, was appointed director of music for the Blue Network, by Mark Woods, president of the chain.

Announcement of increased business activity throughout the broadcasting industry was made during the past week: 68 network sponsors have taken advantage of the full-network discount plan since its introduction last August; Blue Network spot business was reported up 35 per cent in the past year; CBS-Pacific announced a business boom; regional network business in the Southwest also showed increases.... Dr. James S. Thomson, general manager of the Canadian Broadcasting Corp., in an interview, expressed the belief that the "Canadian System" of radio control incorporated the advantages of both the American and British methods....Treasury Department set plans for a huge Bond Drive to be held for three weeks starting in April...Sets-in-use reached an all-time record high during March, according to C. E. Hooper, Inc.

The radio editors and writers of newspapers upheld the OWI procedure of allocating war messages, according to a poll taken by RADIO DAILY....CBS reported favorable results from a production-talent policy introduced last year.

Stern Heads Sport Div. To Aid N. Y. Red Cross

(*Continued from Page* 1)

Ingless, president Metropolitan Professional Golfers Association; Bill Klem, dean of National League umpires; Dan Ferris, secretary-treasurer National Amateur Athletic Association; Ford Frick, president National League; Dan Topping, president Brooklyn Dodgers fotball team; Tim Mara, president New York Giants football team; Ned Irish, president Madison Square Garden; Leo Durocher, manager Brooklyn Dodgers baseball team; Mel Ott, manager New York Giants baseball team, and Ernie Bonham, New York Yankees pitcher.

CBS Names Ken Yourd Washington Assistant

Kenneth L. Yourd, a member of the legal staff of WJSV, CBS Washington station, for nearly two years, has been named assistant director of the Washington CBS office by Earl H. Gammons. Yourd, who assumes his new duties at once, will assist in supervising in overall CBS activities in Washington, handling operating problems with various Federal agencies and representing the network in numerous conferences called by various government agencies concerned with war-time broadcasting.

WJSV New Call Letters; Will Be WTOP April 4

(*Continued from Page* 1)

for this change, according to Burkland, was from the standpoint of a convenience to the listener, particularly the many newcomers to Washington, so that the identity of the station may be more easily remembered. It is an established fact, he said, that call letters which spell a word are remembered by the listeners. Surveys made over a period of several years have indicated that the call letters WJSV have been a source of confusion to many listeners, particularly since they no longer had any significance with any slogan or person associated with the station. WJSV was taken over in 1932 from the late James S. Vance, whose initials were used in the call letters.

WTOP, which can be easily remembered, also aids the listener through its association with the top of the dial, since the station is located at the high frequency end of the standard broadcast spectrum, operating on 1,500 kilocycles with 50,000 watts power. It was for this reason of convenience alone that the change was requested of the Commission.

Stork News

It's a boy at the Lloyd Moffats. Moffat is the manager-director of CKBI, Prince Albert, Canada.

COMING and GO

VERNON H. PRIBBLE, station mar... WTAM, NBC outlet in Cleveland, was ... cago on Friday for conferences at the ... division offices of the network.

ED BUCKALEW, station relations ma... the Pacific Coast Network of CBS, has ... to his Hollywood offices following a ... trip through the Pacific Northwest.

HORACE HEIDT and the personnel ... "Tums Treasure Chest" program will ... Alameda, Cal., tomorrow for the broa... of their show from the auditorium of th... time Training Station.

KATHERINE FOX, director of war ... for WLW-WSAI, Cincinnati, to Chicago ... meeting of associate administrators ... women's divisions of the U. S. Treasury ... ment's war savings staffs from six mi... states.

BARRY WOOD returned to New ... Friday, having completed a week's engag... at the Hippodrome Theater in Baltimore.

WILLIAM A. RIPLE, commercial mana... sales promotion director of WTRY, Troy, ... off on a short trip to Boston and New...

FRANK R. BOWES, sales manager of ... Boston, in Chicago for a few days on ... and network business.

MICHAEL R. HANNA, station mana... WHCU, Ithaca, N. Y., is back at the ... offices following the latest of his fr... trips to New York.

JOHN WELLINGTON, Blue Network pr... will be in Talladega, Ala., tomorrow to ... the "Spotlight Bands" program which ... feature Richard Himber and his orchestra.

THOMAS D. LUCKENBILL, vice-presiden... radio director of William Esty Co., le... Hollywood, Friday and will stay there ... couple of weeks, until "Camel Comedy ... van" which is moving to the coast, get... established.

Manpower Situation Cox Attorney Drawb...

(*Continued from Page* 1)

25 lawyers and investigators to ... in the inquiry committee perso... still includes just himself and his ... sistant, Fred Walker. Possibility ... further announcement over the we... end was seen although Garey refu... to make any definite prediction ... cause of previous disappointment... this direction.

He is no longer certain that he ... find 25 men to work for the comm... tee—that is, 25 of the type man ... wants. Most of the men he has be... seeking, he said, are liable to ea... draft or are engaged in vitally ... portant work elsewhere.

WANTED

Announcer for southern network station. Good pay. State experience, draft status and details. Address

RADIO DAILY, Box 131, 1501 Broadway New York City

B Program Group ets Initial Confab

(Continued from Page 1)

upplant work now processed e NAB Code Committee. The ons would be handled in close ation with the Code and Sales ers Committees here.

program committee named by includes William Adams, , Charleston, W. Va.; J. Robert en, WTCN, Minneapolis; Har- ir, WHO, Des Moines; Robert nett, WHAS, Louisville; Robert , CBS; Clarence Menser, NBC; t C. Rice, WGR, Buffalo; Ray n, KQV, Pittsburgh, and Tod ins, WSPD, Toledo.

Others to Attend

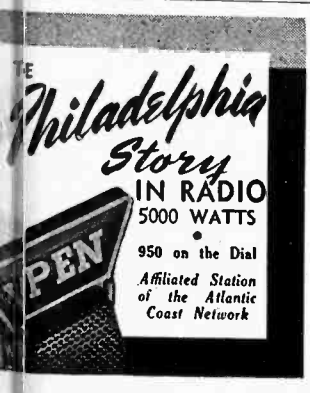
ddition to Miller, who will the meeting and preside, Glade, Code Committeeman; H. Avery, Director of Broad- dvertising; Willard D. Egolf, t to the president, and Russell counsel, will attend for NAB. arlow will be on hand for

s to be discussed include: Committee Work, Salesman- Committee Work, Report on Program Directors Meeting, ns and Public Relations, Program Trends, Nature of Complaints and What Can e to Help Program Directors; nall Station's Problems. entire Thursday morning ses- ill be devoted to discussing ns for the permanent pro- ctivities of NAB and par- n of program directors in eedings of the NAB War Con-

da Retail Set Sales v Decline In January

eal—Retail sales of radio- il stores in Canada in January 9.2 per cent compared with 1942, but were 47.7 per cent than in January, 1939, the n Bureau of Statistics re-

adi, musical instruments and sold in January by 18 department stores reporting Bureau, totaled $300,044, a of 24.1 per cent from the which was reported in Jan- 42.



☆ PROMOTION ☆

"Navy Breakfasts"

WTOL, Toledo, has prepared a press book on their "Navy Send-Off Breakfast". The book, bound in a report folder, begins with an introduction explaining the origin of the program and followed by its aims. Included in the report are program data, general information, format of a typical broadcast, and, in conclusion, the promotional program-menu used at the breakfasts which has the score of The Star Spangled Banner in red, white and Blue on the front cover and the story of its origin on the back.

Re KWK's Musical Director

In announcing the addition to its staff of Carl Hohengarten as musical director, KWK, St. Louis, has issued a small black and yellow folder with the title on the front cover "Another Star Is Added...." in red on a yellow star against a black background. Inside, on the left-hand side, is the announcement with a picture of Hohengarten, and on the right-hand page is a brief history of his musical career, as well as a comment on the importance of his return to St. Louis to the KWK audience, and present and prospective advertisers. Back cover contains a list of stars and star performances heard over KWK.

Personal Invitation

To publicize the time change on "Hollywood Showcase", aired on KNX, Los Angeles, the sponsor, Ben Hur, evolved a unique method of notifying its dealers. Instead of the conventional notice, Ben Hur mailed an autographed portrait of the show's star, Mary Astor, with a handwritten invitation from her to attend the first broadcast of the show at the new date and time (Fridays, 6-6:30 p.m.). These were sent to two hundred and fifty key retailers and wholesalers in the Los Angeles area, with the result that the outlet did a good share in notifying the public of the program's time change.

KCMO Local Campaign

KCMO, Kansas City, Missouri, launched a local advertising and promotion campaign, making use of a heavy schedule of daily reader ads in the Kansas City "Star" and a full showing of color bulletins in the street cars and busses of the Kansas City Public Service Co. The car cards were placed through Beamount & Hohman, Inc.

Pall Mall-Ironized Yeast Renew Blue Web Shows

(Continued from Page 1)

English comedienne is heard in behalf of Pall Mall cigarettes Monday through Friday from 10:15 to 10:30 p.m., EWT, on 134 Blue stations. Pall Mall originally launched a five-minute Monday through Friday program starring Miss Fields on the Blue on Oct. 12 and continued the five-minute show through January 8, expanding it to a 15-minute program Jan. 11. Ruthrauff & Ryan is the agency.

Ironized Yeast Company has renewed the "Good Will Hour" for another 52 weeks on the Blue Network, effective April 18. On the Blue since April, 1940, the program is heard Sunday at 10 p.m., EWT, over 66 stations. Ruthrauff & Ryan is the agency.

One of radio's few remaining hour-length commercials, the "Good Will Hour" made its debut in January, 1937, and has been sponsored since January, 1938, by Ironized Yeast. John J. Anthony, acting as an impartial analyst of human problems, has reviewed more than 9,000 cases and has secured employment for over 1,000 persons during the six years the series has been aired.

CBS Trio To Havana

The Charro Gil Trio, heard on the "CBS Network of the Americas," has left for Havana, where they are booked for an engagement of six weeks at the Monte Marte Cafe. Their spot on the network during their absence will be filled by Johnny Rodriquez and His Trio.

AFRA To Support AEA On Agents' Measure

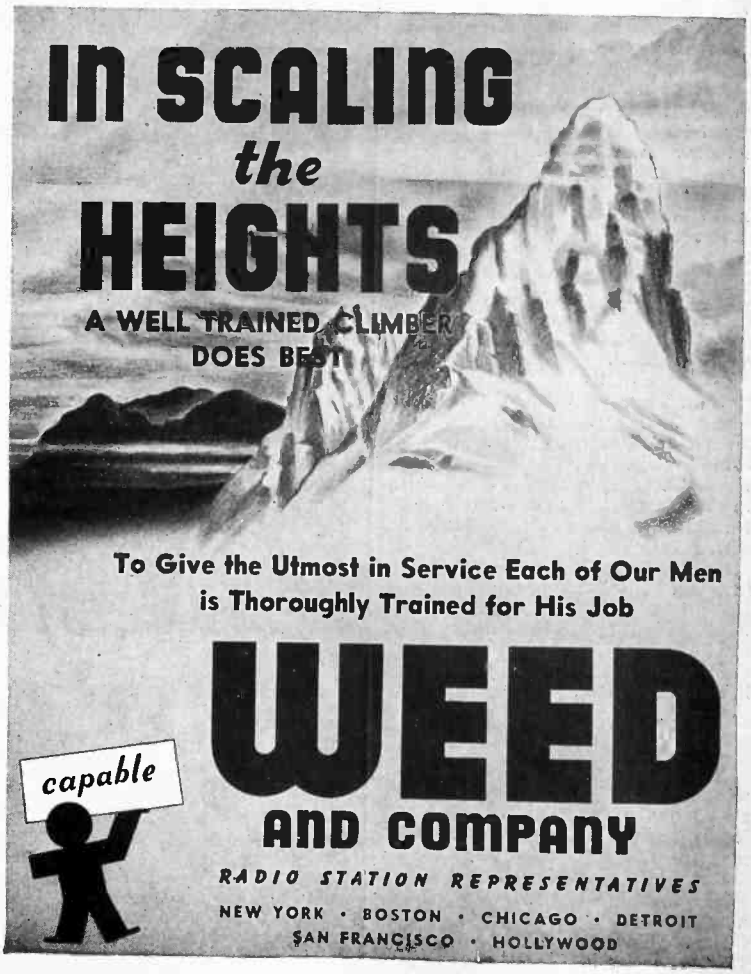
(Continued from Page 1)

the work and expenses involved in fighting the legislation which serves to repeal the 1909 law. Through Equity, joint delegation from both unions have requested that they be granted a hearing before the Assembly committee.

From a practical standpoint, the new act would not materially affect agent relations in radio because of the rigid regulations maintained by AFRA. Nevertheless, the union feels that the new legislation is not a favorable one, and hence the opposition.

Maximum Fees Established

Original statute of 1909 fixed maximum fees of theatrical agents at 5 per cent. New Jersey, which had a similar law, had its number nullified as unconstitutional in a Supreme Court case in 1910. Under the Condon Bill, fees paid to an agent would become effective fourteen days after such a schedule had been filed with the Commissioner of Licenses of the city. The commissioner could order a hearing if the fees were protested as excessive.



Los Angeles

By JAC WILLEN

BY sponsoring the new Ken Murray quiz program "Stop Or Go" which had its initial broadcast Sunday night, last week, over KNX and the Columbia Pacific Network, Graysons, Inc., operators of women's special shops, have taken a significant merchandising step. CBS coast execs pointed out that by beginning such an imposing advertising campaign their position in their industry will be consolidated. The show is one of the most elaborate to be broadcast from the West and its caliber is trans-continental.

Louise Squires recently got her first solo radio script credit for her "Major Hoople" writings.

Sam Pierce, Ruthrauff and Ryan producer of the Gracie Fields show, taking his first few weak steps out of bed last week after a siege of flu. If improved sufficiently, Sam may take over the shows production reigns from subbing Bob Moss the latter part of this week.

Kenneth O. Tinkham, KMTR head, getting swell letters of appreciation for his six times weekly broadcasting of the popular "Radio Newsreel" over the station.

Swell radio montages on C. B. DeMille's broadcast of "Reap The Wild Wind" on Lux Theater the other Monday, found the master producer-director highly appreciative of radio's technique.

"Breakfast at Sardi's" broadcast of March 31 (9:30-10 a.m., PWT) will pay tribute to women in the war industries with 60 of their number present as guests of the show on this date. Tom Brenneman will air-interview the attendees.

Nelson Pringle's new program of news analysis for the Sperry Flour Company got under way with his first broadcast over the Columbia Pacific network last week. Pringle will broadcast for Sperry on a 52-week contract.

Lum and Abner's girl Friday, Velma McCall, recently finished knitting an Army scarf that she started knitting for World War I, 25 years ago. She turned it into the Red Cross—and four weeks later, her husband, Private Jerry Hausner, came home on leave wearing the same scarf! It had been issued to him!

Hedda Hopper is now writing a monthly department of and about Hollywood personalities as a contributing staff member of the Fawcett Publications, Inc., Motion Picture-Hollywood magazine, in addition to her many other chores.

Durante Joins Agency

Al Durante, who handles the night assignment in the WOR press department, has resigned, effective March 25, to join the radio publicity department of J. Walter Thompson.

Durante came to WOR over a year ago from the "Daily News." In his new post he will be assistant to Wicl Crider, radio publicity head of the Thompson agency.

Memos Of An Innocent Bystander. . . !

● ● ● With the signing of most of the original cast of NBC's "Everything Goes" variety show for the Camel people, the former will continue as a sustainer with Howard Petrie, announcer, taking over the duties of emcee, Irving Miller's orchestra remains and the new substitutions will include "The Merry Men" quartette and the vocals by Marie Greene and Brad Reynolds....Carmen Cavallearo and his orchestra now in their fourth month in the Wedgwood Room at the Waldorf-Astoria, will ride the Fitch Bandwagon April 4 on the NBCycles....Johnny Long's band will do 24 CBS and MBS remotes from Frank Dailey's Terrace Room, Newark, when he opens a 30-day stand there June 15....thence to the New Yorker Hotel on the 15th of July....Garry Moore and H. V. Kaltenborn, share an office at Radio City, Garry using the office to prepare his show early in the day, while H.V.K. utilizes the quarters in the late afternoon to ready his 7:45 p.m. newscast....Last Thursday a listener sent Moore a box of candy which the comic forgot to take home and Kaltenborn, thinking the candy had been sent to him, took the sweets home and presented same to Mrs. K. The next afternoon when Garry reminded the be-spectacled news analyst of the incident, Kaltenborn paid Garry for the candy....with a two-shilling piece he had just brought back from Africa....Gilbert Mack has copped a regular spot in the new Blue Network sustainer, "Nothing Serious" which debuted Saturday 10:15 p.m....Clark Dennis does the vocalizing.

☆ ☆ ☆

● ● ● Vaughn Monroe, at present en route to the coast via theater-stages, has signed for a role in Abbott & Costello's next flicker, "Harem Scarem"....Spike (Der Feuhrer's Face) Jones, goes into the MGMovie "Meet the People"....Tommy Dorsey starts next month in his fourth Metro picture, "Broadway Melody"....The Chuck Worcesters (he's editor of CBS' "Farm Journal") became parents of a little "exemption" who bowed in on 'income' tax day, March 15....Ginger and Lanny (Mr. and Mrs. Lanny Grey) are heading for Palm Beach (as you read this) for a month's vacation, their first in six years....That unexpected laughter on the "Aldrich Family," was a little puzzling to the show's regular listeners.

☆ ☆ ☆

● ● ● Les Damon, during rehearsal of NBC's "Right To Happiness," was visited by his wife, Ginger ("Woman of America" show) Jones, who had dropped in to give him her ring to have a ring-guard made....said the Damon 'better half,' "....and if you lose the ring I'll never marry you again."....The Nick Buono's (he's Harry James' trumpet player) have just received a little trum'pet' from Heaven....While in the act of doing the four-ply job of emcee, vocalist, musical arranger and director of his WOR "Remember" show, Ted Steele, in hurrying to answer a cue, tripped and sustained a cut on the head....So to give Steele a little more time to breathe, Bob Stanley will do the conducting henceforth....A low bow to Ginny Simms who, beginning next week, will ask listeners to her "Johnny Presents" show, to send dates of birthdays of men in the armed forces....those who are stationed nearby will be invited to attend weekly studio parties (after the broadcast) and several will be given the opportunity of phoning to anyone (private conversations), while those, too far away to attend the parties, will be sent personal post cards from Ginny herself....Marilyn Erskine is the new lead in the CBSeries "Meet Corliss Archer," with Burt Boyer retaining second lead and Nila Mack, new director, with Bill Robson, producing.

☆ ☆ ☆

—Remember Pearl Harbor—

Chicago

By FRANK BURKE

JACK BENNY recuperating[an illness here, expects t[for the West Coast on Wed[stopping off at Phoenix, Ariz., additional weeks rest. Mary [stone left Chicago last week fo[fornia and will appear on [night's Benny show from Holl[

Burns and Allen and Ilka [were among radio personalit[riving in Chicago Thursday New York and left later in t[for the West Coast.

More than a score of Arm[Company employees visited th[Chicago studios on Thursday t[behind-the-scenes talks on rad[to inspect the studios. Speak[cluded Paul McCluer, Central[sion sales manager, who spo[the growth of radio; Jules [veaux, program manager, on programming, and William W[account executive, on radio ad[ing.

Eloise Kummer and Rene G[joined the cast of WGN's "P[Dreams" weekday afternoon recently, and a third Chicago personality, Barry Drew, enter[cast on Tuesday. Eloise and Re[pear as Sandra and Philip Niles Drew steps into the show as character, Bruce Warner.

Beginning Tuesday, Marc[WBBM's "Salute To Victory" will originate from the Coast Anchorage at the foot of S[Drive through WBBM's mobile [casting and recording unit. Pro[will feature interviews with b[training and those who have service. Same set-up applies [Thursday "Salute To Victory" originates from the Navy Pier nical School. Both programs broadcast by transcription 10:[11:00 p.m., CWT.

Regular WBBM-CBS broa[4:45-5 p.m., CWT, Monday th[Friday will originate here Jimmy Hilliard, assistant staff d[tor waving the baton.

John Gannon who has had role of "Billy Fairchild" on the Network's "Jack Armstrong" for past ten years and who member of the board of A[the Catholic Actors' Guild has inducted into the Army and le[next week. Cast replacement not been announced.

Helen Banta, NBC secretary le[to join WAVES at Smith Col[this week. Dorothy Ostert, [secretary, is also in the WAVE[

Frank O'Connell of Blue's s[staff and Mrs. O'Connell are parents of a son born at St. Fra[Hospital, Evanston.

SINGER WANTED

Girl singer with voice and personality fo[popular musical program on NBC statio[Must be capable of holding up high-ratin[sponsored show and be able to send audi[tion record.

RADIO DAILY, Box 129,
1501 Broadway New York City

GUEST-ING

SIDNEY WILKINSON, head of the research department for the American Forest Production Industries, on Ted Kitchell's "Meet Your Neighbor" program, today (WJZ-Blue Network, 12 noon).

JASCHA HEIFETZ, on the "Telephone Hour," today (WEAF-NBC, 9 p.m.).

ALFRED LUNT and MAJ. GEN. JAMES CARRE MAGEE, surgeon general of the U. S. Army, on "Cavalcade of America," today (WEAF-NBC, 8 p.m.).

GEORGE RAFT, LYNN BARI and HOT SHOT TONE, in an adaptation of "Each Dawn I Die," on the "Lux Radio Theater," today (WABC-CBS, 2 p.m.).

SINCLAIR LEWIS and CHRISTOPHER MORLEY, on "Information Please," today (WEAF-NBC, 10:30 p.m.).

CHARLES BOYER, on the "Ceiling Unlimited" program, today (WABC-CBS, 7:15 p.m.).

MARY JANE BOUTEN, CHARLOTTE DIMROCK, TERRY THOMAS, KATHERINE MEISTER, ALIX MATHIAS and MARY FLORENCE MILLOW, all members of a "Spinsters Club"; also S. BARCLAY COLT, HENDRICK R. WILSON, JR., FRANCIS S. CONOVER, G. BARTON CLEVELAND, RICHARD P. HOOVER and ANDREW LEWIS, all members of the "Bachelors Club," on "True or False" today (WJZ-Blue Network, 4:30 p.m.).

SUSAN HAYWARD and FRANK LOVEJOY, at "Duffy's," tomorrow (WJZ-Blue Network, 8:30 p.m.).

BERNARD "WHITNEY" BERGER, NBC staff pianist, on "Roy Campanella and Company," tomorrow (WEAF-NBC, 12:05 a.m.).

EDGE NOVAK, "HI" BROWN and JOE HILL, all radio directors, and LADIA MORGAN, JEAN TENNYSON and VIRGINIA GILMORE, on Colgate O'Keefe's "Battle of the Sexes" tomorrow (WEAF-NBC, 9 p.m.).

"WFDF Flint, Michigan won't accept my copy, 'cause it's not point-to-point."

WAR-PROGRAM IDEAS

WWL Program Additions

Several new programs have been added to the WWL, New Orleans Sunday schedule for the purpose of increasing listener interest. Some of these programs have had their time shifted from an earlier airing during the week to their new Sunday spots. Three of the new offerings are "live" while the fourth, presented during the early morning hours, is a transcribed feature.

"Freedom Girl" formerly heard only through the week is currently being aired at 9 a.m., Sunday, with songs and War Bond selling efforts. Show is followed by the Soporoco Spiritual Singers at 9:15.

Other new Sunday addition to the WWL schedule features Paul Sutton, emcee and singer on the "Regal" shows, who is now heard in "Blue Skies" a program of poems and songs to his own piano accompaniment at 11:15. The transcribed show which goes on the air at 6:15 a.m. called "Sweet and Lovely" is dedicated to the famous Broadway musical comedies.

In the dramatic field WWL offers another quarter-hour War Program, "Eyes of the Sky" dramatizing the unsung and often "thankless" work of the Aircraft Warning Service. Program is aired on Thursdays at 6:30 p.m.

WTAG Bond Sales

"The Victory Club," a program currently aired by WTAG, Worcester, revealed unexpected results in selling War Bonds. Originally the purpose of the show was to get listeners to take part of their change in War Stamps when making a purchase. The sponsors, Sears, Roebuck & Company, report, however, that the public is purchasing War Bonds instead.

Definite Bond sales attributed to the program already amount to $7,300 with over 1,200 listeners on the program's membership list, pledged to take their change in War Stamps "whenever possible, every place I shop, every time I shop." The results of the program far exceed the original expectations.

Rationing Advice

New morning rationing show, "Points on Points" with Peggy Cave, is being aired at 8:15 Monday through Friday over KSD, St. Louis, by the Carey Salt Company. Program features music and tips on rationing and menus. Promotion for show is through "Listen In" posters and streamers distributed through Carey dealer outlets and by an embroidery transfer offer given daily on the KSD show.

NBC's FM Application; Other Activity By FCC

(*Continued from Page 1*)

six new International Broadcast frequencies, from the Crosley Corp., of Mason, Ohio. Crosley seeks use of the 6,080, 9,590, 11,700, 15,250, 17,800 and 21,650 bands, with 50 kilowatts power, A3 emission. The application provides sharing time all frequencies between WLWO, WLWL, WLWR and WLWB.

Action was postponed until April 14 on the petition of WCOP, Boston, to take depositions in the matter of WCOP's license renewal application, and the Commission decided on its own motion to continue the hearing scheduled for April 19 until May 17. It appears likely that this license renewal will finally be granted without hearing, since it is reported that WCOP has recently had personnel changes resulting in the discharge of several former employes accused of Fascist affiliations.

Washington Bureau, RADIO DAILY

Washington—Pending action on an application to cover its construction permit, CBS was yesterday authorized by the FCC to operate FM station W67C commercially through May 16. The station is in Chicago and the grant provides for operation on 46,700 kilocycles, with ten kilowatts.

Stork News

DONALD L. PONTIUS, publicity director and salesman with the Mutual Broadcasting System, Chicago, has become the father of a girl, Mary Alice.

AGENCIES

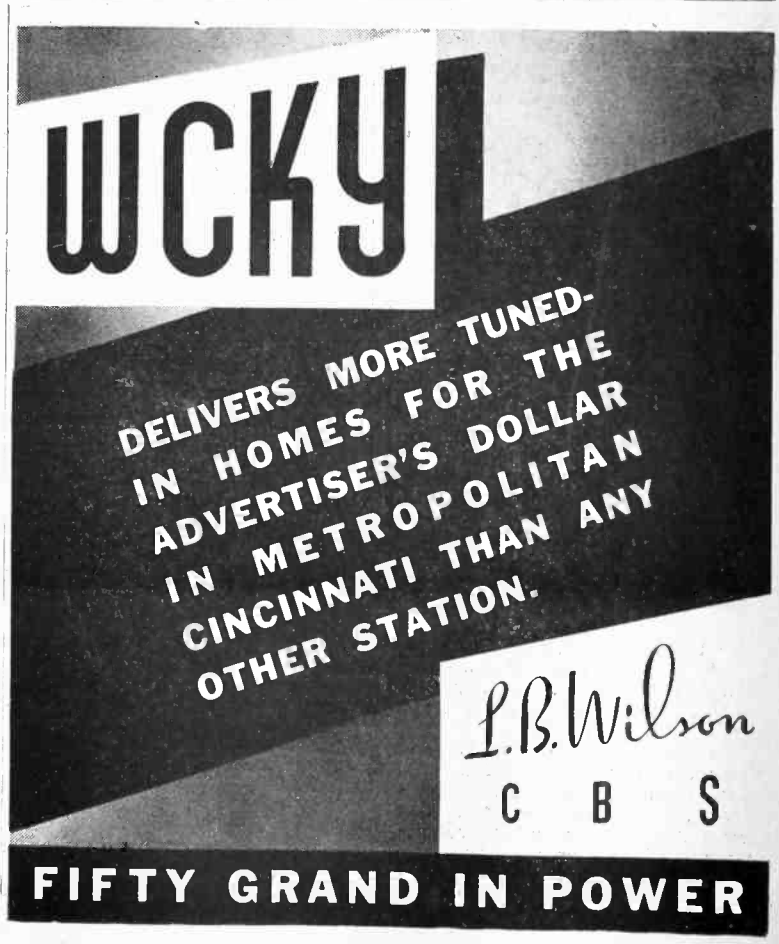
COL. ROBERT W. JOHNSON, chairman of the Smaller War Plants Division and vice-chairman of the War Production Board, will be guest speaker at the regular War Activities Luncheon of the Advertising Club of New York to be held tomorrow at the club house, 35th Street and Park Avenue. He formerly was chairman of the board of Johnson & Johnson, New Brunswick.

ADVERTISING FEDERATION OF AMERICA is sending to its members copies of an article written by C. E. Griffin, dean of the School of Business Administration, University of Michigan. It is entitled "The Place of Advertising in Wartime."

PHILLIP E. MORETON has joined Rickard & Co. as a member of the creative staff. He formerly was advertising manager of the Sperry Products, Inc., of Hoboken, N. J.

WILLIAM J. McHALE has joined Buchanan & Co. as copy writer. He formerly was associated with Columbia Pictures and Warner Brothers.

E. B. DANIELS, formerly assistant to the president of Criterion Advertising Agency, has been elected vice-president of the organization in charge of sales.



Disk Firms Ask AFM To Attend Joint Meet

(Continued from Page 1)

panies of lacking "good faith collective bargaining." In inviting the union president to the conference, the joint wire emphasized that "individually and collectively" the firms "have always been and continue to be ready to confer and bargain with you on the question of wages, hours and working conditions."

Record companies met Friday noon, to decide on this course of action. No chairman or trade body has been formed for purposes of negotiating with AFM. However, Lawrence Morris, of RCA Victor, Camden, N. J., is in charge of the Wednesday meeting.

Text of Telegram

Text of the joint telegram sent to Petrillo follows:

"James C. Petrillo, President
American Federation of Musicians
175 West Washington Street
Chicago, Illinois

"In your reply of March 17 to our letter of February 23, you complained that we have failed to measure up to the test of good faith collective bargaining. That complaint is unjustified since it was you who terminated all prior arrangements without previous complaints or demands. Individually and collectively we have always been and continue to be ready to confer and bargain with you on the question of wages, hours and working conditions which, under both the National Labor Relations Act and universal practice, are the appropriate subjects for collective bargaining, and to enter into a written agreement for a definite term which will provide for the immediate resumption of recording. As tangible evidence of our good faith, we now invite you to meet with us for such purpose at the Hotel Ambassador in New York City on Wednesday, March 24, at 2:30 p.m. Please reply by telegram to Mr. Lawrence Morris, care of RCA-Victor, Camden, New Jersey." Wire is signed by—Associated Music Publishers, Inc.; Columbia Recording Corporation; Decca Records, Inc.; Empire Broadcasting Corporation; Lang-Worth Feature Programs, Inc.; Muzak Corporation; RCA Division, Radio Corporation of America; Radio Recording Division, National Broadcasting Co., Inc.; Standard Radio; Soundies Distributing Corporation of America, Inc., and World Broadcasting System, Inc.

KDKA Personnel Shifts

Pittsburgh, Pa.—Three shifts in the KDKA personnel including two promotions within the ranks were announced Friday by James B. Rock, station manager. They involve Richard Bachman who has resigned from the sales staff for an industrial affiliation, and James Murray publicity director and John McMahon news editor. Murray will move into sales while McMahon will take over the publicity and special events duties.

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 March 11-17, 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 the song's ACI figure for the week, the more it has been heard by radio audiences. 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)
That Old Black Magic (Famous)		1528	1561
I've Heard That Song Before (Mayfair)		1407	1868
Brazil (Southern)		1401	731
You'd Be So Nice To Come Home To (Chappell)		1178	1353
For Me And My Gal (Mills)		957	787
As Time Goes By (Harms)		953	911
Don't Get Around Much Anymore (Robbins)		828	521
Moonlight Becomes You (Famous)		823	705
Savin' Myself For Bill (Chappell)		803	203
Weep No More My Lady (Dorsey)		629	652
Taking A Chance On Love (Feist)		612	1238
There Are Such Things (Yankee)		576	813
What's The Good Word, Mr. Bluebird? (Berlin)		573	525
My Dream Of Tomorrow (Santly-Joy)		541	292
Why Don't You Fall In Love With Me? (Harms)		493	793
Don't Cry (National)		475	346
Please Think Of Me (Witmark)		456	443
It Can't Be Wrong (Harms)		442	755
I Just Kissed Your Picture Goodnight (Crawford)		384	667
Hit The Road To Dreamland (Paramount)		380	412*
I Had The Craziest Dream (Bregman-Vocco-Conn)		374	574
I Don't Believe In Rumors (Broadcast Music)		372	296
Slender, Tender And Tall (Leeds)		334	153
Old Man Romance (Witmark)		329	188*
Hey, Good-Lookin' (Chappell)		323	162
There's A Harbor Of Dream Boats (Shapiro-Bernstein)		299	454
Take It From There (Miller)		281	192
Moonlight Mood (Robbins)		272	504
Could It Be You (Chappell)		256	231*
It Started All Over Again (Embassy)		264	278
Comin' In On A Wing And A Prayer (Robbins)		242	...
Why Don't You Do Right (Mayfair)		226	450
Can't Get The Stuff In Your Cuff (Dorsey)		219	249
When The Shepherd Leads The Sheep Back Home (Bregman-Vocco-Conn)		219	260
The Tulips Are Talking Tonight (Berlin)		209	392*
Dearly Beloved (Chappell)		199	346
Canteen Bounce (E. B. Marks)		194	365
Three Dreams (Remick)		189	276
We Mustn't Say Goodbye (Morris)		188	286
There's A Ray Of Sunshine (Lincoln)		186	201
Touch Of Texas (Southern)		183	539
Giddap Mule (Advanced)		173	110
Never A Day Goes By (Hiller)		165	...
My Heart And I Decided (Warock)		159	203
Can't Get Out Of This Mood (Southern)		153	352*
I'm Getting Tired So I Can Sleep (Army)		147	191
Let's Get Lost (Paramount)		142	157
I Lost My Sugar In Salt Lake City (Mills)		139	213
You're Irish And You're Beautiful (Harms)		125	...
Hip Hip Hooray (Robbins)		122	133*

(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.*

Radio Weekly Payr Exceeds $1,200,(

(Continued from Page 1)

$52.32 each. Network salaries aged higher than those of indivi stations, with 4,064 network empl collecting $253,363, an average $62.34 each, while 18,890 empl of the individual stations were $947,502, an average of $50.16 week.

Average salaries for radio ployes, exclusive of executives, from six to seven dollars lower the average quoted above.

Musicians Well Paid

Highest salary ratings were th of general managerial. Average 208 employes in the Northeast district was $176.20 weekly, sca down to $95.08 for 53 workers in Mountain region of the West district. Musicians and artists ran next in most sections, with 512 s musicians in the Great Lakes regi an AFM stronghold, averaging $75 Average weekly earnings for outs salesmen ranged from $76.73 in Northeast to $48.50 in the So Central region.

Staff musicians' salaries for nine networks averaged $121.34 week, for 333 men, almost dou the $61.37 average for 1,303 stati musicians in the Northeast and w over double the average check musicians in other areas.

WHN Appoints Combs News Manager-Edit

(Continued from Page 1)

by Herbert L. Pettey, station dire tor, to be in effect officially on Apr 1. The new designation, according Pettey, is in line with the station policy to expand its foreign and do mestic news coverage, with accen upon local news and more searchin treatmeht of all news in the listen ing area.

Combs has been with WHN for th past six years, featured in his nightl news analysis and in special even coverage. He points out that sin the station now carries 19 new periods daily his job will be to as sure an even greater selectivity i choice of material and introduction of new quality features. Under the new regime, much of the material will be written and edited by the staff of the station, under Combs' direction, supplementing the various press-service dispatches. While Combs is known for his commentary on international affairs his background includes wide political and newspaper experience as well. He is also known as the youngest Congressman ever to sit in Washington, elected at 25 to represent his home state, Missouri. Admitted to the bar at 21, after graduation from the University of Michigan and the Kansas City School of Law, he became active in politics. Shortly after he was appointed assistant prosecuting attorney of Kansas City where he served for several years as trial counsel, resigning to run for Congress.

...EW BUSINESS

...WBM, Chicago: Noxzema Chemi... p., Baltimore, Md., thru Ruth... & Ryan, Inc., N. Y. C., renewal ... weeks of "Chicago's Own Brain ..."; Ward Baking Co., Chicago ...a's Enriched Tip-Top Bread), ...W. E. Long Co., Chicago, re... for 13 weeks of "Do You Know ...nswer"; All States Insurance ...ny, Chicago, thru Ruthrauff & ...Inc., N. Y. C., four spots weekly ... weeks; Greer School for Shop ...ng, Chicago, thru Western Ad...ng Agency, Chicago, Tuesday ...hursday sponsorship of "The ... Jesters"; Lever Bros. (Vims), ...BD&O, N. Y. C., two station ... weekly for 10 weeks.

...EA, Los Angeles: Washington ... Los Angeles (Automobiles), ...mith & Bull, Los Angeles, 155 ...o be used five daily; Wilco ...ny (Clearex), thru Elwood ...on, Los Angeles, 36 transcribed ... be used for a week.

...li's" Extends Program ... Include Old Sponsor

...Glass Mfg. Co., sponsor of a ...inute participation in "Break...Sardi's" on the 13 Pacific Coast ... of the Blue Network last ...s returned to the program to ... a 15-minute period beginning ..., April 3.

...the entire Saturday morning ...f the half-hour show has al...en taken over by two spon..., ...e program will be extended ... extra 15 minutes which will ...sored by Kerr Glass for its ...ars and caps.

...ne Solutions, Inc., for Hy...nsors the first 15 minutes on ... beginning at 9:30 a.m., PWT; ...nd 15-minute period is spon... Stokely Bros. & Co., for Van ... Tenderoni; and Kerr Glass ...e over the new 15-minute ...eginning at 10 a.m., PWT, us... ... Arizona stations in addition ... Pacific Coast stations of the ...aymond R. Morgan Company ...ency.

...Glass sponsored five minutes ...ow from August 10 to Sep...25, 1942, first participating ... then three times weekly. ...ram originates at the famous ...d restaurant with emcee ...neman building hilarious en...ment around interviews with ...es and visiting motion pic...brities.

...dle Program From Wales

...gain the microphone moved ... Britain in Columbia net...'s international exchange series ...antic Call: People to People" ...matization of war activities ...da Valley, famed Welsh min...ict, on Sunday, March 21, on ... 12:00-12:30 p.m., EWT. The ... featured the miners and ...ilies of Treorchy, small but ...village in the heart of the ...d Valley.

Industry Offers Full Co-Operation In Treasury War Loan Campaign

(*Continued from Page 1*)

sent by the Secretary of the Treasury, Henry Morgenthau, Jr.

The largest money-raising campaign in world history was offered the full resources of radio to inaugurate the campaign and through the combined planning of the Office of War Information, National Association of Broadcasters, the four major networks and the United States Treasury Department definite plans were drawn up at meetings in Washington which were attended by: Stuart Peabody, who has been appointed by Secretary Morgenthau to take charge of all promotional activities in connection with the 2nd War Loan; Vincent F. Callahan, Director of Radio, Press and Advertising, U. S. Treasury, War Saving Staff; Marjorie L. Spriggs, Treasury Radio Chief; Eugene W. Sloan, Executive Director, War Savings Staff; Don Stauffer, Chief of Radio, Office of War Information; Nat Wolff, Deputy Chief, Hollywood Radio Bureau, Office of War Information; Merrill "Pete" Barnum, Deputy Chief, New York Radio Bureau, Office of War Information; James Rogers, Office of War Information liaison with U. S. Treasury; C. E. "Bee" Arney, Assistant to the president of NAB, and Arthur Stringer, Director of Promotion.

Details Being Set

Because of the comprehensiveness of such an undertaking, the full details of radio industry's part in the 2nd War Loan are not yet complete. However, the following are already under way, according to Marjorie L. Spriggs, Treasury radio chief:

The four major networks and virtually all other stations to blanket their entire broadcasting day; One or two top stars of each network to spearhead drive on their respective networks, by cutting into programs throughout the 24 hour stint; All stations to receive a special half-hour deluxe Treasury Star Parade transcription; Live copy to be inserted in Office of War Information Station Announcement Plan package as substitute announcements for other Office of War Information messages; National Association of Broadcasters sending special bulletin to broadcasters; Special edition War Finance Committee News with suggestions for local promotion and publicity; Office of War Information fact sheet to be sent to all radio stations plus individual stations' own promotional and programming ideas. To further insure the utmost in cooperation and coordination, regional officers of the Office of War Information and Treasury Field departments, will work directly with stations.

Special Show April 11

The radio campaign of the entire 2nd War Loan which runs approximately three weeks will be promoted to the fullest extent with a special live network show on Sunday, April 11, followed throughout the remainder of the drive by numerous other special events, including film stars, special Treasury Star Parade transcriptions, transcribed and live announcements.

Enthusiastic acceptance of Radio Day has been expressed by stations from 100 to 50,000 watts in size. As examples of the two extremes, a 50,000 watt station has planned to have all individual artists on local programs conduct personalized campaigns; a 100 watt station on part time will devote its entire facilities, on April 12, to the 2nd War Loan drive.

The NAB has issued a special bulletin on the drive, calling for participation by all its members and outlining program suggestions which might be of value in the drive. In addition, it offered in brief the concrete suggestions listed below:

WHAT YOU CAN DO—

A. Work out promotion plans with other station managers of your city or state.

B. Commercial cooperation—ask local sponsors to participate in Radio Day and work out special promotions with promotion departments.

C. Special events—tie-ups with war industries, army camps, theaters, etc.

D. Talent—cut into programs throughout the day either for direct sales or general promotion of the 2nd War Loans, staff and guest talent.

E. Existing programs—use existing sustaining programs for sales and promotion.

SUGGESTIONS FOR VOLUNTEER ASSISTANCE—

A. AWVS.
B. American Legion.
C. Civic clubs.
D. Boy scouts.
E. Girl scouts.

HOW TO HANDLE SALES—

A. Directly if you are an issuing agent.

B. Through a tie-up with a local bank, using remote broadcast through the day from the bank.

C. Through a tie-up through a local department store which is an issuing agent originating broadcast from this point.

D. Through tie-ups with local theaters, that are issuing agents, originating broadcasting directly from the theater through the day.

E. Through tie-ups with hotels and other points on remote broadcasts such as dance bands.

WAY FOR LISTENERS TO BUY BONDS—

A. If possible by going direct to the radio station or other points designated by the station to buy bonds in person.

B. Telephone orders (try to arrange sufficient lines and instruments to handle telephone calls. Kate Smith at WJSV in Washington used 25 instruments and 25 incoming lines each of which was connected with one telephone number and manned by AWVS).

C. By mail, stipulating that orders should be post-marked before midnight of April 12.

Callahan has scheduled a conference between the War Savings Staff and the Sesac Stations Relations Staff at the Palmer House in Chicago on Sunday, March 21 to discuss the details of the second War Loan Drive which begins April 12, 1943.

The men attending are Emil J. Gough, Graham Harris, Burt Squire, Claude C. J. Culmer, Paul Heinecke, Leonard David of Sesac.

Vincent Callahan, Marjorie Spriggs, Mort Milman, Ken Carpenter will attend for the War Savings Staff.

NETWORK SONG FAVORITES

(*Continued from Page 6*)

FAVORITE STANDARDS OF THE WEEK

SONG TITLE	*PUBLISHER OR COPYRIGHT OWNER*	*ACI*
Thine Alone	(Witmark)	325
Johnny Doughboy Found A Rose In Ireland	(Crawford)	293
Tea For Two	(Harms)	289
Smoke Gets In Your Eyes	(Harms)	235
I Got Rhythm	(New World)	223
Night And Day	(Harms)	199
Blue Skies	(Berlin)	194
Begin The Beguine	(Harms)	193
You Made Me Love You	(Broadway)	193
It's A Great Day For The Irish	(Witmark)	153

PATRIOTIC

Anchors Aweigh	(Robbins)	600
Yankee Doodle Boy	(Vogel)	546
Marines' Hymn	(U. S. Marine Corps)	277
My Buddy	(Remick)	272
Army Air Corps	(Fischer)	267

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

Personnel Exchange Between BBC Offices

In a temporary exchange of personnel, Ernest Davies, in charge of North American Intelligence in the BBC Research Division, has just arrived here to work out of the New York office of BBC. He will assume the post now being held by Henry David, who, as soon as Davies can take charge, which may mean about two weeks, will go to England, and work in the London office of BBC for three or four months. David is head of BBC research here.

☆ ☆ Coast-to-Coast ☆ ☆

NEW voice on the KCMO, Kansas City, Mo., belongs to Guy Bates. At one time he participated on dramatic programs over KFAB and WHO and came to the Kansas City outlet after gaining announcing experience on the KCKN announcing staff.

* * *

New York State Tax payers will get a break via WBEN, Buffalo, when the station airs two explanatory programs to clear up any doubts about the State Tax. The programs will be heard March 26, and April 9, at 10:30 p.m. "Medicine and Superstition" was the subject of Harry T. Brandt's talk last Saturday....Station announcer Mel Benstock combines two diametrically opposite professions to make life interesting. By day he's a jeweler and by night a spieler.

* * *

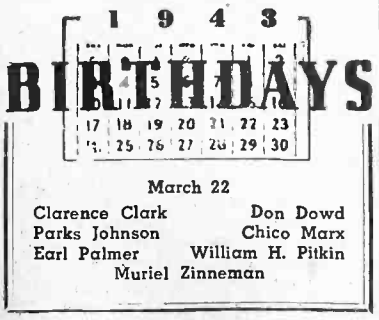
Abe Lyman and his orchestra, with soloists Rose Blane and Frankie Connors, play the first in a series of three "Treasury Star Parade" performances, on Saturday, March 27 at 10:15 over WIP, Philadelphia....Tomorrow the station will broadcast the ceremonies of the awarding of the "M" pennant and Victory Flag by the U. S. Maritime Commission to the Sun Shipbuilding and Drydock Company of Chester, Pa. Program will be aired from 3:00 to 4:00 p.m., and will feature the launching of three ships built in record-time at the yard.

* * *

"Behind the Headlines in Our Army" has been renewed for the third year on WTOL, Toledo, under the sponsorship of the People's Liberal Credit Clothing Company. Show will be heard at 12:10 p.m. daily and will continue to feature unusual human and humorous stories of Army Life....Arch Shawd, general manager and vice-president of the Toledo station is a member of the Toledo Committee for the Study of the Organization of the Peace. The organization met last wek to make arrangements for the Toledo Forum on Peace Problems, scheduled for May 7, 8 and 9.

* * *

Barney's, New York Clothier, resumes thrice weekly sponsorship of Hans Jacobs, WOV's news commentator, today. Jacobs, who is heard every night, Mondays through Saturdays at 7:00 p.m., will be on the air for Barney's on Mondays, Wednesdays and Fridays.



March 22

Clarence Clark — Don Dowd
Parks Johnson — Chico Marx
Earl Palmer — William H. Pitkin
Muriel Zinneman

Arden X. Panghorn, managing director of KGW-KEX, Portland, Oregon has announced the addition of three men to the stations' commercial department. R. Kenneth Evans, Walter S. Holmes and J. N. Wasson are the new salesmen. Evans has been in agency work in Portland for several years, while Holmes has been connected with newspapers in the Pacific Northwest. Wasson worked for Portland newspapers for a number of years, but more recently was connected with an outdoor advertising firm.....Mel Bailey, formerly a free-lance radio writer in Hollywood has joined the stations' announcing staff.

* * *

The WOWO, Fort Wayne, Fourth Annual Achievement Awards Banquet, at which outstanding farm men and women in Indiana and Ohio were honored for their agricultural achievements, was held at the Hotel Anthony in Fort Wayne, on March 18. Principal speaker at the affair was Wheeler McMillen, president of the National Farm Chemurgic Society and Editor-in-chief of "Farm Journal," whose address was broadcast on WOWO at 7:30 p.m.

* * *

WTAG, Worcester, continues its policy by devoting special programs to organizations aiding the war effort. This week the station presented a 15-minte drama portraying the role played by the Girl Scouts in the war effort and their need to increase their membership....Ruth Lowe is the newest member of the station's program department....Guests on the "Stars in the Spotlight" this week included music maestro Tony Pastor and stage star Dixie Dunbar.

* * *

Carl Brose, formerly with WHBL, Sheboygan, Wisconsin, has joined the announcing staff of WFDF, Flint, Michigan.

* * *

"Doctors Courageous," a series of fifteen-minute transcriptions dealing with the fight against disease by the heroes of medicine and research, will be heard each Sunday at 4:15 p.m. over KWK, St. Louis, for the Knight Drug Company, prescription pharmacists. Commercials are to be institutional. The dramatized stories will detail the achievements of such men as Lister, Koch, the Mayo Brothers, Jenner and many other medical giants. The programs were transcribed in Australia.

* * *

WBYN's War Bond selling program, "Keep Freedom Ringing," now has two new announcers. Walt Framer, formerly free-lance writer and producer of KDKA and other Pittsburgh stations, is sharing the emcee honors with Joel Holt, who comes from WKIP, Poughkeepsie, N. Y. Framer writes and produces the script while Holt is chief announcer on the show.

* * *

Indian Walk Shoes has purchased time on the Nancy Boothe Craig radio show heard daily from 8:30 to 9 a.m. over WJZ. Walter W. Wiley Advertising, Inc., set the deal.

Irene Morgan, continuity department head at WLAW, Lawrence, Mass., is the latest victim of the German Measles epidemic....Because Devy Edwards, major domo of "Your Service Salute" has a tough time telling the exact minutes and seconds when the minute hand of the clock is on the "hard side" Devy received a hand drawn design of a clock from a sergeant at Fort Devens containing various cues and suggestions so that there will be no difficulty in telling the hour, minute and second.

* * *

U. S. Rockwool Insulators have renewed their contract with WLIB, Brooklyn, for seven news periods a week for four weeks through Moss Associates....."The Smiling Irishman" used car dealer, increased his spot announcement schedule from 42 to 70 a week over the Brooklyn station. Deal was set through Carl Calman, Inc.

* * *

Earle G. Clemments' resignation as general manager of WLNH, Laconia, N. H., became effective March 16. After serving the station in his managerial capacity since 1939 he will act as manager for WEIM, Fitchburg, Mass. He has had several years of radio experience serving WTAG, Worcester, for nine years, and for a time at WBZ, Boston.

Gregor Zeimer, WLW, Cincinnati, caster and international authority b cast an interview with Louisiana's ernor, Sam Jones. Zeimer and the ernor discussed Latin America and Post-War World....Dick Bray, W sports announcer is now in Bloomin Indiana, to get a line on the Cinc Reds, who are in training there. He broadcast daily on their progress Cincy fans.

* * *

Rush Hughes, emcee of the morn "Song and Dance Parade" over KY St. Louis has added Bond Bread to list of clients. Bond bought a twe minute section of the show on Tu day, Thursday and Friday....K Kennedy McCord, station's "L Lady of the Ozarks" is now plugg Henry C. Hartenbach, carpet cle ers, on her 9:30 to 9:45 a.m. progr Monday through Friday.

* * *

WSAI, Cincinnati, listeners had an portunity last Friday to judge the ef tiveness of the second complete black as viewed from three vantage points a special events broadcast titled "Bl out" which immediately followed blackout. Several station staffers hea by James Cassidy, special events dir tor, were stationed in key points arou the city to gain first-hand panoramic formation.

WANTED — ACE NEWSCASTER

Large clear channel station in Midwest with outstanding news facilities seeks top flight newscaster. Must be man with newspaper or press association background who can write and edit copy from full wire reports and broadcast it in fast and pleasing manner. Not interested in commentators, announcers who read news or those who paste, clip or tear news from teletypes. Liberal salary and fine opportunity for right man. All applications confidential. Give complete details in first letter. Describe news and air experience fully, also give references, age and military status. Write:

RADIO DAILY, Box 132,
1501 Broadway New York City

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 22, NO. 55 NEW YORK, N. Y., TUESDAY, MARCH 23, 1943 TEN CENTS

Peabody-Award Winners

Citations Yesterday By Advisory Board Cover Five Categories Including Programs And Public Service

National Advisory Board of the George Foster Peabody Radio Awards met yesterday and gave its annual citations in several classifications. These categories included awards for outstanding reporting, drama and musical entertainment, and public services by local and regional stations. Charles Collingwood, of CBS was cited for "Outstanding Reporting of the News"; "The Man Behind the Gun," Columbia Broadcasting System, "Outstanding Entertainment in

(Continued on Page 3)

BBC Sets Up Plans For Better U. S. Co-Op

...e expansion of programming, ...organization of personnel with ... to cooperating more fully with ...rican broadcasting, as well as ...the OWI and the Army, were ... to operation yesterday by BBC ...s country. Major phase of the ...is the broadening of the traffic, ... relations and publicity divi... and the opening up of a new ...in Chicago.

... of the major functions of the ...raffic department will be the

(Continued on Page 3)

Pepsi-Cola Making Debut On All-Night Program

...nding its advertising in the ...York area to include the all-... market, Pepsi-Cola Company ... launch a campaign on WJZ, ... 29, on the all-night, all music ...m, "Say It With Music."

... Pepsi-Cola jingle—"Pepsi-Cola ...e spot"—created by Allan Kent ...inger Johnson, producers of ... all-night show, will be aired ...s nightly on the hour and the

(Continued on Page 2)

...ner Nursery Adds 106 ...xpanded Spring Drive

...ner Nursery Co., Osage, Ia., ...panded its spring campaign ...e addition of 106 stations. Seed ... is using five-minute and ...minute program, which are ...ily, twice daily or three times ...depending on local weather and ...g conditions. Spring campaign

(Continued on Page 5)

Disk Hobby

...cinnati — Transcription made ...tly at WCKY by James A. ..., former United States Post... General and national Dem... chairman, will be added ... Farley's "library" of per... records. One of Farley's ...ies is a collection of records ...transcriptions he has made ...time to time on radio stations ...ghout the country.

Post-War Plug

During course of his trans-Atlantic address Sunday afternoon, Prime Minister Winston Churchill, speaking of a better world to come noted:...."modern amusements... and wireless to which will soon be added television, life in the country and on the land ought to compete with attractiveness in the great cities...."

Petrillo Okays Offer For Disk Conference

James C. Petrillo, president of the AFM, has accepted the trade's offer to confer further on the problem of the recording ban, with the aim of seeking a plan for lifting it. However, no date has been set for the joint meet, Petrillo indicating that the suggestion of tomorrow was not convenient. Offer to meet was sent to the union chief over the week-end by the recording companies following a trade meeting last Friday. Indications were that the Union's executive board would accompany Petrillo, and that the meet would be here.

Reject Kyser's Appeal For Draft Deferment

West Coast Bureau, RADIO DAILY

Los Angeles—Appeal made for a draft deferment by Kay Kyser with backing of Elmer Davis of OWI, has been rejected by presidential appeals board of Selective Service and rejec-

(Continued on Page 2)

Radio Studio-Tax Bill Killed In N. Y. House

Albany—Bill to impose a tax of 10 cents on persons attending radio broadcasts in radio stations or theaters was killed by the Assembly Committee on Taxation and Retrenchment before the group's final report was made, it is understood here. Sponsored in the Assembly by John

(Continued on Page 2)

Simon & Schuster Spots For "Garden Manual"

Simon & Schuster, Inc., is inaugurating this week a new campaign to promote the sale of their "Victory Garden Manual." Time has been bought on 75 stations. This number will be increased to include outlets in every section of the country. Ed-

(Continued on Page 2)

WCAU's Old Transmitter Yields 45 Tons Of Scrap

Philadelphia, Pa.—Yield of 45 tons of scrap metal from the dismantling of WCAU's former transmitting plant at Newtown Square, Pa., has been made available for war production,

(Continued on Page 2)

583 Of 722 Stations Report Profit For '42

Washington Bureau, RADIO DAILY

Washington—Returns on 1942 operations by 722 stations as tabulated through last Friday, show that profits above $2,500 for the year were made by 478 stations. Another 105 stations reported small profits not exceeding $2,500, while 139 stations were in the red for the year.

FCC Chairman James Lawrence

(Continued on Page 2)

See Showmanship Need For Religious Programs

The need for greater showmanship in radio's presentation of religious programs, as well as the need for more programs carrying hymnal

(Continued on Page 2)

Paley Reviews CBS Activities During Its First Year Of War

Martin Block Resigning American Tob. Web Jobs

Martin Block, who has been doing a special announcing spot on American Tobacco Co. network shows on both NBC and CBS, has cancelled his contract with the cigarette sponsor, effective with the April 14 broadcast of the Kay Kyser "College of Musical

(Continued on Page 2)

Fractional increases in the figures in the final annual report of the Columbia Broadcasting System for the fiscal year ended January 2 were noted as compared to the preliminary statement released and reported in RADIO DAILY of February 10. Net income for the 52 weeks of 1942 amounted to $4,123,698 or $2.40 per share as compared with the net income of $4,804,734 or $2.80 per share

(Continued on Page 6)

Chow-Hounds

New Haven—WELI of this city doesn't confine its contributions to the war effort in broadcasts alone. Just recently, a choice plot of fifteen acres on station's transmitter site in Hamden was rented to a farmer who will use it for a Victory Garden. The engineers are now discussing the feasibility of raising chickens so that when the vegetables are available, etc.

RADIO DAILY

Vol. 22, No. 55 Tues., March 23, 1943 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

(*Monday, Mar. 22*)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	139¾	139⅜	139¾	+ ⅜
CBS A	17½	17¼	17¼	— ¼
CBS B	17½	17½	17½	+ ¼
Crosley Corp.	14⅜	14¼	14⅜	+ ⅜
Gen. Electric	35	34⅝	35	.....
Philco	19	18⅞	19	.....
RCA Common	7⅝	7⅜	7⅝	+ ¼
RCA First Pfd.	63	62	62¼	+ ¼
Stewart-Warner	10⅛	10	10⅛	+ ⅛
Westinghouse	86⅛	85½	86	— ¼
Zenith Radio	25⅝	25⅛	25⅝	+ ⅝

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	6⅞	7⅛
Stromberg-Carlson	9⅛	10⅛
WCAO (Baltimore)	17	20
WJR (Detroit)	22	...

WCAU's Old Transmitter Yields 45 Tons Of Scrap

(*Continued from Page 1*)

according to an announcement by the War Production Board's regional office in this city. It was estimated that at least 8,000 pounds of copper and other non-ferrous metals will be salvaged from the WCAU plant.

The 45 tons to be recovered represent an addition to the 30 tons of iron and steel recovered and put into war production when WCAU wrecked its old Newtown Square transmitting tower more than a year ago.

NCAC Sells

GARRY MOORE

to

New Camel Program beginning March 25th

NBC—10:00 to 10:30 P.M. EWT

See Showmanship Need For Religious Programs

(*Continued from Page 1*)

music to the war fronts were emphasized yesterday at a discussion of "How Religion, Through Radio, Can Best Serve for Victory" conducted under the auspices of Mutual Broadcasting System at a luncheon at the Waldorf-Astoria Hotel for all organizations conducting religious programs on Mutual. The need for more programs carrying organ and choir presentations of hymns, listed, too, the need for such material in the form of recordings on the fighting fronts.

McClintock Presides

Miller McClintock, president of MBS, presided. Chaplain William Taggart, a "flying chaplain" who has just returned from several war fronts, led the discussion in its relation to the battlefields, bringing out the fact that one of the problems of worship at the front was the lack of hymnal productions. McClintock promised that MBS would confer promptly with OWI, in the matter of providing more such programs to the fronts, as well as providing records for the soldiers, both of which would use Mutual's million dollar organ at WNAC. Conference asked that all networks help on these scores.

Others taking part in the discussion were Right Rev. Henry St. George Tucker, president of the Federal Council of Churches; Rev. John J. McClafferty, assistant executive director of Catholic Charities of Archdiocese of New York, and Dr. Israel Goldstein, president of the Synagogue Council of America.

Montreal—Resulting from a conference between Dr. J. S. Thomson, general manager of CBC and representatives of the Central Broadcasting Committee in Montreal of the National Religious Advisory Council of CBC, arrangements for the broadcasting of Sunday evening Church Services which have been discontinued for some months were discussed. It was agreed that the evening services will be returned to the air in a few weeks. The new plans will include a larger group of churches than the original nine.

Omer Renaud of CBC, regional director of Montreal, is cooperating with the committee in working out details.

Martin Block Resigning American Tob. Web Jobs

(*Continued from Page 1*)

Knowledge" on NBC. Block has been doing a descriptive spot on the latter program as well as the "Hit Parade" show on CBS. In addition to his network announcing, he handled the "Make-Believe Ballroom" on WNEW.

583 Of 722 Stations Report Profit For 1942

(*Continued from Page 1*)

Fly, revealing that reports have not yet been filed by about 180 stations. "The reason is pretty obvious," explaining that the Commission must be patient because of the "lack of accountants and CPA's."

Pepsi-Cola Making Debut On All-Night Program

(*Continued from Page 1*)

half-hour on alternate nights beginning March 29.

"Say It With Music," from which the spoken word is absent with the exception of headline news summaries broadcast on the hour, is heard from 1 to 7 a.m., EWT. All station breaks, time signals and commercials are in the form of musical jingles, with the services of musical jingle wizards Kent and Johnson available to advertisers.

Pepsi-Cola, will also use WNEW and WOR in addition to WJZ, in its campaign to reach the all-night market. Newell-Emmett Company handles the account.

In connection with its all-night show, WJZ has developed a comprehensive story on the advantages of promotion aimed at the war workers and threir wives, men in the armed services, students and others who live an "upside-down life."

Radio Studio-Tax Bill Killed In N. Y. House

(*Continued from Page 1*)

V. Downey of Jackson Heights, it left an exception when broadcasts were primarily for the purpose of selling war bonds or other governmental securities. While the bill did not specify whether the 10 cents tax on persons over 14 years of age would be collectible by the station or whether it should be absorbed, it was generally felt that its adoption would mean imposition of this surcharge admission by stations.

Although the Senate bill by Senator Peter T. Farrell is still alive, Assembly custom is that legislation killed by one of its own committees is not passed during the session even if the Senate should favorably act upon a companion measure.

Reject Kyser's Appeal For Draft Deferment

(*Continued from Page 1*)

tion forwarded to Kyser's state draft headquarters in North Carolina. Band leader has been classified 1-A by his local board in Rocky Mount, North Carolina. Kyser declared he hopes he can pass the physical and said that when he goes into service it would be as a soldier not as entertainer or band leader.

Simon & Schuster Spots For "Garden Manual"

(*Continued from Page 1*)

win A. Kraft of Northwest Radio Advertising Company, Seattle, is handling the account.

AVAILABLE

Woman announcer, actress, commentator. Six years experience on major network. Will accept position as staff announcer anywhere in U. S. Will answer inquiries with letter giving full details of past experience. Write:

RADIO DAILY, Box 130,
1501 Broadway New York City

COMING and GOIN

NEVILLE MILLER, president of the WILLARD D. EGOLF, his assistant; W DENNIS, chief of information and news JOE MILLER, director of labor relations, ing a few days in New York.

HORTENSE VAN DER LINDE, South A radio and stage actress and translator of American and English plays into the African dialect, has arrived in New York Cape Town to study our radio and thea production methods.

MAX H. BONNEBRAKE, of WKY, Okla City, Okla., is here for conferences wi New York representatives of the station.

F. H. SHOMO, eastern sales manage WBBM, Chicago affiliate of CBS, is in for a short visit on network business.

ELAINE CARRINGTON, writer of the Marlin" and "Pepper Young's Family" prog has returned from her recent trip to Ft. La dale, Fla.

LOUIS W. HERZOG, station manager WTMJ, Milwaukee, has returned to his Wisc headquarters following a week in New Yor

HOWARD CHERNOFF, of WSAZ, Huntin West Va., is spending a few days in town.

J. M. RIVERS, president and station ma of WCSC, is here from Charleston, S. C. a call yesterday at the offices of CBS.

STELLE SLAVIN and the members of all-girl quintet off to Paterson, N. J., for engagement at Sandy's, which will include broadcasting wires.

BARRON HOWARD, is in New York. business manager of WRVA, Columbia's o in Richmond, Va.

MILES INGALLS, theater and radio ag is back from the West Coast, where he c pleted deals for Sara Ann McCabe, voca and Jerry Lester, comedian.

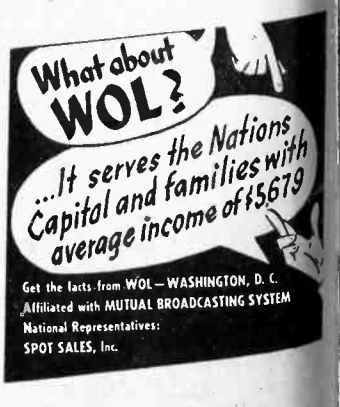
AL JOLSON and MONTY WOOLLEY, broadcast their joint CBS program tonight, leave this week for the West Coast, where shows will originate at KNX, Hollywood.

DAVE DRISCOLL, war events director for W back from Washington trip.

Favorable Report On Bill To Nullify Salary Ceilin

Washington Bureau, RADIO DAILY

Washington—Favorable report the debt limitation bill, which co tains a provision nllifying the O salary ceiling order, was filed yeste day by the Senate Finance Commi tee. Action by the full membersh of the Senate is looked for in th near future.



Peabody's Citations In 5 Classifications

(Continued from Page 1)

raa"; The Standard Symphony, National Broadcasting Company (Pacific Coast Network), "Outstanding Entertainment in Music."

field with Ranger Mac," radio station WHA, Madison, Wisconsin, "Outstanding Educational Program"; Hidden Enemy — Venereal Diseases," radio station KOAC, Corvallis, Oregon, "Outstanding Public Service Program By a Local Station of 100 Watts or Under."

First Awarded in 1941

The Home Front," radio station WCHS, Charleston, West Virginia, "Outstanding public Service Program by a Regional Station—Up to 10,000 Watts."

First awarded in 1941, the Peabody awards are administered jointly by the Henry W. Grady School of Journalism, University of Georgia, and the National Association of Broadcasters. They are designed to give additional recognition to meritorious public service by broadcasters to perpetuate the memory of George Foster Peabody, benefactor and life trustee of the university.

Yesterday's selections were made by the national advisory board, individual members of which have made special studies of programs in the various categories. The board also had digest, with recommendations, from a Unievrsity of Georgia faculty committee, based on a sifting of hundreds of entries which were submitted by stations throughout the country.

Award-Board Members

Members of this board, a majority of whom were present yesterday at the meeting in New York City are: Paul H. Benson, president, American Association of Advertising Agencies, Inc.; Dr. Ralph Casey, director, school of journalism, University of Minnesota; Jonathan Daniels, editor, Raleigh, N. C., "News and Observer"; Frank Ethridge, vice-president and general manager, Louisville, Ky., Courier-Journal and Times"; Joseph Henry Jackson, literary editor, San Francisco "Chronicle"; Waldemar Kaempffert, science editor, New York Times"; Alfred A. Knopf, publisher, New York City; Dr. I. Keith Tyler, director of evaluation of school broadcasts, Ohio State University; Mrs. Marjorie Peabody Waite, daughter of George Foster Peabody, president, "Yaddo" (artists and writers foundation, Saratoga Springs, N. Y.); Edward Weeks, editor, Atlantic Monthly, Boston, Massachusetts; Earl Glade, chairman, NAB code compliance committee, and Dr. S. V. Sanford, chancellor, University System of Georgia.

The first year of the Peabody awards, the winners were: Columbia Broadcasting System for networks; WLW, Cincinnati, for large stations; WGAR, Cleveland, for medium stations, and KFRU, Columbia, Missouri, for small stations. Elmer Davis, now OWI director, was the only individual cited the first year, and he for his "terse, incisive and impartial reporting of the news."

Last year the winner were Alfred Wallenstein and MBS for music; Chicago Roundtable of the Air and NBC for education; "Against the Storm" by Sandra Michael and John Gibbs and "The Bill of Rights" by Norman Corwin for drama; Cecil Brown and CBS for reporting. and the International Shortwave Broadcasters for public service by individual stations.

This year the Peabody board members made a deliberate effort to recognize both stations and programs. "Disinterested and meritorious public service" and outstanding excellence were the basis of selection.

Peabody devoted much of his fortune to educational and social enterprises. His daughter, Mrs. Marjorie Peabody Waite, aided in establishing the awards and is a member of the board.

Peabody Radio Awards

Outstanding Reporting

"Award for outstanding reporting of the year goes unanimously to Charles Collingwood of CBS who, with the tools of inference, indignation and fact, has conveyed to us through the screen of censorship an understanding of the troublesome situation in North Africa.

Entertainment in Drama

"Award for the outstanding entertainment in drama goes to the new program entitled 'The Man Behind the Gun' of Columbia Broadcasting System, brilliantly written by Ranald R. MacDougall and authentically produced by William Northrup Robson, for a timeliness, a racy dialogue and a vivid sound effect which intensify our appreciation of what the men in action are up against. (Recently went under sponsorship of Elgin Watch Co.)

Entertainment in Music

"Award for outstanding entertainment in music goes to The Standard Symphony, NBC Pacific Coast Network. This is a program now in its 15th year which has performed the double service of bringing the world's great music to adult listeners along the Pacific Coast and of providing delightful programs of interpretation to 4,700 schools.

Educational Programs

"Award for the outstanding educational program goes to Station WHA, Madison, Wisconsin, for its splendid series on natural science and conservation entitled 'Afield with Ranger Mac'. Originated by the Wisconsin School of the Air, able and accurately presented by Wakelin McNeel, chief of the Junior Forest Rangers, this series sets an example which should be widely followed.

Public Service

"Award for outstanding public service by a local station goes to Station KOAC, Corvallis, Oregon, for the program 'Our Hidden Enemy—Venereal Diseases', which, in the words of the U. S. Surgeon-General 'has made a unique and valuable contribution....' These programs were prepared by Dr. Charles Baker, a leading syphologist, for the University of Kentucky. KOAC has the distinction of being the first to accept this courageous series.

"Award for outstanding public service by a regional station goes to Station WCHS, Charleston, West Virginia, on recommendation of the University of Georgia faculty committee, for the program 'The Home Front'—a twice-weekly feature which was created and maintained morale by providing authoritative answers to listener questions dealing with the most perplexing of public problems in a community at war.

"In making this award the Peabody board has been guided by the University of Georgia faculty committee on preliminary selections."

BBC Sets Up Plans For Better U. S. Co-Op

(Continued from Page 1)

study of American program trends and public tastes. Recommendations based on these findings will be sent to BBC programming head in London, so that programs can be adjusted to American consumption. Problem of making BBC programs available at the time American broadcasters want them, will receive much attention from the new traffic department.

New traffic (Westbound) department setup here will be headed by Stephen Fry. Jack Hooley, who previously handled some traffic and publicity also, will devote himself exclusively to traffic now. Bob Wilson, formerly of WNEW's news room, and independent radio publicity man, has been named assistant publicity manager. Chief of publicity and public relations has not yet been named. Rhoda Magid has been moved up to a junior assistant in the New York Traffic Department.

New Chicago Office Set

Bill Newton, formerly in charge of news and special events in New York for Eastbound traffic, has been designated to head the new Chicago office which will open within a month. Michael Barkway, who had been head of Empire News Department in the London headquarters of BBC before coming here about three months ago, will replace Newton in the New York setup.

BBC maintains offices also in Washington, D. C., and in San Francisco. New York remains the hub, however, in charge of both East and Westbound traffic.

Another function of the revised organization will be to provide closer cooperation with the War Department to service American troops abroad.

Burdine To CBS

Patricia Burdine, formerly on the research staff of "Newsweek" Magazine, joins the CBS Shortwave News Department as a news writer, Edmund Chester, CBS Director of Broadcasting to Foreign Countries, announced yesterday. Miss Burdine's new duties will begin immediately..... Lawrence Haas is the recently-appointed Director of Shortwave News.

HAIRMAN WATCH

sted WLIB for 13 weeks. Renewed, thru Moss Associates nd added a full hour to its hedule. There MUST be a ason . . . we reach a market hat none of our contemporaries onsistently serve.

NEW YORK'S

WLIB

THE VOICE OF LIBERTY

1190 ON YOUR DIAL

THIS LITTLE BUDGET WENT TO

WORL BOSTON MASS.

NCAC Sells

HOWARD PETRIE

to

New Camel Program beginning March 25th

NBC—10:00 to 10:30 P.M. EWT

Los Angeles

By JAC WILLEN

PAUL WHITEMAN'S appointment last week by Mark Woods as head of the Blue Network music department caused much comment among local music circles, with all in accord that a better choice could not have been made. All bodes well for future Blue music and musical listeners of the network.

Tom Breneman is proudly brandishing a real Irish shillelagh around town, a gift he received from one of the women guests attending the "Breakfast at Sardi's" St. Patrick Day airing.

Bop Hope will be guest star on the March 31 Lionel Barrymore "Mayor of the Town" broadcast.

The "Camel Caravan" will be broadcast from KNX-CBS Hollywood for an indefinite period starting this Friday night. Heading the lineup of talent, arranged by William Moore, Hollywood head of the William Esty Agency, who will supervise the coast airings, will be Jack Carson as emcee, Herb Shriner, and guest stars. Freddie Rich and his orchestra will provide the musical settings and Ken Niles will announce.

Bill Hampton is smiling happily as he passes out the cigars in honor of the arrival of a seven-and-a-half pound boy to his wife, the former Holly Hughes, at the California Lutheran Hospital on St. Patrick's Day. A new lullaby most likely will pour forth from Bill's prolific song-writing efforts, with William Lawrence, Pedlar and Ryan producer of the Screen Guild Players program, for whom Bill scripts the Guild show, watching closely all material this week for inserts on "how it feels to be a father."

Groucho Marx, star of the new CBS comedy program, "Blue Ribbon Town," debuting March 27, was headlined on a government program, "Mail Call," recorded and sent overseas this week for the servicemen.

OWI Regional Consultants Meet In Chicago April 5

Washington Bureau, RADIO DAILY

Washington—Nearly all the regional consultants of the OWI Radio Bureaus are expected to be on hand Sunday, April 5, for a one-day conference at the Medina Club, Chicago. Don Stauffer, new bureau chief; Philip Cohen, government liaison man, and Richard J. Conner and Elaine Ewing, chief and assistant in station relations, will be on hand to lead discussion of various operating problems and producers.

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

MAIN STREET OL' SCOOPS DAILY

A Reporter's Report Card! ! !

● ● ● EDDIE RICKENBACKER: On a recent "Bond-selling" program, Bill Stern, NBChamp sports announcer, auctioned off your 1942 air lines pass (dampened by an unscheduled dip in the waters of the Pacific) for $100,000 pledge, thereby setting a Bond Sales record for a 15-minute program....RAYMOND PAIGE: Your long-cherished dream of conducting an 'All-Youth' symphonic orchestra, will be realized when you start a new musical series next month for Goodyear on an NBCoast-to-coaster.... JIMMY DORSEY: The WAVES and SPARS have given you a personal 'Crossley' of 100 in appreciation of the three-hour course in musi'calculus' your band gave them last Saturday at their training quarters at Hunter College....TOMMY DORSEY: Nice of you to declare your Hollywood home, "Open House" to any and all former members of your band, now in the armed forces, who might be in the vicinity on furlough....the invitation includes, room, board and spending money too....BOB EMMERICH: Your singing your hit song, "Hurry Home" to the Stork won't hasten the event....that old bird positively won't leave you that precious 'bundle' until some time in May....PHIL BRITO: Now that your build-up on the Blue has started, you have been set for vocalisthenics on Victor records if and when the Petrill-nillo is lifted....BOBBY HOOKEY: When you start your new commercial, April 4 on the Don Lee Network, it'll make you the youngest performer to have his own show....GEORGIA GIBBS: Doctor says, if your laryngitis 'gibbs' permission, you'll open at the Downtown Cafe Society at the end of the week instead of tonight....GEORGE F. PUTNAM: You fly to the coast next Monday for an acting job in Walter Wanger's forthcoming Universal film, "We've Never Been Licked"....DICK JURGENS: Your former vocalist, Buddy Marino, will warble for Chesterfield ciggies for the first time tonight with the Harry James orchestra on CBS....HARRY JAMES: Your new arrange'mentor', Calvin Jackson, is a graduate of the Juilliard Musical Institute.

☆ ☆ ☆

● ● ● JOAN DAVIS: You wanted to be a "Rudy Vallee Show'off'," so you wrote an original play for that program in which you play 'Hedy LaMarr', Rudy does a 'William Powell', Blossom Blimp Felton, portrays 'Jane Darwell' and Basil Rathbone plays himself....what you don't know is this....if the play backfires here's an 'ace in the hole' for you to tell your sponsors....."the program was done over NBC on April 1, and can be 'laughed off' as an April Fool Joke"....aren't you glad you read this colyum.... LEON JANNEY: Your knowledge of Russian (which you studied at Cornell University) qualifies you for admission into the Officers' Training School, when you don Khaki this Friday....ARCHBISHOP EDWARD MOONEY of Detroit: More than a million dollars was distributed in 1942 to victims of war, including those of every race and creed, through the Bishop's War Emergency Relief Committee, which you head....a dramatized version of your noble work, entitled, "The Good Samaritans," authored by Courtney Savage, will be NBC'ed Friday, April 2 at 10:30 p.m., EWT.... TOM HOWARD: Gilbert Seldes, in this month's "Esquire," has given your MBScreamer "It Pays To Be Ignorant" a "21 Gun" salute.

☆ ☆ ☆

● ● ● DR. JAMES ROWLAND ANGELL: According to the New York City Board of Education, your two 'teacher training courses' on NBC's "Inter-American University of the Air" programs are registering with Educators....but definitely....JERKOLUMNIST E. SULLIVAN: We all make mistakes, but how can you let 'em sneak it over on you three times in a row?....that esteemed gentleman was never "editor" of this publication.

☆ ☆ ☆

—Remember Pearl Harbor—

San Francisco

COMPLETE shakeup of the l... mid-morning and afternoon sc... ule, instituted for the pur... of presenting the new "Blue N... Room Review" and other new ... grams, has been announced by ... gram manager Bob Dwan, effec... at once. Heard over the entire c... Blue web, the "Blue News R... Review" will feature Major Gen... Paul B. Malone, commentator; fea... narrator Ann Holden, Edward ... genson, James G. McDonald, ... Rodriques and Sutherland. It ... be a 60-minute show, from 1-2 ... each afternoon. Other new progr... to be worked into the schedule ... clude "The Mystery Chef" and "... Baby Institute" in the morning, ... "My True Story" and a to-be-... nounced daily show, with Art Li... letter, in the afternoon.

Al Bland Leaves WCKY For Post With WM...

Cincinnati—Al Bland, WCKY pr... duction manager and veteran Ci... cinnati radio comedian, is leavi... the L. B. Wilson station to beco... star of the early morning come... show on WMAL, Washington, D. ... For the past six years Bland h... been an outstanding radio figu... both on the air and in productio... in Cincinnati. For several years ... and his brother Lee Bland, now wi... CBS in New York, wrote and pr... duced early morning programs f... WCKY.

Began With WSAZ

Bland's radio career began wi... WSAZ, Huntington, W. Va., in 192... From there he went to WCMI, Ash... land, Ky., and organized, for th... station, studios in Ironton, Ohio. H... left Ironton and went to WKR... Cincinnati, where he launched th... "Dawn Patrol." He has been wit... WCKY since 1939. Since the be... ginning of the war, Bland has bee... cited several times by various agen... cies for outstanding service in th... war effort. He originated and han... dled the official Navy recruiting pro... gram in the area, "Navy Time," and ... also participated in numerous publi... service broadcasts for the armed ... forces and agencies which are aid... ing in the nation's war effort.

NCAC Sells
GARRY MOORE
to
New Camel Program
beginning March 25th
NBC—10:00 to 10:30
P.M. EWT

UEST-ING

AND YOUNG, on the "Sus- program, today (WABC-CBS, m.).

RK LEE, Associated Press for- rrespondent who was on Ba- d Corregidor, on the Roy Por- wscast, tomorrow (WJZ-Blue k, 10:15 a.m.).

LARD FAUGHT, analyst for rm Marketing Administration U. S. Department of Agricul- n Mary Margaret McBride's Front Forum," tomorrow -NBC, 1 p.m.).

E BARNARD, assistant direc- he home and farm division of ional Safety Council, on "Meet eighbor," tomorrow (WJ-Blue k, 12 noon).

E BURKE and ROLAND , in an adaptation of "Ruggles Gap," on the Philip Morris se," Friday (WABC-CBS, 9

FRANK CARLSON of Kansas P. ROBERT L. DOUGHTON Carolina, discussing "The Tax the "Radio Forum," tomor- JZ-Blue Network, 10:35 p.m.).

ONT FARLEY, M. L. WIL- EORGE SNYDER and WAL- L. KADDERLY, speakers at vention of School Adminis- on the "National Farm and our," tomorrow (WJZ-Blue , 12:30 p.m.),

BERTRAND W. GEARHART ornia, REP. A. WILLARD ON of Virginia and ROS- MAGILL, formerly Under- y of the Treasury and pro- law at Columbia University, g "How Can We On a Pay- Go basis," on "America's eting of the Air," Thursday ue Network, 8:30 p.m.).

BENJAMIN NAMM, special to the director of the OCD, GAYLOR W. GRAVES, clin- ssor of diseases in children, rk University, discussing g the Child in Wartime," on ys to Health," Saturday CBS, 1:45 p.m.).

KLZ
DENVER
Doing the Biggest and Best Job of LOCAL EXPLOITATION
THE WEST'S FIRST STATION
Representative: The Katz Agency, Inc.

NEW PROGRAMS—IDEAS

WFIL Sports Show

WFIL, Philadelphia, has a new wrinkle on sports programs in the Tom Moorehead show which is to begin shortly. In three particulars Moorehead's show will differ from the usual sports program. Every night a colorful sports personality will be brought to the mike to give sports fans the inside story on the current activity in which he's engaged. Moorehead will feature "schoolboy" activities frequently, giving high school students the same opportunity to see their teams in the radio limelight which colleges and professional men have. Sport editors will be given credit on the air for particularly accurate comment or other special activity. Show will be heard three times weekly from 6:30-6:45 p.m.

KFEL "Madness"

"This Is Not Mutual, This Is Madness" is the title disc-spinner Mac Switzer has given a new daily program which he conducts for use by participating sponsors on KFEL, Denver.

Program is an afternoon presentation that is heard six days a week and is a combination of Morgan-like chatter and transcribed hit tunes. Although the commercials are announced minus the wisecracks, the general tenor of the entire program is of fun.

WAPI's Hymn Time

Adhering to the belief that, during wartimes and other times of stress thinking people turn to God for guidance and comfort, WAPI, Birmingham, Ala., is airing "Hymn Time With Ponzi Pennington."

This religious program provides Birmingham radio listeners with sacred musical hymns and gospel songs. The station, in offering this religious type program, conforms to a precedent set by the city's churchgoers since Birmingham "has the highest percentage of Church and Sunday school attendance of any city its size in the country."

Ponzi Pennington emcees his own program and interjects bits of literature, quotations and adages into the script between his vocal offerings. Clo McAlpin, station's staff organist accompanies Pennington on the organ.

"Sweet Music"

New Sunday p.m. show on KSTP, Minneapolis-St. Paul is "Stillicious Serenade," with Eenie, Meenie, Miney and Flo. Stint, sponsored by Chocolate Products, of Chicago, is aired at 5:30 p.m. quarter-hour and features two pianos and organ, with a femme vocalist. Leonard Leigh is organist; Alex Studer and Corinne Jordan are the pianists, and Flo Seidel is the singer.

Gardner Nursery Adds 106 In Expanded Spring Drive

(Continued from Page 1)

of the advertisers, which continues until June 15, will be augmented by more stations on April 1.

Following is a list of the 106 stations already on the Gardner list: KXA, WHO, WLW, KINY, WLS, KPO, WHAM, WBZ, KTKN, KOL, KVI, WDSM, WWRL, WHAS, WSON, WHOP WSAZ, WKST, KLUF, WISR, KHJ, KHQ, WEGO, WTAX, WTAQ, WOCB, WMJM, WHBY, WKNY, WJAG, KWTM, WFIN, WEBQ, KWFT, KWON, KFRC, KUJ, KTRI, KSL KSJB, KPRO, KOVO, KICD, KFJZ, KDTH, KBIZ, WLAY, KXOK, WPRO, KFDM, KMPC, KYA, KSFO, KPAS, KFBK, KTRB, KQW, KRE, KSAN, KXL, KDYL, KFYR, KMMJ, KOAM, KOWH, KSOO, WAKR, WBAL, WCAR, WCOA, WHDH, WDAY, WDBO, WDEL, WDZ, WEW, WHKC, WIBA, WIBC, WITH, WKAT, WKZO, WLOL, WPEN, KYW, WPIC, WPDQ, WAAT, WCAU, WCSC, WIS, WSUN, WWDC, WWVA, WAAF, WRVA, KCPO, KFEL, KGHL, WTAR, WFAA, WTMA, WFDF, KOB, KWLK, KTAR.

Northwest Radio Advertising Company, Seattle, Washington, is agency placing the business.

Stork News

Charles (Bud) Dant, NBC musical director on the West Coast, has announced the birth of a son.

WALB Case Adjourned Until April 5 By The FCC

Washington Bureau, RADIO DAILY

Washington—The FCC has granted another continuance—and apparently the last—in the case of WALB, Albany, Ga., which seeks a license renewal, change of frequency, and permission to assign its license from the Herald Publishing Co. to the Herald Broadcasting Co.

Scheduled to resume here today, the hearing, which has already developed sensational details concerning the connection with the station of Rep. E. E. Cox, chairman of the House committee to investigate the FCC set up as a result of his own resolution, has been adjourned until April 5. On that date it will resume in Atlanta.

The wording of yesterday's announcement indicates that the Commission will refuse to grant any further continuance in the case, which has been marked by a number of requests for postponement during the past two months by the legal counsel of WALB.

RADIO ARTIST? Call
LExington 2-1100
FIRST AND FOREMOST

AGENCIES

OLIAN ADVERTISING CO. has been appointed as advertising agency for Waldorf Paper Products Co. of St. Paul and the B. F. Nelson Co. of Minneapolis. Campaign for the new accounts will be in connection with the paper conservation drive in the Twin City area.

JOHN B. HUGHES, commentator on Mutual-Don Lee, spoke to a record-breaking attendance at the "Radio Day" luncheon of the Los Angeles Advertising Club held last week. His subject was "How Far Are We Going." Chairman of the day was Lewis Allen Weiss, Don Lee vice-president and general manager.

STROMBERG-CARLSON TELEPHONE MFG. COMPANY, through McCann-Erickson, is distributing to its dealers and stockholders a booklet titled "Dates," which describes the company's was production work since Pearl Harbor. McCann-Erickson is the agency.

JOSEPH H. COHN has been named vice-president of Weiss & Geller, New York advertising agency. He formerly was account executive with the Biow Company.

Grant 2nd Continuance In Patterson vs. Winchell

Washington Bureau, RADIO DAILY

Washington—A second continuance has been granted in the $200,000 libel suit of Mrs. Eleanor Patterson vs. Walter Winchell, due to reach trial yesterday at the District Court here. Originally scheduled for March 15, the trial was put off for a week at the request of counsel for Mrs. Patterson. It has now been set for the second week in May, through agreement between counsel.

IRE Regional Meet

Minneapolis, Minn.—The Institute of Radio Engineers, Twin City Branch, will meet Thursday, March 25, in Studio 2, WCCO studios. Arthur G. Peck, WCCO engineer, is secretary-treasurer.

NCAC Sells
HOWARD PETRIE
to
New Camel Program
beginning March 25th
NBC—10:00 to 10:30
P.M. EWT

To the Colors!

PILOT CADET JAMES ROSELEIGH, is now an upper-classman at Maxwell Field, Alabama. "Jimmy," is the son of the late Jack Roseleigh, of the legit stage and best known in radio for his characterization for many years of Sam Pepper in "Pepper Young's Family." P/C Roseleigh worked in the Guest Relations department of NBC for a short time while awaiting his call from the U. S. Air Force in which he had enlisted some months previous.

—VVV—

RALPH L. WEBER, transmitter engineer for WHIO, Dayton, is currently attending Signal Corps Training School in Chicago...DOUG MAUPIN, of the engineering staff has joined the Navy and is now at the Great Lakes Naval Training School.

—VVV—

TOMMY STONE, young son of Peggy Stone of Spot Sales, Inc., is now in the U. S. Army Air Corps as an aviation cadet.

OCS In Definite Moves To Ease Battery Shortage

Washington Bureau, RADIO DAILY

Washington—Increased production of farm radio batteries is seen as the result of recommendations from the Office of Civilian Supply to the WPB Consumer Durable Goods Division, with the latter division now working on specific moves to step up manufacture. Consumers Durable Goods officials have been waging a determined fight for several weeks now to obtain a greater allotment of zinc, pointing out that considerable zinc is now in the hands of manufacturers but must be held for military demands.

Pointing to the importance of radio batteries, which has been strongly impressed upon the Division in recent weeks by members of Congress, the OCS and the WPB Radio Division, Consumers' Durable Goods battery officials are prepared to carry their fight to the very top of the WPB if they are unable to obtain what they need from the zinc section.

Decca 1942 Earnings Shows Net Of $806,143

Annual report of Decca Records, Inc. for the year ended December 31, 1942 showed a net profit of $806,143 after all charges and provision for Federal Income taxes, compared with $781,050 in 1941. Profit was realized from net sales amounting to $10,075,028, an increase of $1,856,883, or approximately 23 per cent over net sales of the previous year. The 1942 net profit is equivalent to $2.08 per share on 388,325 shares of outstanding capital stock, compared with $2.01 per share on the same number of shares outstanding in 1941. Current assets of the record firm totalled $2,762,818 and current liabilities were $1,533,233.

Paley Reviews CBS Activities During Its First Year Of War

(Continued from Page 1)

in 1941. In the preliminary 1942 figures net income was estimated at $4,100,000 or $2.39 per share. Per share calculations for both periods are based on the 1,716,277 shares of $2.50 par value stock outstanding.

Cash dividends paid during 1942 amounted to $2,574,416, or $1.50 per share, as compared with the dividends of $3,432,554, or $2.00 per share, paid during 1941. Undistributed profits of $1,549,282 were added to earned surplus, increasing this account to $13,423,877 as of January 2, 1943.

William S. Paley, President of CBS, Inc., in his annual report to stockholders, points out that last year the American people in their war interest benefitted for the first time from a unique partnership. This he describes as the team-work of a free press and a free radio with the cooperation of advertisers who re-pointed their own messages to the urgent projects of war.

As one example of this team-work, Paley states that during 1942 Columbia's shortwave listening post recorded, transcribed, and translated more than 30,000 broadcasts from 40 different points of the globe.

War-Effort Shows

Paley also cites the joint efforts of Columbia, its advertisers and the leading talent of the industry, in devoting air time ordinarily used for commercial announcements entirely to war themes of vital importance. This assistance included aid to the Treasury, to the OWI, the OPA and to other divisions of the war administration for discussion of problems relating to war financing, price control, rationing, conservation and the like.

The whole field of the war effort was covered, as a result of which millions of Americans got a better understanding of the deeper issues of the war. Paley points out that the American people owe a great and real debt to scores of industries who participated in this work and thus enabled American broadcasting to demonstrate how its usefulness to our social and economic life in peace can become invaluable in war.

Half On 24-Hour Schedule

"During the year," Paley reports, "four of Columbia's eight owned and operated stations went on a full 24-hour schedule daily, serving as 'key' monitor stations for the Army Fighter Command as part of an elaborate air raid defense system. An interesting by-product of this essential service is that many defense workers, for whom night has become day for the duration, enjoy entertainment which would not otherwise be available to them during the very early morning hours.

"The vital role of international shortwave broadcasting in wartime was thrown into focus by the developments of America's first year at war. The previous year had witnessed a many-fold expansion in Columbia's shortwave activities; the crisis provoked by Pearl Harbor immediately placed this department of our activities on a full war basis. The total regular staff numbered 29 in 1941; by the end of 1942 it had grown to 125. In addition to this regular staff, CBS employed scores of actors, musicians, directors and news analysts on the special programs which were rebroadcast via long wave throughout Latin America over the member stations of Columbia's Latin American Network.

Re Shortwave Leases

"At the request of the Government, on November 1, 1942 Columbia, together with other shortwave licensees, leased all of its shortwave broadcast time to the U. S. Office of War Information and the Coordinator of Inter-American Affairs. Separate program contracts were also signed with both of these Government agencies under which Columbia made available to them the full services of its shortwave department. Under this plan the Government now provides the basic strategy for our country's psychological warfare by international shortwave broadcast, while the actual execution of a large part of the program is performed by CBS.

"All of these contracts between CBS and the Government are on a cost basis without profit to Columbia. In addition CBS contributes without charge the full time services of our principal shortwave executives, the supervision of senior CBS executives, and our franchises with the member stations of our Latin American Network.

"On June 1, 1942, because of the heavy burden on depleted personnel and non-replaceable equipment imposed by a fifteen-hour schedule, CBS Television reduced its weekly broadcast schedule to four hours, with the approval of the Federal Communications Commission. Experimental development in the program department did not cease, but was of necessity limited in scope.

Television Status

"Meanwhile, the engineering staff of CBS Television dedicated itself almost exclusively to special projects in war research. In April, the staff of our television laboratories began active participation in the development of equipment for certain phases of radio warfare for the Office of Scientific Research and Development. This project was initiated through the Radio Research Laboratories at Harvard University. To cope with the increasing amount of work required for the armed forces, the staff, space and equipment of the laboratories are being expanded.

"The experiences, skills and techniques developed in this field by the electronic engineers who are adapting them to the critical new problems of modern warfare are certain to play an important role in planning the post-war development of tel sion.

"Despite wartime difficulties, umbia Recording Corp. has been to maintain a very good record sales and has further strengthened competitive position. On April 1 the War Production Board lim the use of shellac by record ma facturers to 30 per cent of the amo used in the preceding year. December, the supply of shellac record manufacture was complete cut off, but has since been resto to some degree. New substitu for shellac, together with mater salvaged from old records, prom to help us substantially in meet this situation. Although new mus recordings ceased on August 1, cause of the musicians 'strike', p duction of records from previ recordings has continued at h rate."

NEW BUSINE

KFI, Los Angeles: Wilco Co (Clearex) thru Elwood Robinso Angeles, 18 anns. to be used week; Zeeman Clothing Co (Men's Clothing), thru Lock Shackelford Company, Los A 53 quarter-hour programs to b one a week; Pantages Holl Theater, 52 anns. to be used week; Partmar Corp. (Theater Scholtz Advertising Service, Angeles, 26 participations in Baker's Notebook" to be used week.

Realign WIAC Personn Following Death Of M

San Juan, P. R.—Unexpected of Felix Muniz, manager of WI this city, has resulted in a pers realignment at the station, acc to Enrique Abarca, owner of the let. Replacing Muniz as manag Tomas Muniz, brother of the dece He will be assisted by En Abarca, Jr., son of the owner o station. The late WIAC ma headed the station from its inau tion until his recent death.

Wedding Bells

Lynchburg, Va.—Jack Read, co troller of WLVA and the Tri- Network of Virginia, has bee engaged to Martha Thomas.

WANTED

Announcer for southern network station. Good pay. State experience, draft status and details. Address

RADIO DAILY, Box 131, 1501 Broadway New York City

A WAR MESSAGE
to
ALL EMPLOYERS

★ **From the United States Treasury Department** ★

WINNING THIS WAR is going to take the mightiest effort America has ever made—in men, materials, and money!

An important part of the billions of dollars required to produce the planes, tanks, ships, and guns our Army and Navy need must come from the sale of Defense Bonds. Only by regular pay-day by pay-day investment of the American people can this be done.

Facing these facts, your Government needs, urgently, your cooperation with your employees in *immediately* enrolling them in

A PAY-ROLL SAVINGS PLAN

The voluntary Pay-Roll Savings Plan (approved by organized labor) provides for regular purchases by your employees of Defense Bonds through voluntary pay-roll allotments. All you do is hold the total funds authorized from pay-roll allotments in a separate account and deliver a Defense Bond to the employee each time his allotments accumulate to an amount sufficient to purchase a Bond.

You are under no obligation, other than your own interest in the future of your country, to install the Plan after you and your employees have given it consideration.

WHAT THE PAY-ROLL SAVINGS PLAN DOES

1. It provides immediate cash now to produce the finest, deadliest fighting equipment an Army and Navy ever needed to win. **2.** It gives every American wage earner the opportunity for financial participation in National Defense. **3.** By storing up wages, it will reduce the current demand for consumer goods while they are scarce, thus retarding inflation. **4.** It reduces the percentage of Defense financing that must be placed with banks, thus putting our emergency financing on a sounder basis. **5.** It builds a reserve buying power for the post-war purchase of civilian goods to keep our factories running after the war. **6.** It helps your employees provide for their future.

Make Every Pay Day · **BOND DAY**

U. S. Defense BONDS ★ STAMPS

RADIO DAILY

☆ ☆ Coast-to-Coast ☆ ☆

THE "Sports Gallery" program, featuring France Laux, is now heard on KMOX at 6 p.m., Monday through Friday, instead of 10 p.m. KMOX will observe Laux' sixteenth anniversary as a sportscaster next week. Numerous special features have been arranged for airing on the celebration. One of the special broadcasts will be from the St. Louis Brown's training camp at Cape Girardeau, tomorrow night at 9:30 o'clock. A new musical program called "Starlight Serenade" and featuring Seth Greiner, pianist, and Freddie Begemann, tenor, is now heard Monday through Friday on KMOX at 10:30 p.m. Sponsor is Columbia Brewing Company.

* * *

For the first time in several months, Sammy Kaye and his orchestra will again be heard nightly on several networks, when the swing and sways begin a three-weeks engagement at Frank Dailey's new ballroom in Newark, N. J., March 25. The orchestra will return to New York each Wednesday night during the engagement, for its cigaret-sponsored commercial aired over CBS at 8:00 p.m., EWT.

* * *

By popular vote of the class, two of radio's local favorites were special guests at graduation exercise of the Navy Yeoman's Training School in the Hotel Vendome Ballroom, Boston, on Friday, March 19th at 7 p.m. They are Hum and Strum, who are heard regularly over WBZ-WBZA, Boston.

* * *

WGST, Atlanta, Ga., has signed the L. N. Huff Optical Co. for a series of half-hour dramatic program currently being aired on Sunday evenings. Dramas, based on actual facts, are written and directed by Don Naylor, production manager of the station. Series is titled "The Voice of Vision" and consist of the story of the lives of famous scientists. Series has been contracted for one year.

* * *

The role of the American Negro on the production line in America's all-out war effort was the subject of a talk by William Agar, acting president of Freedom House, Saturday, over WICC-MBS, Bridgeport....Congressman Arthur G. Klein of New York also spoke on Saturday on the "Meat Shortage and some of its causes."

March 23

Luise Barclay — Al Bernard
Ken Griffin — Arnold Johnson
Jay Johnson — James Wicks
A. Mike Vogel

Arthur Hinnet KYW, Philadelphia, organ virtuoso has organized a new studio sextette aired each Tuesday evening at 7:45. The new group will feature both popular and classical music. Hinnet will do the solos while Sam Ambrosi at the harp, Broadus Erle and Ralph Schafer on the violins, Joseph Druian on the cello and Leonard Franz on the viola, round out the sextette.

* * *

Sam Levine, who handles the Lyon Tailoring Co. "Strikes and Spares" broadcasts on WCLE, Cleveland, from 5:45-6 p.m. and the Mutual network "Ten Pin Topics" on WHK of the same city on Saturdays at 6:30 p.m., is undertaking a new field of endeavor. Levine broadcast the play-by-play description of the Professional Basketball Tournament conducted at the Public Auditorium in Cleveland on the night of March 20. Levine handled the entire broadcast unassisted. The new streamlined basketball game is a challenge to any announcer's ability. The game is fast, allowing no time outs after the making of a point. Game was aired on WHK from 10:15-11 p.m.

* * *

New voices at WMAZ, Macon: Lloyd Harris, formerly of WDAK, West Point; Frank Hubbs and Fred Kenney, who were last with WAGA, Atlanta....Illness continues to hamper office work at WMAZ. Frances Taylor, bookkeeper, returned recently from two months off for operation; Rose Martin, receptionist, had to leave following day for six weeks at Daytona Beach and treatment of a hay fever-type ailment....Jimmie Bishop has been advanced from announcing staff to post of copy editor at WMAZ, Macon.

* * *

Home economist Mary Nell Kling of WSBA, York, Pa., will turn the tables on women's editor Saralee Deane when the latter leaves for officer training in the WAVES next week. A week of special recruiting programs on the "Don't Listen Men" hour, featuring WAAC and WAVE officers, will be climaxed by an interview with Miss Deane on Friday, when Mrs. Kling takes over the directing of women's programs on the York station....Ann Trippe, WSBA, continuity editor has accepted a script-writing job at WSB in Memphis....James Crist, formerly of WFMD, Hagerstown, Md., is new to the announcing staff of WSBA.

* * *

Sales staff of WPAR, Parkersburg, W. Va. has no worry over the manpower shortage. With the addition of Hazel Chapman to the staff, the outlet has a feminine sales department. Three charming ladies to carry the program to the advertiser, Mildred Chernoff, Frances Inslee, and Mrs. Chapman....Jim Austin is a new member of the WPAR program department. Newcomer is a recent graduate of Marietta College and is getting his radio debut at WPAR. He handles a regular announcing shift in addition to a commercial news spot.

Longest remote in the history of WGBR, Goldsboro was made Monday, March 15, when the station broadcast the launching of the Matthew T. Goldsboro from the Wilmington, N. C. Shipyards, 100 miles away. Airing, which was sponsored by the local Coca-Cola bottler, was handled by Dan Trueblood and Billy Haire from the station's staff. Transcriptions of the event were rebroadcast on Tuesday for listeners who may have missed the initial broadcast.

* * *

Terry Hobrecht has joined the continuity department of KROW, Oakland. She replaces Marian Edwards, resigned....KROW is broadcasting a Friday night show from the Lake Merritt Hotel in Oakland. The half-hour 10:30 p.m. program, titled "Who's What At the Merritt," presents interviews with the dancers.

* * *

A casual remark made by Alston Stevens, WFIL, Philadelphia, announcer, on his "Cash on the Line" program, to the effect that he was bored receiving nothing but plain post cards in his mail and would like some variety, resulted in a deluge of the varied type. Since he made the remark Stevens has received over 300 picture post cards, including two entire post card collections, one started 35 years ago.

* * *

Cedric Adams, news reporter on WCCO, Minneapolis, changed over from the sponsorship of Butternut Coffee to that of General Mills, "Wheaties" on March 22, for his "Noontime News," heard every day, Monday through Saturday. The shift of sponsors also involved a shift in time. Adams is now heard at 12:30 p.m.

* * *

The Alleghany Ordnance Plant, Cumberland, Md., in conjunction with the Kelly Springfield Company, has begun a series of 15-minute programs over WTBO, to acquaint the public with matters of interest concerning the activities of the plant insofar as is compatible with the necessity for military secrecy concerning some phases of operation. Aurelia S. Becker, WTBO general manager, has been appointed to the Alleghany Ordnance Plant Public Relations Committee formed to disseminate such information through various channels to the public....Peg Coulehan, whose program of news and notes for women has been a feature on WTBO, for some four years, is vacationing in Palm Beach, Fla. Versatile Ina Lee Eichner, office manager-accountant of the station, is pinch-hitting for Miss Coulehan.

* * *

WDRC, Hartford, has instituted a new Saturday afternoon program of unannounced recorded dance music from 4 to 5 p.m., with a break at 4:30 for a five-minute newscast. Trend at station is toward unannounced musical shows wherever possible and there are about 10 different shows of this type now being aired.

New additions to the WOWO staff include Harold Stout, guit Wanda Juanita Riehle, recept and mail clerk; and Madge Ro continuity department. This ma return engagement to WOWO for Roemer, who, in 1933 and '34, a script which was heard three weekly on the Fort Wayne stati was called the Rider Family, and one of the first "family" prog to be aired....Paul E. Mills, manager, and Jack O'Mara, prom manager of WOWO-WGL, Wayne, recently returned from a ness trip to Chicago.

* * *

WBTM, Danville, fed Jimmy Scrib "Johnson Family" to the Mutual Ne during his recent tour of Virgini has been hinted that Jimmy will pl return engagement in Lynchburg.... are being arranged for Lowell Th to make his coast-to-coast broadcast WLVA on Friday. Randolph Bran become continuity chief of WLVA; Car Read is in charge of writing and ed women's scripts for all department sponsors....Edward A. Allen, pres of the Tri-City Network of Virginia, WLVA is confined to his home wi slight case of influenza.

NBC Thesaurus Signs 10 Station Contra

Ten new station contracts, hea by one calling for 195 programs single series, have been sign and announced by the Syndica Sales Department of NBC's Rad Recording Division. Highlighted d was placed by KDAL, Duluth, Mi for the City Water and Gas Co., co ering 195 programs of "Betty a Bob."

Other new contracts included "Fa ing for Freedom" with WBLK, Clarks burg, W. Va., for Sinclair Oil Dealers with KTRH, Houston, Texas, for th Dairyland Ice Cream Co.; wi WTCM, Travers City, Mich., for t Parsons Mfg. Co.; and with WJPF Greenville, Miss., for the C. E. Jordan Furniture Co., the Crystal Grille, th Ayres Company and the Queen Ci Cleaners.

"Time Out with Ted Steele an Grace Albert," has been taken by the Howard C. Brown Co., Hollywood Calif., for use in New Zealand. WJT Jamestown, New York, arranged fo the use of 39 programs of "Let's Tak a Look in Your Mirror" for Nelson Department Store.

Two new and two renewal contra for "The Name You Will Remember were consummated. WIOD, Miami Fla., has renewed 39 programs fo Sal-Fayne; and WBIG, Greensboro, N C. renewed for an unnamed sponsor The new contracts for "The Nam You Will Remember" were receive from WNBC, Hartford, Conn., an from WBBB, Burlington, N. C. Bot of these contracts call for thirty-nine programs.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

. 22, NO. 56 | NEW YORK, N. Y., WEDNESDAY, MARCH 24, 1943 | TEN CENTS

'CC's FM Co-Op Plan

Approves Application Of 4 Philadelphia Outlets For Joint Rotated Operation; Equipment-Pool Innovation

Washington Bureau, RADIO DAILY

Washington—The FCC yesterday approved for a three-month trial period the application of four Philadelphia FM stations to begin cooperative broadcasting, remaining on the air eight hours daily for seven days each week. The four stations will be the first to try out this novel way of "licking the duration," as one official here put it. It is unlikely that they would all have been able to stay on the air the minimum time required by the Commission rules if

(Continued on Page 3)

Come Across for the Red Cross

Senate Approves Bill To Kill Salary Ceiling

Washington Bureau, RADIO DAILY

Washington—Despite opposition by Majority Leader Alben W. Barkley and other Administration adherents, the Senate yesterday passed the debt limit bill which contains a rider nullifying the OES salary ceiling order.

The measure now goes to conference between representatives of the

(Continued on Page 7)

Come Across for the Red Cross

Ascap Board To Certify Newly Elected Directors

The Committee on Elections of the American Society of Composers, Authors and Publishers announced yesterday that it will certify to the Board of Directors of the Society at

(Continued on Page 2)

'I Reiterates Stand n Talent Deferment

shington Bureau, RADIO DAILY

shington—Lauding the contribu- of radio and theater talent, Davis, OWI director, in a state- on the denial by the Presidential l Board of Kay Kyser's request classification from 1-A, verified ement carried in RADIO DAILY rs ago that OWI has discon- the practice of requesting de- t for artists who serve it in a ry capacity. Douglas Meservey, f the OWI Radio Bureau, had ADIO DAILY at that time that no

(Continued on Page 7)

Plans Increase In War-Effort Time

eport of Mutual's war-effort ms reveals that the network ly will devote more radio time ar than it did in 1942 to the e offensive against the Axis s.

January, 124 war-effort pro- were produced over the net- covering a total of 57 hours minutes, according to Adolph er, Mutual's program director.

(Continued on Page 6)

ime Across for the Red Cross

KG Joining CBS Effective On April 5

G, Worcester, Massachusetts CBS April 5, H. V. Akerberg, ice-president in charge of sta- lations, announced yesterday. ing on a frequency of 580 kilo- with 5,000 watts power, full TAG becomes a full CBS Basic . In making the announce-

(Continued on Page 3)

Reveille!

esterday's wee hours of the ning which brought a test air alarm to New York found Lois ary excited because she was ble to get a cab to go to the studio where her program reille Sweetheart" is heard 6:30 a.m. She left her script at otel and wound up ad libbing mercials, and with Jack Rourke, one-hour show.

Starting Low

Minneapolis-St. Paul—Clellan Card, WCCO's gag announcer, filled in recently when power lines went dead by doing an additional 15-minute stint on which he said he would raffle off the general manager. Fifty calls resulted from the announcement with one woman saying, "Men are so scarce nowadays that I want to put a bid on the raffle of the general manager." She bid twenty-five cents.

Documentary Reports On Ohio 'U' Agenda

Documentary reporting via transcriptions which has been on the increase as a result of the war, both in American and British programming, will be discussed Saturday, May 1, in Columbus, Ohio, at the Fourteenth Institute for Education by Radio as part of the Seventh American Exhibition of Citations of Educational Radio Programs sponsored by Ohio State University. Project was suggested by

(Continued on Page 3)

Come Across for the Red Cross

Over 600 Outlets Ready To Aid War-Loan Drive

According to the Treasury Dept. over 600 stations have responded to date in answer to Secretary Morgenthau's request for cooperation in putting over the 2nd War Loan campaign which gets under April 12. Letters and telegrams are still coming in and

(Continued on Page 3)

Disk Firms To Confer On AFRA 5% Rejection

Representatives of the transcription and recording companies and advertising agencies will meet later this week to discuss AFRA's refusal to compromise on a 5 per cent increase in transcription code minimums preferred by the trade when the union asked for 10 per cent increase, as per the cost-of-living clause

(Continued on Page 6)

Come Across for the Red Cross

"Dick Tracy" On Blue For Joint Sponsorship

"Dick Tracy," has been made available to affiliates of the Blue Network for sale to local sponsors on a local cooperative basis on alternate days. The program is now sponsored three days weekly on 31 stations of the Blue by Sweets Company of Amer-

(Continued on Page 2)

Buy More War Bonds and Stamps

Millions In Bond Sales By "Truth-Consequences"

First two "Truth or Consequences" shows in the quiz program's cross-country barn-storming tour acquired nearly one and a half million dollars in War Bond Sales. At the initial

(Continued on Page 5)

NBC 1943-44 Symphony Plans Include Toscanini - Stokowski

Arturo Toscanini and Leopold Stokowski will again conduct the NBC Symphony Orchestra during the 1943-44 season, according to Niles Trammell, president of NBC, who disclosed that the 24-week Winter series will be equally divided by the two world-renowned symphony directors.

The new season, starting October 31, marks the seventh year of the NBC Symphony and represents

(Continued on Page 7)

Lomax To Ball Camps Via Ruppert Beer Renewal

WOR again will air a "first" in sports when Stan Lomax carries his microphone into the training camps of the Yanks, Giants and Dodgers at Asbury Park, Lakewood and Bear Mountain, respectively, at the direct invitation of Ed Barrow, president of the Yanks; Horace Stoneham, presi-

(Continued on Page 2)

Interview De Luxe

Fancy wrinkle in interviews will take place at 4 p.m. today over WNEW when Paula Stone, will interview her famed dad Fred Stone, comedian, well known to vaudeville and musical comedy on her daily program. Following this, both father and daughter will be interviewed on the air for the Evening "Post" by one of its feature writers, Mary Braggiotti.

RADIO DAILY

Vol. 22, No. 56 Wed., March 24, 1943 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

(Tuesday, Mar. 23)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	140⅛	139⅝	139⅞	+ ⅛
CBS A	17¾	17½	17½	+ ¼
CBS B	17½	17½	17½	...
Crosley Corp.	14¾	14½	14¾	+ ⅜
Gen. Electric	35⅛	34⅞	35⅛	+ ⅛
Philco	19⅜	19	19¼	+ ¼
RCA Common	7¾	7⅝	7¾	+ ⅛
RCA First Pfd.	62	62	62	— ¼
Stewart-Warner	10⅜	10¼	10⅜	+ ¼
Westinghouse	86	86	86	...
Zenith Radio	26½	25¾	26½	+ ⅞

NEW YORK CURB EXCHANGE

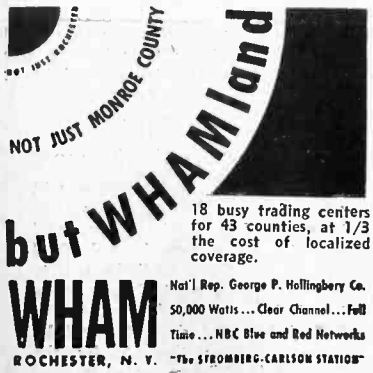
Hazeltine Corp.	28	28	28	+ 1

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	7	7⅛
Stromberg-Carlson	9⅛	10⅛
WCAO (Baltimore)	17	20
WJR (Detroit)	22	...

WSAZ Joining Blue

Effective April 1, WSAZ, Huntington, West Va., will become affiliated with the Blue Network as a basic supplementary station, bringing the total of Blue affiliates to 150. WSAZ operates full time on 930 kc. with 1,000 watts power. The network station rate per evening hour is $120. The new Blue affiliate covers the Huntington and Ashland, Ky., markets, the two cities representing a combined population of 108,373. Huntington is the first city in West Virginia in population.



"Dick Tracy" On Blue For Joint Sponsorship

(Continued from Page 1)

ica for Tootsie Rolls. As the program was made available, Fischer Baking Company, Newark, N. J., signed with WJZ, N. Y., to sponsor the show Tuesday and Thursday on the Blue's New York outlet starting April 1. "Tracy" is heard Monday through Friday from 5:15 to 5:30 p.m., EWT.

The children's program, a dramatization of the newspaper cartoon strip, has been sponsored by Tootsie Rolls on Monday, Wednesday and Friday on 31 Blue stations since March 15. It will be available for local sponsorship Monday through Friday on all stations of the Blue except on Monday, Wednesday and Friday, the 31 being used by Tootsie Rolls. On these 31 stations the program will be offered to local sponsors Tuesdays and Thursdays.

Fischer Baking will sponsor the show on WJZ for Fischer Enriched Buttercup Bread. Schech Advertising Agency, Newark, handles the Fischer account.

With "Dick Tracy," a total of six programs are now being offered to affiliates of the Blue on a local cooperative basis. They are: "Dick Tracy," "Counterspy," "The Mystery Chef," "Baukhage Talking," "Roy Porter-News" and "Martin Agronsky-News." "Counterspy" like "Dick Tracy," is also sponsored on a network basis. Mail Pouch Tobacco Company presents the half-hour program Monday on 61 stations, while it is available to local sponsors on all other Blue affiliates.

John G. Robb To Blue As Editorial Assistant

John C. Robb, specialist in Far Eastern affairs, has joined the news division of the Blue Network as an editorial assistant to G. W. "Johnny" Johnstone, director of news and special features. Robb has resigned as head of NBC International Division's news room in New York, a position he held for the past 15 months.

The new member of the Blue news staff spent 23 years in the Orient where he had extensive newspaper and general business experience. He has been associated with the Manila "Daily Bulletin," the American Chamber of Commerce Journal of Manila and Reuter's News Service in the Phillippines. His new book on the war with Japan will be published within the next few weeks.

In his new position, similar to that of Schuyler Patterson, who joined the Blue's news division several weeks ago, Robb will cooperate with Blue newscasters and commentators originating at the New York studios in the preparation of their script material.

Menser Cited By OWI

C. L. Menser, NBC vice-president in charge of programs, has been cited by the Office of War Information for his voluntary services in behalf of a government program series, "1942 Victory Volunteers."

Ascap Board To Certify Newly Elected Directors

(Continued from Page 1)

its meeting to be held today, the election of the following directors: Fred E. Ahlert, Oscar Hammerstein II, Irving Caesar, A. Walter Kramer; publisher members: Gustave Schirmer, Louis Bernstein, Herman Starr and Saul Bornstein.

The results of the vote for the writer members are as follows:

Fred E. Ahlert	50,907
Oscar Hammerstein II	47,887
A. Walter Kramer	34,059
Irving Caesar	31,687
Oley Speaks	23,599
Peter De Rose	15,552
Milton Ager	13,758
Harry Tierney	12,754
Paul Cunningham	11,149
Walter Kent	8,325
Jacques Wolfe	7,711
Jesse Greer	5,789

The results of the vote for the publisher members were:

Gustave Schirmer	3,362
Louis Bernstein	3,284
Herman Starr	3,275
Saul Bornstein	3,268
Edwin H. Morris	625
Sam Fox	392
George Marlo	359
Edwin L. Gunther	262
John F. Snengstack	48
Julius Schein	2

The only change in the present board of directors is the replacement of Oley Speaks by A. Walter Kramer for the standard writers.

Lomax To Ball Camps Via Ruppert Beer Renewal

(Continued from Page 1)

dent of the Giants, and Branch Rickey, general manager of the Dodgers.

WOR has put wire lines into each of the three camps and began his exclusive series, which will be heard at his regular 7 p.m. Monday through Saturday time, on Monday, March 22, from the Bear Mountain Inn where the Dodgers are staying. From Tuesday through Saturday of this week, he will make his headquarters with the Yanks at the Albion Hotel in Asbury Park. On Monday he will return to Bear Mountain to be with the Dodgers.

The Jacob Ruppert Brewery, for Ruppert Beer and Ale, has renewed Lomax's Tuesday, Thursday and Saturday 7 p.m. sport broadcasts for the fifth consecutive year over WOR. The renewal, effective Saturday, March 27, is for 52 weeks, and was handled through Ruthrauff & Ryan, Inc.

Ruppert Buys Baukhage For New York Coverage

Jacob Ruppert, for Ruppert's Beer, has signed for sponsorship of "Baukhage Talking" on WJZ Mondays through Saturdays starting Monday, April 5. The programs will be heard from 6:05-6:15 p.m. each day. The Baukhage newscasts and commentaries, which will be piped to WJZ from Washington, start tomorrow on the station as a sustainer and will continue in that classification until the starting date of the Ruppert sponsorship. Ruthrauff & Ryan, Inc., is the agency in charge.

COMING and GOI

A. D. WILLARD, JR., general mana WBT, Columbia's affiliate in Charlotte, rived from North Carolina on a short tri

ROGER BAKER, of WLW, in town on b for a few days.

EDWARD TOMLINSON, Blue Network mentator who is on an extended speakin which will take him to the West Coa back, lectures tomorrow in Salt Lake City

JOHN MAYO, sales manager of Assi Recorded Program Service, is back at ha following two weeks on the road.

ROY THOMPSON, managing director of Altoona, Pa., is here for conferences wi New York representatives of the station.

CPL. ALLEN FINN, formerly radio ed "Newsweek," has arrived from Camp Miss., and is spending a few days here entering Officers Training School at Wa ton, D. C.

KINGSLEY F. HORTON, sales manag WEEI, Boston, Mass., a caller yesterday a offices of CBS.

KENNETH D. SOBEL, manager of Hamilton, Ont., is in town from Canada few days on station and transcription busin

EDDIE CANTOR is in Pasadena for the b casting of tonight's "Time to Smile" pr from the auditorium of the Western De Command.

HOWARD LANE, central division field ager in the station relations department of is in town for conferences at network quarters.

HAROLD W. CASSILL, station manage WGNY, Newburgh, N. Y., is back at his following a week in New York.

HARRY M. BITNER, JR., office manage WFBM, Indianapolis outlet of CBS, is in York on station and network business.

CHARLES J. TRUITT, general manage WBOC, Salisbury, Md., has joined the execu contingent currently in New York on busines

WILLIAM F. MALO, commercial manager advertising director of WDRC, Hartford, a vis yesterday at CBS headquarters.

J. C. TULLY, president and station mana of WJAC, Johnstown, Pa., outlet of the Network, is here on station and network b ness.

City Radio System Honored

The Municipal Art Society has pr sented to the Municipal Broadcas System a citation of merit for ou standing cultural service to the Ci of New York, the first such awa issued by the Society in its 52 yea of existence. The presentation wa made to Morris Novik, executive d rector, in the Municipal Broadcastin Studios, at 4:30 yesterday afternoo

AMERICA
"AMERICA AT WA
A patriotic program series combining a timely dramatization with an inspiring talk by nationally prominent speakers. Cooperatively sponsored and we even sell it for you. Has already made good money for 25 radio stations. Write for details to Don Searle.
SALES FEATURES CO.
1023 NO. 17TH ST. . . . OMAHA, NEBRASKA

Co-Op Plan For FM Given FCC Approval

(Continued from Page 1)

c had to broadcast seven days ly.

re than 60,000 people are ex- d to benefit by this plan. Phila- ia has an estimated 17,000 FM ers.

Description of Plan

conformity with Section 3261, SH (Pennsylvania Broadcasting W53PH (WFIL Broadcasting W69PH (WCAU Broadcasting and W73PH (Wm. Penn Broad- g Co.) are now on the air with chedules for a minimum of six per day. Under the Commis- 90-day special waiver the four ns will be able to operate under perative plan of broadcast ro- which will present one of the tations each day from 3:00 to 0 p.m. Each station will have one r day of the week for its pro- while remaining days will be d. Daily announcements over by printed media will inform tening public of the broadcast le to be maintained.

Conservation a Factor

ime necessity for conserving materials, electric power, libraries, transcriptions, and king use of depleted manpower, dvanced as reasons for grant- waiver. The stations are plan- pool all their spare parts and ent, which will be distributed station as the need arises. A ttee of co-ordinators, composed presentative of each station, is rvise and co-ordinate the pro- f the stations so that the pub- obtain the best possible pro- service under present condi-

e service areas of the four sta- o not coincide, all four of them r Philadelphia and its imme- nvirons. One other FM station tion to the petitioners, W57PH, s in the city.

Lennen & Fink On Mutual

& Fink, for Hinds Honey and cream, has consummated a eal for a half-hour program ual, Wednesdays, 8:30-9 p.m., starting date around April 28. of the show is undetermined Account is serviced by Esty & Co.

BEST and the MOST FOR YOUR DOLLAR
WNBC
In America's
INDUSTRIAL ACTIVE
HARTFORD
5000 WATTS BASIC BLUE

☆ PROMOTION ☆

"Parade" Results

National Broadcasting Company has issued a 32-page illustrated brochure, titled, "Oyez! Oyez! Oyez! Indeed!" summarizing the scope, usage and overall results of the network's "Parade of Stars." The promotion piece, illustrated with humorous Burris sketches, recounts the steps taken by NBC in preparing publicity and promotional material to be used by affiliated stations in calling attention to the "Parade." Using figures supplied by the stations, the brochure reveals the nationwide acceptance of the campaign.

The pages list the stations that scheduled the "Parade" together with the clients and agencies which cooperated in making it an effective attention-caller to NBC's top ranking stars and features in which they appear. Samples of the numerous promotional pieces, including car cards, table cards, bill-boards, newspaper editorials, picture spreads, lobby displays and spot advertisements, are presented in color.

A chart, compiled to show the results of the campaign at a glance, reveals that 125 NBC stations alloted a total of 314 hours (nearly 20 full broadcasting days) to programs built for NBC's Parade of Stars. The total number of individual broadcasts, including full-time shows and spot announcements, was 7,566.

To prepare the Parade of Stars, according to the brochure, over 60 NBC stars cut records for a total of 21 shows and 1438 pressings of these recordings were then made to fill the requests of participating stations.

Complete sets of these recordings, accompanied by scripts which permitted each station to use the material to build programs of different lengths, were contained in an elaborate portfolio, together with samples of the promotional helps pictured in the brochure.

Six hundred special copies of "Oyez! Oyez! Oyez, Indeed!" have been individually inscribed for the stars, sponsors and agencies who cooperated in producing the Parade.

WJR's "Sunday Afternoon"

"On Sunday Afternoon" is the title of a brochure recently issued by WJR, Detroit, and from it a set of bird tracks run diagonally to the bottom of the page where a wacky-looking bird is confronted by a large question mark. On the next page the bird appears again in the upper left hand corner, this time with boxing gloves on and the caption is "WJR Delivers a Sunday Punch." The folder concerns the mail response to single offer made at the re-broadcast of a Rickenbacker speech to supply copies of the address. A map and list of states show the amount of mail received. An enlarged map on the next page shows cities heard from in Michigan and adjacent states and the number of letters per radio home.

Point is brought out that speech was a re-broadcast and had been heard in same area the day before, and that there was large response from cities as much as 145 miles away. "And that our friends is....." says the bird at the bottom right hand corner, "Penetration!" (caption on the last page). The back page contains a sales message on the value of Sunday afternoon broadcasting time as shown by the response to an announcement which had no build-up whatsoever.

Documentary Reports On Ohio 'U' Agenda

(Continued from Page 1)

Dave Driscoll, head of WOR's War Features and Special Service Department. I. Keith Tyler is director of the Institute which will start April 30, and run through May 2.

The discussion of the documentary broadcasts will feature J. Harrison Hartley, Chief of Radio of the Navy's Bureau of Public Relations; Lt. Col. Ed Kirby, chief of Radio for the War Department's Bureau of Public Relations; Phillip Cohen, chief governmen Liaison Officer in the OWI; Stephen Fry, new BBC traffic manager in New York.

BBC Increased Use

Since CBS, NBC and the Blue maintain a policy against the use of transcriptions on network service, Mutual has done most of the documentary broadcasting in this country. BBC has increased its use of the medium since the war, also. Both chains have held that the device is the best means of on the spot reporting of the war in view of censorship and the need for bringing reality to the public's attention.

To Air DuPont-Lewis Award

The presentation of the Alfred I. du Pont commentator prize will be reenacted when Mutual's award-winning broadcaster, Fulton Lewis, Jr., will be the principal guest on the U. S. Navy School of Music "For Victory" show to be heard over the Mutual today from 12:30-1 p.m. The 80-piece Bluejacket Band will play "Guaracha," written by Mutual's composer-conductor, Morton Gould.

WTAG Joining CBS Effective On April 5

(Continued from Page 1)

ment Akerburg said, "The addition of WTAG as an affiliate of the Columbia network will considerably widen and intensify the New England coverage of the network."

Owned and operated by the Worcester "Telegram" and "Evening Gazette," the station began operation in May 1924 and was purchased by the Worcester Telegram Publishers Co., Inc. in 1925. Edward E. Hill is director of WTAG, which operates with a complete staff of more than 60 persons.

Benny To Extend Rest

Chicago — Because of conditions which doctors discovered were more serious than earlier diagnosis indicated, Jack Benny will be off the air for several weeks more. He will be permitted to leave his hotel room here this week and will go to Arizona for a rest. Meanwhile, Orson Welles will continue as Benny's substitute Sunday, March 28.

Over 600 Outlets Ready To Aid War-Loan Drive

(Continued from Page 1)

nearly all of the outlets responding signified that they are making extensive plans for local exploitation and promotion.

★ INDUSTRIAL PAYROLL up 52%
First 10 months of 1942 compared with same period 1941
A MUST Market in MASSACHUSETTS
WTAG
WORCESTER

in BALTIMORE
and the Central Atlantic States

Edward Petry & Co., National Representative

Los Angeles

By JAC WILLEN

DON E. GILMAN, vice-president in charge of Western Division of the Blue Network, turned radio actor during his visit to KEX, Portland, Blue affiliate, appearing on the station's "Personality Hour" recently, accompanied by his son, Paige Gilman, now of the U. S. Army, who made a radio appeal for camp equipment for his nearby army camp.

Milton Biow, head of the Milton Biow Agency, still visiting here and conferring with Vick Knight.

Fourteen years as a top radio star, and only two sponsors, is close to a record in radio, where many headliners change product every year.

Lou Kroeck, manager of KTMS, Santa Barbara, knows now that seconds really count in radio.

It all happened when Jack McClaren, morning announcer, ran out of gasoline on his way to the studio at six a.m. Kroeck was aroused from bed and dashed to the studios to air the 7:30 a.m. news. Fifteen minutes before air time Kroeck discovered he had forgotten the studio keys in his haste. The nearest microhpone available was at the KTMS transmitter, 11 miles away. The transmitter engineer reports that his boss arrived 15 seconds before air time—and the 7:30 a.m. news went on the air as usual, at 7:30 a.m.

Rudy Vallee this week is in his fourth year on the air for his present sponsor (Sealtest).

Rudy worked for his previous boss (Fleischmann's Yeast) exactly ten years.

See Industry Support Of Fly Administration

Washington Bureau, RADIO DAILY

Washington — Further evidence of the rallying of the broadcasting industry to the support of FCC Chairman Fly was seen in comments contained in the current issue of FM, news letter issued by FM Broadcasters, Inc. following closely upon the heels of the NAB invitation to Fly to address the Chicago convention of that organization. FM has the following to say, after explaining the reasons for and advantages from the recent FCC announcement that FM and television applications will be kept on file for the duration.

"The Federal Communications Commission, in our eyes, has some pretty astute people on its staff. If your local Congressman thinks differently you can dismiss it with the thought that some Congressmen will always be Congressmen and nobody can do anything about it but the dear voting public."

These two overtures to the Commission, along with the obvious difficulty the House Committee to investigate the FCC is having in obtaining manpower, seem to indicate that this particular investigation is not over-popular with the Industry, it is believed here.

Notes From A Ringside Seat. . .!

● ● ● Howard L. Chernoff, Managing Director of the West Virginia Network which comprises WCHS, WPAR, WBLK and WSAZ, was seen huddling with Blue Network execs yesterday....and for a good reason.... From where we sit, it looks like Phil Brito and not Perry Como, will do the vocals on the new "Bourjois" Sunday show over the Blue Network.... MGM has picked up the option on John Hodiak, known to radio listeners as "Li'l Abner"....About two weeks ago, or rather, Thursday, March 11, to be exact, this column queried....quote. Is the "57 Varieties" outfit planning to sponsor a second show to be heard on the Blue Network? unquote....the answer is "yes"....it will sponsor Cyril Armbrister's "Baby Institute" which for the past two months has been a sustainer on the Blue and which earlier this month featured as a guest artist none other than Mrs. F.D.R.....The Three Sisters, vocal trio, who left the Blue to take a featured weekly spot on the NBChain only last week, make another change....this time they go to CBS for a 'big-time' build-up.... Charlie Kenny and Mrs. Kenny, (she's Joy Hathaway of "Amanda of Honeymoon Hill") had a 'blessed event' take place at their farm in Easton, Conn.....yep....four baby goats....There's a gal around town with a voice that is 'Big Time'....used to sing with Leo Reisman....name is Dell Clark....Bob Kerr, radio impresario, leaves at the end of the week to join his Mrs. Kerr (Joan Brooks) who is making a personal appearance tour down in Sunny Florida.

☆ ☆ ☆

● ● ● POSTCARDS WE FORGET TO MAIL YESTERDAY: GEN. ALEXANDER D. SURLES: Your inspiring "Army Hour" celebrates its first anniversary, April 4 on the NBChannel....the stars, on your shoulders and on your programs, all rate 'salutes'.... JACK RUBIN: The crack you made Monday was a pip....we mean when you said, "Many people believed, due to his long silence, that Hitler was dead....but after his broadcast Sunday, they changed their minds....but not ME....Oh no, I still think that voice, heard making that speech, belonged to Charlie Cantor"....MARIAN ANDERSON: Your thrilling trilling will delight the ears when you solo next Monday on the Telephone Hour's "Great Artist Series" over NBC....JERRY WAYNE: When Nellie Revell interviews you next Saturday, don't forget to tell her about your having won the junior tennis championship in your home town of Buffalo a few seasons ago and also that you play four musical instruments. ...CHARLIE SPIVAK: You'll get a speaking role as well as a chance to 'blow your horn' (trumpet) in May, when you start work on the 'now-in-preparation' "Pin Up Girl" on the Fox lot.... OLSON & JOHNSON: You fellows must admit that when Bessie Beatty invited you to appear as guests on her WOR show next week, she used a "showmanship angle"....that day will be 'April Fools' day....tee-hee....WOODY HERMAN: Your rendition of the Norwegian National Anthem in the forthcoming Fox Musical "Wintertime" is an appropriate and well-timed salute to a Brave Ally.

☆ ☆ ☆

● ● ● Some time ago, when Wendell Niles loaned his private plane to a friend who cracked-up while landing, was a 'break' both figuratively and literally....Niles, with no wherewithal to make the necessary repairs, had to forsake flying....he reorganized his orchestra and while ad libbing on a remote from the Olympic Hotel in Seattle, was heard and signed by another station as an announcer....with that 'mike' experience under his belt, he took the family to Hollywood in 1936 and soon after scaled the heights.

☆ ☆ ☆

—Remember Pearl Harbor—

Chicago

By FRANK BURKE

CAESAR PETRILLO is in Ba more to direct the orchestra the Baltimore broadcasts and s scnal appearances of the Wri "Keep the Home Fires Burning" sh for this week. Wrigley show will aired over WCAO with Jack Ful as featured singer and Cha Ruggles as emcee.

Marcia Wheeler, formerly of WL Cincinnati, substituting this week June Baker on WGN's "Home M agement" series while Miss Ba makes her annual trip to New Y to review Spring fashions.

Marriage of Ira Hirsh, WBBM a nouncer, to Shirley Helene Kyle Elmira, N. Y. at Howe's Memo Chapel, Northwestern University, h been announced.

Tom Builta, WBBM announcer, to West Palm Beach, Florida, for 15-day vacation.

CBS is considering building a su taining show around Dorothy Don gan, swing pianist, now featured Chicago's Down Beat Room.

Percy Faith, NBC Maestro, h composed a marching song, "Mar of the Junior Victory Scouts," honor the OCD Victory Scouts.

WGN has doubled its original go of $500,000 set as its quota in th "Chicago Cruiser" campaign of th Treasury Department, getting $1,005 350 in War Bond sales through sponsored "Ice-Capades" show.

To aid recruiting for the Marine Women's Reserve, Mary Afflick, WG producer, will conduct a radio serie "Marines' Open House," on WGN Tuesday and Thursday at 4:15 p.m.

WDAF Goes Over Top

Recruitment figures for nurses fa in excess of the station's assigned quota, have been reported by WDAF Kansas City, one of the 116 NBC affiliates airing "That They Might Live" and "March of Mercy." Both programs are produced in cooperation with the Red Cross. With three weeks of the campaign remaining, WDAF has exceeded its quotas to the following extent: 136 graduate nurses, quota, 100; 497 nurse's aides, quota 185; 5,169 home nursing students, quota, 2,416.

General Baking On WABC

General Baking Company has signed its fifth contract with Columbia's New York City outlet, WABC. Through Batten, Barton, Durstine & Osborn, Inc., General Baking is advertising on the WABC musical program "Music For Today." For Bond Bread, the client has purchased the show Monday, Wednesday and Friday from 8:15-8:20 a.m., EWT.

SINGER WANTED

Girl singer with voice and personality for popular musical program on NBC station. Must be capable of holding up high-rating sponsored show and be able to send audition record.

RADIO DAILY, Box 129,
1501 Broadway New York City

UEST-ING

DUROCHER, on the Milton program, today (WABC-CBS, n.).

MY RIGGS, on Ransom Sher- Grapevine Rancho," tomorrow -CBS, 8 p.m.).

JORIE LAWRENCE, Metro- Opera star; FRANK FAY and MOBRAY, on the "Stage Door tomorrow (WABC-CBS, p.m.).

BETTY HUTTON, on the Rudy program, tomorrow (WEAF- 30 p.m.).

CROWLEY, superintendent New Haven Railroad police, BEVERLEY KELLEY, of the staff of Ringling Brothers Barnum & Bailey Circus, on the Queen program, Saturday -NBC, 7:30 p.m.).

Reserves Decision In Action Against Ascap

reserved decision this week, the action seeking a 10-year ac- of all moneys collected and by Ascap, as instituted by Music Corp., Denton & Haskins and George Whiting. Judge Dineen presided. Andrew berger represented the plain- Seven attorneys, including & Frolich and Julian T. represented the 54 defend- All Ascap directors, current had been named defend- the litigation which was January 8. Among other ginal complaint charged the tecs with failure in the ex- of their trust and with re- ender accountings at annual of members. Case was in the Supreme Court of ounty.

Per Cent Sets Sold In Quebec

—Quebec provides a mar- pproximately 19 per cent of dios sold in the Dominion of Sales averaged 75,000 an- om 1939 to 1941. Last year, restrictions on production of sales dropped off sharply . Those in Quebec, however, to maintain the same ratio er years despite restrictions war-induced factors.

FREE! Double Your Weekly War Savings Stamp Purchases!

"The Cowboy Caruso" (who pitch—sometimes) wants a names for a new radio pro- He will make phone calls pub- double weekly War Savings purchases—up to $25.00. Ad- your patriotism—Hickey will pays to be patriotic. Send address and phone no. on post- Dept. R.D.

"HICKEY'S CALLING"

FIFTH AVE., N. Y. C.

NEW PROGRAMS—IDEAS

"The Busy Mr. Bingle"

New comedy series to be aired over WIP, Philadelphia, is "The Busy Mr. Bingle." Continuity deals with the adventures, or rather misfortunes, of the main character, "Mr. Bingle", a bewildered little man who owns a pin company. A complete story will be told every week. Typical plot is the first story in which Mr. B. gets in trouble with the government over a large order of pins. Priorities prohibit the order until a wackwit inventor produces a machine that accepts vegetables in one end and spits out plastic pins at the other. Everything is fine until a government man accidentally drops a pin into a glass of water!

Show written and directed by John Cinn, will be heard every Saturday from 7:30-8 p.m. Cast includes John Brown, Ethel Owen, Jackson Beck and Elizabeth Morgan.

Soldiers' Letters

"Letters from the Fighting Front" is a new program added to the weekly schedule of WPAR, Parkersburg, W. Va. Sponsored by the W. Va. Paint Co., the program brings to the listeners, letters from the men overseas on the fighting fronts of the world. A specially recorded sound effects disk opens the show, letters and music make up the balance of the half-hour. The letters, of course, are given an additional censoring before they are read over the air. The program is receiving much support from listeners who send letters to the station or take them to the sponsor's store.

"Keep 'Em Healthy"

With the nation depending more and more upon the farmers' output to help feed the nation and its allies, Ed Mason, director of the WLW, Cincinnati, farm department, announces a series of programs, that will be presented on the station's "Farm Hour" called "Keep 'Em Healthy," that will aid farmers in their fight to maintain production levels set by the administration.

The series will present timely suggestions on maintenance of livestock and poultry health in wartime. The series was prompted by the frequency of disease and parasite outbreaks among livestock herds and poultry flocks. The WLW farm department will have the opportunity to present authorities on animal health on the series through the cooperation of the Middle Western State Veterinary Medical Associations.

Thumbnail Sketches

Thumbnail sketches of famous war personalities make up the theme of a new series launched on KMOX, St. Louis, heard each Sunday at 1:55 p.m. Charles Barnhart, head of the station's continuity department, is writing the new program, which is read by Lambert Kaiman, announcer. Sponsored by the St. Louis Union Trust Company, the series has been called, "These Are The Men." Each is a dramatic study of the men directing the nation's military operations. General Dwight Davis Eisenhower, American Commander-in-Chief in North Africa, was the subject of the first broadcast.

Dolly de Milhau Named WINS Publicity Director

Dolly de Milhau has been appointed director of publicity of WINS, New York, it has been announced by Cecil H. Hackett, managing director. Miss de Milhau was formerly publicity director of the Stork Club and prior to that was connected with the radio department of Young & Rubicam.

William F. Carley has been appointed director of promotion and news at WINS. He formerly was promotion director of WMCA, New York, and prior to that was promotion and publicity director of WBT, Charlotte, N. C.

New CBC Series

Toronto—Eminent Canadian artist Lawren Harris will be heard this month in a series of talks on "Art and Life." Broadcasting from Vancouver, Harris will speak over CBC's National Network, beginning Wednesday, March 31, at 7:45 p.m., EDT, 8:45 p.m., ADT, and on subsequent Wednesdays at the same time. "Science and Art" will be his first subject, and succeeding broadcasts will deal with "Art and Democracy," "Philosophy and Art," "The Artist's Point of View," "Canadian Art" and "Canada and the Arts."

Youngest Network Artist Signed For MBS Program

Pharmaco Company, for Chooze, will sponsor a new quarter-hour show on 33 West Coast Mutual stations, featuring Bobby Hookey, five year old "Rocking Horse Rhythm" singer who has been guesting on NBC's Sunday morning "Olivio" program. Juve's show will air 10:45-11 p.m. Other Mutual stations taking the new program on a sustaining basis will substitute war bond appeals for the commercials. Title of the new Pharmaco program will be "Rocking Horse Rhythms."

Southernaires Booked

The Southernaires, radio, concert and recording quartet, have been extensively booked by the NCAC for concert appearances in April. Their engagements are as follows: April 2, Chicago; 3, Clinton, Iowa; 5, Ishpeming, Mich.; 11, Fort Wayne, Ind; 12, North Manchester, Ind.; 13, Peru, Ind.; 16, Muskogee, Okla.; 18, Oklahoma City; 21, Fort Worth; 22, Dallas; 23, Port Arthur; 26, Harlingen and 29, Beaumont, Texas. Their Blue Network Sunday programs will originate as follows: April 4 and 11, WENR-WLS, Chicago; 18, KTOK, Oklahoma City; 25, KXYZ, Houston.

AGENCIES

RUSSELL R. CLEVENGER, a vice-president of Albert Frank-Guenther Law Inc., who has been on a year's leave of absence in Washington during which he first served the United States Treasury as a consultant and later the FCC as director of information, has joined the public relations department of N. W. Ayer & Son, Inc. in New York. The agency also has announced that Granville E. Toogood has been elected vice-president and assistant to the president.

WARD WHEELOCK AGENCY has appointed the Douglas Whitney publicity office to handle the publicity for the Campbell Soup—Milton Berle radio program broadcast Wednesday nights via CBS.

Millions In Bond Sales By "Truth-Consequences"

(*Continued from Page* 1)

broadcast in Pawtucket, R. I., the audience bought $504,000 worth of bonds to see the show. A Buffalo, N. Y., audience last Saturday, added $811,725 to the previous total.

Reports from Cincinnati, where the NBC quiz program appears April 3, under the sponsorship of Procter & Gamble, forecast sales in that city well over the two million mark.

The tour will last four months, concluding in Hollywood. On that time, it is expected that the goal of $20,000,000 in War Bond sales will be exceeded.

Field To WABC Sales

John (Jack) Field, Jr., former sales manager of WPTF, Raleigh, North Carolina, joins CBS as a member of the WABC sales department, Arthur Hull Hayes, general manager of WABC, Columbia's New York City outlet, announced yesterday.

Prior to his affiliation with WPTF, Field was associated with Free, Johns and Field, radio representatives, and Scott Howe Bowen.

Field comes to the WABC sales March 29. He replaces Schuyler Ensell who resigned from the network to join John Blair & Co., radio representatives.

Disk Firms To Confer On AFRA 5% Rejection

(Continued from Page 1)

in the code. Trade session will determine whether or not anything else could or should be done at this time.

With AFRA's not accepting the counter-proposal, and if the trade makes no other offers, the code will run until November, when the union will start negotiations for renewal of contract and logically, demand an increase.

Trade has not received any official letter from AFRA, stating that the 5 per cent was not acceptable. However, in a personal chat between a trade exec and union representative, AFRA's stand was made known. Union's decision is consensus of its local and national boards which have been polled on this issue just as they had been polled on the negotiations for increase in the sustaining and commercial (live) codes. Several e. t. reps reported that AFRA's not accepting the 5 per cent at this time was more or less anticipated, execs having gained that impression upon concluding the meeting with the union representatives couple of weeks ago.

Union Long Opposed

Long range point of view on part of AFRA is basic in its present stand, union having long been known to oppose any great disparity between its live and transcription rates. Local and national officers have long felt that wide differences in live and mechanical rates would place members in competition with themselves. Plight of musicians, and the present difficulties between the AFM and the recording companies have served to strengthen the union's caution in seeking protection against mechanical inroads.

Wm. Prince With Helen Hayes

William Prince, who plays the male lead in "Eve of St. Mark," will appear opposite Helen Hayes in "Human Document," on the Red Cross program, "That They Might Live," Sunday, March 28, at 12:30 p.m., EWT.

Stork News

Thurston Holmes of WPEN, Philadelphia, became the father of a daughter, Susan Walker Holmes, March 13. Mother and baby are doing well at the Jefferson Hospital, Philadelphia.

Henry Grossman, eastern division operations engineer of CBS, is the father of a boy born this week to Mrs. Grossman and named Douglas.

Barbara Ann Ashby, weight 7½ pounds, was born March 20 to Mr. and Mrs. John Lee Ashby of Kalamazoo, Mich. Ashby is the son of A. L. Ashby, vise-president and general counsel of NBC.

WORDS AND MUSIC

By HERMAN PINCUS

OPENING the stack of mail on this scribbler's desk this Spring morning, it must have been chance or our secretary's intuition which placed Al Bernard's letter on top....for the contents of that fine artist's letter rates 'on top' and therefore will lead today's column....Al, whose entertaining "Minstrels" have delighted listeners on both the NBC and CBS networks for years, has been devoting most of his time to writing songs and he included in his friendly wordage, the lyrics of his latest "Quit Singing Those Ration Blues" which, coming on the heels of the swell national reception, accorded our own slogan (which was NBCoast-to-coasted last Sunday on the "Washington Reports" show) 'Be A Rational National', seemed to us well-timed and appropriate....therefore, with Al's permission, we reprint the chorus of his song which he wrote in collaboration with Clarence Stout....

They rationed my coffee, cut down on my meat,
Rationed my sugar and shoes on my feet,
But I ain't a-squawkin', we got Hitler to beat,
QUIT SINGIN' THOSE RATION BLUES;
They rationed my rubber and gas for my tank,
Uncle Sam needs it, we got him to thank
That we have our freedom, let's back up our Yanks,
QUIT SINGIN' THOSE RATION BLUES;
When I take a look-in my ration book
And find that my points are all gone,
I just smile and grin and stick out my chin
Tighten my belt and carry on,
Whatever they cut down we must back our pals
A cheap price for freedom, keeps up our morale
Remember the fox-holes at Guadalcanal
QUIT SINGIN' THOSE RATION BLUES.

☆ ☆ ☆

Approximately 10,000 notes go into the arrangement of an average piece of popular music that plays for about 2 and a half minutes... no we didn't count them but merely took the word of Claude Garreau, arranger for CBS' "Gay Nineties Revue" and the Al Jolson-Monty Woolley shows....Claude, whose musical background runs from the three classical B's....Bach, Beethoven and Brahms, to those three modern B's.....blues, barrel-house and boogie-woogie, first started his musical career, at the age of sixteen, when he took a job as pianist in a nickelodeon movie house in his home town of Jersey City....after several seasons, ad-libbing (musically-speaking) up and down the continent from Ottawa to Panama City, Garreau in 1920 picked up a few musicians, called his band "the Serenaders" and settled down in a dance spot in Coney Island in competition with the "Memphis Five" headed by a young fellow named Artie Shaw and another quintette directed by two brothers, Tommy and Jimmy Dorsey....While directing the orchestra on a vaudeville tour, he met, wooed and married Martha Llewellyn Long, pretty soubrette of the stage, and both settled down to domesticity in Teaneck, N. J. In 1922 he studied theory, counterpoint and instrumentation at the Walter Damrosch Institute and later, while on the staff of Leo Feist, Inc., made arrangements for headliners of the day, namely Van & Schenck, Healy & Cross, the Watson Sisters and the 1,000 lbs. of Harmony....in 1929 he joined the musical staff at CBS where he has been ever since, doing the arrangements for programs that included "Majestic Hour," "Pick & Pat's Minstrel Days" and earlier commercials for Mark Warnow, Al Goodman and Freddie Rich orchestras....The Garreaus have three children, Claude, Jr., 24, now in the army, Edward, 18, and Garth 14....the former used to sing with Bob Allen's band and the other two seem to be interested in anything else but music.

——Be A Rational National——

☆ ☆ ☆

MBS Plans Increase In War-Effort Tim

(Continued from Page 1)

February accounting for 111 progr or almost 51 hours of war e broadcasts. These figures, w cover only sustaining programs duced in cooperation with a Un States Government agency, do include the numerous commer and sustaining announcements a cated to the various networks by government.

U. S. Navy Leads

A further analysis of Opfing report shows that the U. S. N received more broadcast time t any other single agency, chalking a total of 67 programs for this t month period. The U. S. Treas received 16 special programs. Gen war-effort programs, including s cial talks by heads of various g ernment departments, were brou to Mutual listeners on 89 progra covering 39 hours.

"We consider it one of our ma tasks to keep Americans prope informed about the war effort," sa Opfinger. "An informed people c best do its war job. With the co tinued cooperation of the vario government departments, Mutual i tends to do everything possible help bring vital information to t American people."

KFQD Power Increased; WPID Suspends April

Washington Bureau, RADIO DAILY

Washington—The FCC yesterda granted permission to KFQD, Anchor age, Alaska, to install a new trans mitter and increase its power to on kilowatt. Approval was also given fo transfer of the license from the Anchorage Radio Club to William J Wagner.

A Commission spokesman made i plain that granting this power boos and permission to install a new trans mitter does not mean that the gen eral policy on new construction which the FCC has followed for nearly a year now has been altered. But, he pointed out, the Commission has al ways reserved the right to consider each case on its individual merits.

WPID, Petersburg, Va., will sus pend operations on April 1, it was an nounced yesterday because "war con ditions have made it impossible to continue operating and offer accepta able service." The station, owned by the Petersburg Newspaper Corpora tion, began operations in June, 1940.

"Greatest obstacle to continued operation," the announcement said "is the impossibility of obtaining com petent personnel." Since it went on the air it has had three managers five sales managers, 16 engineers and 29 program and clerical personnel—a total of 54 persons, most of the turn over having occurred in the last 12 months.

Studio and transmitter will be maintained intact, and the licensee will apply for renewal after the war.

WI Reiterates Stand On Talent Deferment

(Continued from Page 1)

ts of that type had been made the past three months, the appeal having been entered o adoption of the new policy. new policy follows the Presi- proclamation banning defer- for government workers. text of the Davis statement low:

Patriotism Not Questioned

Office of War Information in st requested the deferment of ading radio stars because they lso serving as consultants to elping us to develop the me- of using radio programs to nate war information and us to enlist the services of adio stars and programs. The ls for war and the need for men have become so acute a period of three months now s not been requesting such de- ts and will not do so in the

e can be no question of the ricism of the nation's entertainers. will not be called to military because of physical disquali- and for other reasons. I am at these who remain in civil l continue to render the valu- vice they have in the past in nment of troops, in selling nds and in helping us to ex- any war programs to the pub- this war, as in the last the f America's actors and artists, the armed forces and in civi- , will rank with the best."

Eight Stars

ight stars referred to were Bob arold Peary, Freeman Gosden, Bergen, Red Skelton, Ozzie Lanny Ross and Kyser.

v also replied to Congressional that OWI has asked draft de- for several hundred of its employees.

ary to the implication that umbers of OWI men have erred from military service," 'OWI has consistently refused est deferment except in the f men whose special skills em irreplaceable. Only 46 ployees have been deferred equest for occupational rea- or the most part there are ns and linguists needed in k to foreign countries. These nts are for six months or less. on, we have pending 46 other equests made under the regu- prescribed for government

1,237 Men Draft Eligible

are 1,237 men in OWI be- e ages of 18 and 37. Most are still in Class 3-A for of dependency. Some are in ving been rejected by the r physical reasons some are awaiting induction.

fense of the loyalty of these vant energetically to oppose nuation that there is some- patriotic about men serving vernment before they have been called by selective service. Many of these men have left higher paying peace-time jobs to come and do more essential work for the government. They have no reason to expect immunity from the draft."

NBC 1943-44 Symphony Plans Include Toscanini - Stokowski

(Continued from Page 1)

Maestro Toscanini's sixth full season with the orchestra that was organized for his return from semi-retirement in 1937. For Stokowski, it will be three consecutive seasons on the NBC podium.

"Music is a major heading in the public service which broadcasting performs today," said Trammell, "In wartime, it is more important than ever, playing a vital part in the nation's morale, in addition to filling its customary cultural and entertainment roles.

Shostakovich Seventh a Highspot

"Continuing under the inspiring leadership of Toscanini and Stokowski, the NBC Symphony is assured of maintaining the high standards to which listeners have become accustomed through six years of broadcasting, concert and recording achievement."

The announcement of Toscanini-Stokowski direction this season again aroused considerable interest. The NBC symphony series, ending April 11, had several noteworthy highspots. Toscanini's opening program in November, featuring the Gershwin jazz classic, "Rhapsody in Blue," won response from music lovers everywhere, and the rendition last January of Verdi's "Hymn of Nations," a musical protest against dictators, literally made front page news. Toscanini's pre-season special concert featuring the Western Hemisphere premiere of Shostakovich's Seventh Symphony is still remembered as a highmark in broadcasting and musicianship.

Stokowski won acclaim for his scheduling of works of great modern composers. The Stravinsky, Hindemith and Milhaud symphonies earned widespread critical attention and the American premiere of Prokofieff's cantata, "Alexander Nevsky," was an additional contribution to a schedule of novel highlights.

American composers received attention in two Toscanini all-American programs—the first in his lengthy career—and Stokowski, too, gave native composers a sizeable share of his schedule.

Same Time Scheduled

The 1943-44 season will continue to utilize the established Sunday afternoon spot of 5-6 p.m., EWT, which, on the basis of listener response this season, has proved to be the most popular listening time in the orchestra's six years of existence.

Toscanini will conduct the first six concerts, October 31 through December 5; Stokowski will direct 12 consecutive programs, December 12 through February 27, and Toscanini will return for his additional six broadcasts on March 5, concluding the season on April 9.

"Baby Institute" Show Bought By H. J. Heinz Co.

Starting April 5, on the Blue Network, as a test promotion for its line of baby foods, H. J. Heinz Company will sponsor "The Baby Institute." The program, broadcast Monday through Friday from 10:30 to 10:45 a.m., EWT, will be sponsored on 25 stations. Maxon, Inc., placed the account. "The Baby Institute" fits in the category of a public service program since it aims to give advice to young mothers on the care and raising of infants and pre-school children. Talks on various phases of child care are presented by experts in this field. Heinz commercials will be of an institutional nature with the idea of keeping the name before the public while its baby foods are being rationed.

Admiral Hooper Retires

Admiral S. C. Hooper, known as the "Father of the U. S. Navy Radio" since he became the first Radio Officer of the U. S. Fleet in 1912, has retired from active service. He plans to act as counsellor to radio and electronic manufacturers.

Senate Approves Bill To Kill Salary Ceiling

(Continued from Page 1)

House and Senate, during which it is hoped a version satisfactory to both chambers will be evolved.

Opinion here is to the effect that a Presidential veto of the bill is possible but unlikely because of the great need for the major provisions of the measure, which raises the national debt limit from 125 to 210 billion dollars. Even in the event of a Presidential veto it appears that Congress could muster the necessary strength to override the veto of the Chief Executive.

OPA Issues Warning Re Tube Repairing

Washington Bureau, RADIO DAILY

Washington—Any store or repair shop which refuses to sell tubes except to a customer who brings in his radio and pays a service charge is violating the General Maximum Price Regulation unless that practice was customary with the store or shop in March 1942, the Office of Price Administration stated on Monday. Warning is result of investigation of instances brought to attention of OPA where prospective buyers of radio tubes have been compelled to go to extra expense and inconvenience because stores would not sell tubes otherwise.

TODAY - 12:30

Luncheon of the

RADIO EXECUTIVES' CLUB

OF NEW YORK

at the Loyale

521 Fifth Ave., New York City

BOB HAWK

star of the Camel "Thanks to the Yanks" show, will conduct a special quiz, with prizes to the winners.

Come on down. All radio people welcome—every Wednesday at 12:30. Bull Ring Bar. Members $1.00—Guests $1.50.

☆ ☆ Coast-to-Coast ☆ ☆

AN ANTI-GREMLIN campaign has been interwoven into an OWI campaign over KIRO, Seattle, on the early morning Time Klock Klub. Each morning Norman Runions, chairman of the Klub, broadcasts the latest discoveries in the ever-increasing Gremlin Family, such as the "work-ono," who tries to keep women out of war industries and the "applianca-bolus," who is careless with valuable electrical appliances. Dorothy Shaftner and continuity editor Al Amundson, originators of the campaign, plan to enlarge their scope beyond the early morning show in an effort to abolish the imps who are doing their utmost to curtail war production.

* * *

War or not, Milwaukee advertisers are going ahead with their advertising campaigns over the Milwaukee "Journal's" FM station W55M. Recently the station signed two new contracts, one with Schuster's Department Store, which plans to increase their air time to such an extent that they will use more commercial radio time than used by any other FM station in the country. The other contract was signed by the Robert A. Johnston Company.

* * *

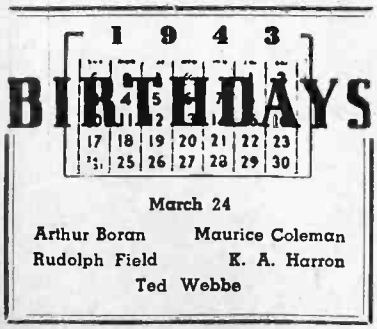
E. E. Hill, managing director of WTAG, Worcester, and Herbert L. Krueger, commercial manager, back at the station after a business trip to New York....Judy Canova, hillbilly comedienne of stage, screen, and radio, is scheduled for an appearance on WTAG's "Stars in the Spotlight" ...."Uncle Sam," OWI series aired on the station daily at 6:30 p.m., is beginning to receive fan mail from interested listeners.

* * *

Abe Lyman, producer of Jewish programs at WBNX, N. Y., sold $35,000 in war bonds at rally conducted by Odessa Sisterhood at Central Plaza, New York. Lyman was accompanied by troupe of WBNX entertainers.

* * *

Mary Tortorich, singer on WWL, New Orleans, stepped into the limelight when a cold forced Lucy Monroe to cancel an appearnace on Million Dollar Bond Day which superseded the usual Mardi Gras festivities in New Orleans this year. She sang with Lanny Ross for the Bond-buyers who thronged historic Canal Street in the Cresent City. Sales mounted to $1,500,000.



March 24

Arthur Boran — Maurice Coleman
Rudolph Field — K. A. Harron
Ted Webbe

Aurelia S. Becker, general manager of WTBO, Cumberland, Md., has been appointed a member of the Regional Victory Fund Committee of the Fifth Federal Reserve District by the Treasury Department....Final figure for Rosenbaum's Home Front News Penny Drive for the Red Cross over station facilities: 9,829 pennies. The pennies and a check for a like amount from Rosenbaum's were presented to the local Red Cross Chapter on the Consumers' Quiz Program, Saturday, March 20. The aim to receive a penny for every boy in the service from Alleghany County was reached and well surpassed.

* * *

A series of radio "firsts" will be established with the opening ceremonies of the opening ball game between the Cleveland Indians and the Detroit Tigers. The broadcasts, sponsored by the Spang Baking Company, contributes the "first" by the initial sponsorship of the games by only one mentor. The second, it will be the only time a Cleveland advertiser will carry the sponsorship exclusively, the third, "first" is the broadcasting of the second half of the Sunday double headers.

* * *

The OWI series "Uncle Sam" is being presented five times a week over WLVA, Lynchburg, under the sponsorship of the Norfolk and Western Railway.....Gayle Pearson is the station's first woman announcer. She was promoted from control room operator and is handling local studio shows....In the interest of the WAAC's, station airs a 15-minute program every Friday. Regular feature of the show is Corp. Harry M. Dermitt, recruiting officer stationed at Lynchburg.

* * *

The "Tennessee Ramblers," the WBT, Charlotte, hillbilly singers returned from Hollywood, March 18 after featuring in the new Republic picture's new hillbilly movie "Swing Your Pardner." This is the "Rambler's" fourth picture.

* * *

The Zion Lutheran Church is presenting a series of Lenten Meditations over WSRR, Stamford, Friday evenings from 8:30 to 9:00.

* * *

Al Clauser's Oklahoma Outlaws, one of radio's oldest western bands, is now doubling in aluminum by becoming war workers. The outfit, heard daily over KTUL, Tulsa, from 6:00 to 6:45 a.m., is now employed by the Spartan Aircraft Company building planes. The work the band is doing meets with the approval of the station's new general manager, John Esau, who is also a 1st Lt. in the C. A. P.

* * *

WGBR, Goldsboro, is now devoting nearly ten hours weekly to programs of the newly organized radio division of the special service section at Seymour Johnson Field. Programs include news, variety, quiz, and other types of soldier entertainment from Goldsboro's Technical Training Command of the Air Force.

A check for $31,276.39 was turned over by Jerry Hockstra, war program manager of KMOX, St. Louis, to the Infantile Paralysis Committee for St. Louis as the result of the third annual Mile O' Dimes drive sponsored jointly by the station and the St. Louis "Globe-Democrat." The amount represents three and a half miles of dimes and almost doubled last year's total return of $15,792. In 1941, the year of the first Mile O' Dimes drive, $14,400 was received.

* * *

WCBI, Columbus, Miss., has been selected as one of the stations to carry the new Sinclair Oil Refining Company Mutual series, featuring Arthur Hale. The program will be aired Tuesday, Thursday and Saturday at 6:45 p.m., CWT. Starting April 1, the station will also carry the Kellogg series, "Superman."

* * *

William S. Cherry, Jr., president of WPRO, Providence, has announced the appointment of George H. Jaspert to the position of commercial manager. Jaspert is a pioneer in the radio business, his early experience dating from the inauguration of broadcasting by the Westinghouse Company in 1920. He later became manager of WBZ-WBZA with headquarters in Boston, which position he occupied for a period of six years. More recently he was, for a period of two and one-half years, commercial manager of WTAG in Worcester.

* * *

A recent visit paid by Program Manager Walter Haase of WDRC, Hartford, to Paul White and the CBS "World Today" program was commented on this week by Art McGinley, Hartford "Times" columnist. McGinley explained how White handles the "World Today" nightly feature, and his off-the-record conversations with correspondents overseas before and after they go on the air.

* * *

Edward Hale, assistant merchandising director, in charge of field operations for WLW, Cincinnati, has just returned from a trip covering the large cities in the WLW area. Hale put in motion plans by which the large wholesalers in the area will furnish station's field representatives with information on substitute items that come onto the market as a result of the war, which information will be passed to retailers affected. The field representatives will aid the merchants in the solution of problems arising in connection with these so-called "war babies."

* * *

If the studios at KPO, San Francisco, soon start to sound like the Tower of Babel, the reason will be that now girls are being trained in sound effect engineering, to replace the boys who are constantly leaving for the armed forces. Department director, L. J. Creekmore, has organized a class which will start within ten days and will be held for an hour every day "after school." Five registrations have been filed already.

New Englanders got their first low-down on the major league ball situation for the coming se when the Yankee Network start special series of pre-season br casts, March 22, direct from the t ing grounds of the Red Sox and Braves. Leo Egan, network sp caster handles the mike on the broadcasts Monday through Satu from 1:15 to 1:30 p.m. over WI Boston and the network stations. broadcasts will also be carried the network's FM stations, W Boston, and W39B, Mt. Washingto

* * *

Campaigns to aid the war effort willing ears in radio. James Alden ber, assistant manager of KGVO, soula, Montana, has been appointe member of the publicity committee for Missoula County Second War Loan D of the U. S. War Finance Committee wi will be inaugurated April 1. And S Vratis, station's sales manager, is a ber of the Missoula County Scrap Sal Committee in charge of salvaging cans. Current drive is promoted by station with the cooperation of the r grocer's association, and local beve bottlers.

Asks Trade 'Coordinatio With Productions Of OW

Washington Bureau, RADIO DAILY

Washington—Complete elimat of all production by the OWI h been urged by Representative William Ditter, Pennsylvania Repu lican. War information should "coordinated" by Elmer Davis, said, with the distribution direct by trade committees in the rad film, newspaper and magazine i dustries.

Promising that he will carry h plan to the floor of Congress, Ditt said that the OWI should "go ou of the field of producing radio pr grams, movies and magazines an leave that to those who know how. He suggested that OWI ask NAB and MPPDA, among others, to draft com mittees of their outstanding execu tives to cooperate with the govern ment and direct the war informatio program.

Ditter said that trying to find a man of experience from the radi or motion picture field in the OWI was like trying to find an Eskimo in Tunisia. "Instead, every bright young man who ever thought he could edit a better newspaper than Greeley, or thought DeMille was a piker, now has his chance. And he doesn't have to worry about com petitive costs because Uncle Sam gets the bill."

Obviously referring to the OWI transcribed "Uncle Sam" series Ditter said government agencies should not be allowed to produce at government expense programs for commercial sponsorship. This series may be sold by individual stations

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 22, NO. 57 | NEW YORK, N. Y., THURSDAY, MARCH 25, 1943 | TEN CENTS

LIBRARY
MAR 30 1943

Davis Defends Radio Unit

NAB Urges Engineers To Attend 'War Meet'

Washington Bureau, RADIO DAILY

Washington—Stressing that manpower, replacement materials and servicing of home receivers will dominate the agenda of the NAB Radio War Conference to be held in Chicago from April 26-29, Howard Frazier, NAB engineering director, yesterday issued an urgent request that representative engineers from each NAB district attend the special conference meetings.

For those who cannot attend, but who have problems or suggestions, Frazier has asked that a mail "attendance" report be filed prior to

(Continued on Page 2)

AFRA-Disk Men Meeting Today On Code Revision

Meeting of the recording and transcription companies to discuss the AFRA transcription code was scheduled to be held this morning at the office of Charles Gaines, World Broadcasting Corp.

Earlier this week Emily Holt, executive secretary of AFRA, told Gaines that the local and national boards of the union had refused to accept

(Continued on Page 2)

Parker Family" Set To Replace Dinah Shore

Bristol-Myers Company will substitute "The Parker Family" for "Dinah Shore" on the Blue network beginning April 30. "The Parker Family" will be aired at the same time, and on the same number of stations, Friday from 8:15-8:30 p.m.,

(Continued on Page 2)

"On The House"!

To gather some public reaction to its "Transatlantic Call: People to People," BBC has a tie-up with NBC tours. Visitors may listen to the ET playbacks mid dainty sandwiches and coffee in BBC's studios. Guests are unaware that their comments, later, are recorded for the vast listening audience to hear, to few say "no" to the hand that feeds them.

Municipal FM

Trial broadcasts of New York City's own FM station were inaugurated this week, with daily airings from 2 p.m. to 5 p.m., and from 7 to 8:15 p.m., EWT on the FM range of 43.9 megacycles with the identity of W39NY. City also operates its own AM station, WNYC. During broadcasts, station is soliciting response from listeners on quality of reception.

Canada's Postal Tax Will Hurt Radio Mail

Toronto—The new one-cent postal tax, effective in Canada on April 1 as a war measure, is expected to have a retarding effect on the mail from radio fans to sponsors, artists and broadcasting stations—for a few months at least until opposition wears off. The increase in postage on local and outside letters, airmail and special delivery matter is being studied by studio managers and program directors with a view to the temporary

(Continued on Page 2)

Bulova Seeks To Acquire Two Connecticut Stations

Washington Bureau, RADIO DAILY

Washington—The FCC yesterday was asked for approval of the transfer of control of two Connecticut stations to Arde Bulova, head of the Atlantic Coast Network and large stockholder in four other East Coast

(Continued on Page 4)

OWI Chief Cites "Co-Ordination" With Industry; Answers Ditter's Charge That Bureau Rejects Outside Aid

Washington Bureau, RADIO DAILY

Washington—Elmer Davis, director of the Office of War Information, told his press conference yesterday that the OWI has for months been following the practice which was recommended last week by Rep. J. William Ditter, Pennsylvania Republican, who declared that the OWI should be a "co-ordinating" rather than a producing agency. Ditter had stated that the OWI's principal function should be the working with responsible executives of the various information and entertainment media, and Davis declared that this is exactly what the agency has been doing.

Placing emphasis on the activities

(Continued on Page 7)

N. Y. Assembly Passes Child Actor Measure

Albany—Assembly yesterday passed the Ehrlich Bill 132-6, legalizing the non-professional appearance of children on radio programs which do not occur during school hours. The bill allows up to two hours per week for actual participation and practice without the necessity of educational permits.

Educational permits, subject to

(Continued on Page 7)

Three Web Affiliates Buy AP News Service

Press Association, Inc., radio subsidiary of the Associated Press announced yesterday that the following stations have acquired the AP Radio News Wire: WFTL, Mutual affiliate of Fort Lauderdale, Fla.; KRLD, CBS affiliate, of Dallas, Texas, and WFCI, Blue and Colonial Network, of Pawtucket, R. I.

Bourjois Returning To Air With Musical On Blue Net

Bourjois, Inc., will return to network radio after a lapse of seven years on April 18 when the cosmetic house will launch a musical-variety

(Continued on Page 2)

Nat. Shoe Ups Budget To Include 6 Outlets

National Shoe Stores, through Emil Mogul, has increased its radio budget and added time buys on two more Eastern stations to bring the total outlets to six. Additions take in WJZ, and WPAT, Paterson, N. J. Whole

(Continued on Page 2)

RCA Adds Bogota, S. A. To Latin Amer. Coverage

On April 1, "La Voz de Columbia" Bogota, Colombia, station will be added to RCA's newscast "Your RCA Foreign Correspondent" which is now

(Continued on Page 2)

Network Key Outlets In N. Y. Continue Spot Volume Rise

Network key outlets in New York, as represented by CBS, Blue and NBC continue to show consistent gains in local and national spot business, with a whole sheaf of new accounts and renewals signed by WEAF, WABC and WJZ.

WABC, key station of CBS, has announced that Twentieth Century-Fox Film Corp. and Filtrex Company each will launch a second campaign over

(Continued on Page 5)

Red Skelton Coming East; 5 Shows From New York

Red Skelton is preparing to come East and will do five of his broadcasts from New York starting with the March 30 show through that of April 27. The comedian while in New York will work on his forthcoming picture for M-G-M entitled,

(Continued on Page 2)

Wrigley WMC Co-Op

Chicago—Wrigley Company will cooperate with the OWI and the WMC to bring more manpower into the Baltimore area, it was announced by P. K. Wrigley. Wrigley's "Keep the Home Fires Burning" program will originate from WCAO in Baltimore as part of the sponsor's contribution to the employment drive. Film guest stars will be brought East for the show.

RADIO DAILY

Vol. 22, No. 57 Thurs., March 25, 1943 Price 1D 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

(Wednesday, Mar. 24)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	140¼	139¾	140¼	+ ⅜
CBS A	17¾	17½	17½	....
Crosley Corp.	15½	14¾	15½	+ ¾
Gen. Electric	35	34⅞	35	+ ⅛
Philco	19⅛	18⅞	19	....
RCA Common	7⅞	7⅝	7⅞	+ ⅛
RCA First Pfd.	62½	62½	62½	+ ½
Stewart-Warner	10½	10⅜	10⅜	....
Westinghouse	87	85½	87	+ ¾
Zenith Radio	27⅛	27	27⅛	+ 1⅝

NEW YORK CURB EXCHANGE

Hazeltine Corp.	29	29	29	+ 1
Nat. Union Radio	2⅜	2¼	2⅜	....

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	6⅞	7⅛
Stromberg-Carlson	9	10
WCAO (Baltimore)	17	20
WJR (Detroit)	22	..

Bourjois Returning To Air With Musical On Blue Net

(Continued from Page 1)

program on the Blue Network. The new show will be heard in behalf of Evening in Paris face powder on Sundays from 6:05-6:30 p.m., on 119 Blue affiliates. Foote, Cone & Belding is the Bourjois agency.

Bourjois will cooperate with the government in its efforts to impress on the women of America the need for conserving cosmetics in wartime. Commercials will emphasize conservation as a patriotic duty. The new musical show will feature David Broekman and his orchestra with Jim Ameche as master of ceremonies and a male vocalist to be announced.

Gordon Auchincloss, who formerly directed "Lucky Strike Hit Parade," will write and produce the new Bourjois program.

Renewals Prove Results
WTBO
1320 Kc. Cumberland, Md.

RCA Adds Bogota, S. A. To Latin Amer. Coverage

(Continued from Page 1)

being broadcast nightly over the leading stations in five major South American countries. The program is broadcast Monday through Saturday at 9:30 p.m.

Featuring Associated Press news items supplied directly from New York as well as Latin American dispatches furnished by the new agency locally, "Your RCA Foreign Correspondent" is devoted mainly to the furthering of Pan-American relations and understanding.

The Bogota program is being sponsored jointly by "The House of Radio," RCA's wholesale distributor in Bogota, and the RCA Division of the Radio Corporation of America.

The program which has just been renewed through September 30 by the RCA International Division, is broadcast six nights weekly over the leading stations in Buenos Aires, Rio de Janeiro, Mexico City, Santiago, Chile; and Havana, Cuba.

"Parker Family" Set To Replace Dinah Shore

(Continued from Page 1)

EWT, on 120 Blue affiliates, in behalf of Mum. Pedlar & Ryan is the agency. Bristol-Myers is the sponsor of a second program on the Blue, "Duffy's," heard Tuesday from 8:30 to 9 p.m., EWT, on 120 stations in behalf of Minit-Rub.

As previously announced, Andrew Jergens Co., current sponsor of "The Parker Family" on the Blue, will substitute "Chamber Music Society of Lower Basin Street" for the dramatic program beginning April 4.

Canada's Postal Tax Will Hurt Radio Mail

(Continued from Page 1)

suspension of air appeals for fan communications including requests for literature. Fan mail statistics, used for radio advertising data, are expected to be adversely influenced until the general public becomes receptive to the new impost.

Bob Litzberg To Army

Bob Litzberg, veteran member of the staff of "Radio Daily," reports for induction at Fort Dix on Tuesday. Litzberg has been with the paper since its inception, and was the publication's first circulation manager. He was later transferred to the editorial department and became associate editor of "Radio Annual." Before coming to "Radio Daily," Litzberg was employed by the McGraw-Hill Publishing Co. and "Newsweek."

Last night Acting Corporal Litzberg was dined by friends at Cape Society Uptown.

Plays To 1,000th Audience

"The Right to Happiness" will play its 1,000th episode March 31 (NBC, Monday through Friday, 3:45 p.m., EWT). One of radio's best known dramatic serials, it started on the air October 16, 1939.

Nat. Shoe Ups Budget To Include 6 Outlets

(Continued from Page 1)

radio budget represents a 25 per cent increased over that used for this medium last season. Stations already carrying the account are WAAT, Jersey City, N. J.; WOV, WNEW, WMCA and WBRK, Pittsfield, Mass.

The two new local contracts will go into effect next week. On WJZ, account has purchased participations on the "Kibitzer's Program," 8-8:30 a.m., three times weekly. On WPAT, the shoes will be plugged on a weekly schedule of 25 spot announcements starting Sunday, March 28, and on six 15-minute programs per week, featuring Steve Ellis, starting Sunday, April 4.

Units Now Total 159

Total radio schedule for National Shoes now is 159 units, including 24 quarter hour programs, 13 ten-minute programs, 9 five-minute units and 113 spot announcements.

In a statement accompanying the announcement of the expanded radio programs, Fred Siegel, advertising manager for National Shoe Stores, declared that the added budget was prompted by "a complete confidence in the ability of radio to do both a selling and institutional job under today's adverse conditions."

AFRA-Disk Men Meeting Today On Code Revision

(Continued from Page 1)

the 5 per cent increase in minimums offered by the trade.

Those versed in trade union negotiations opined that even if the companies came back now with the 10 per cent figure originally proferred by the union, union is under no obligations to accept, because the companies' counter proposal had nullified that and released union of its commitment. Contract expires in November, giving the union opportunity to demand any increases within the limits of the policy of the WLB and the Office of Economic Stabilization.

Red Skelton Coming East; 5 Shows From New York

(Continued from Page 1)

"Whistling in Brooklyn." Coming eastward with Skelton is Edna Skelton, Harriet Hilliard, Ozzie Nelson and other members of the troupe. Brown & Williamson Tob. Co. for Raleigh cigarettes sponsor the Skelton program over NBC Tuesday nights 10:30-11 p.m., EWT.

NAB Urges Engineers To Attend "War Meet"

(Continued from Page 1)

April 17 at NAB Washington headquarters, care of his office. "Solution of these problems depends on an accurate knowledge of local conditions throughout the country and a full exchange of individual experience among engineers," Frazier said in conclusion.

COMING and GOIN

M. H. BONEBRAKE, manager of KOCY, O homa City, who had been here for the few days, left yesterday for the home off with a stop scheduled en route at Washing D. C.

KINGSLEY HORTON, sales manager of W Boston affiliate of CBS, left yesterday for Ma chusetts.

ED MASON, farm program director of W Cincinnati, to Chicago this week to attend ninth annual conference of agriculture, sci and industry sponsored by the National F Chemurgic Council.

G. W. "JOHNNY" JOHNSTONE, Blue work director of special events, is in Ph delphia today for the Earl Godwin broadcas

ELSIE MAY GORDON, the "Gram" of NB "Snow Village" program, leaves today for Eas Pa., where she will lecture before the Natio Dinner Club of that city.

DALE ROBERTSON, commercial manager WARM, Scranton, Pa., is in New York on stat and network business.

T. S. MARSHALL, president and commerc manager of WOLF, Syracuse, is in town for co ferences with the local representatives of t station.

WORTH KRAMER, station manager of WGK Charleston, West Va., has left on a busin trip that will include New York, Chicago a Cincinnati.

GLENN MARSHALL, JR., president and staff manager of WFOY, St. Augustine, in town fro Florida for talks with the station reps.

CLYDE W. REMBERT, commercial manag and station director of KRLD, Dallas affilia of CBS, is here from Texas on a short busine trip.

Dorothy Lewis Leaving On Tour For NAB, OWI

Washington Bureau, RADIO DAILY

Washington — Representing both NAB and OWI, Dorothy Lewis, NAB coordinator of listener activities, leaves today on a tour of 16 major cities, it was announced yesterday by Neville Miller, NAB president.

Mrs. Lewis has been assigned by the OWI to get audience reaction to a special list of wartime shows and the manner of presentation of war information, Miller said.

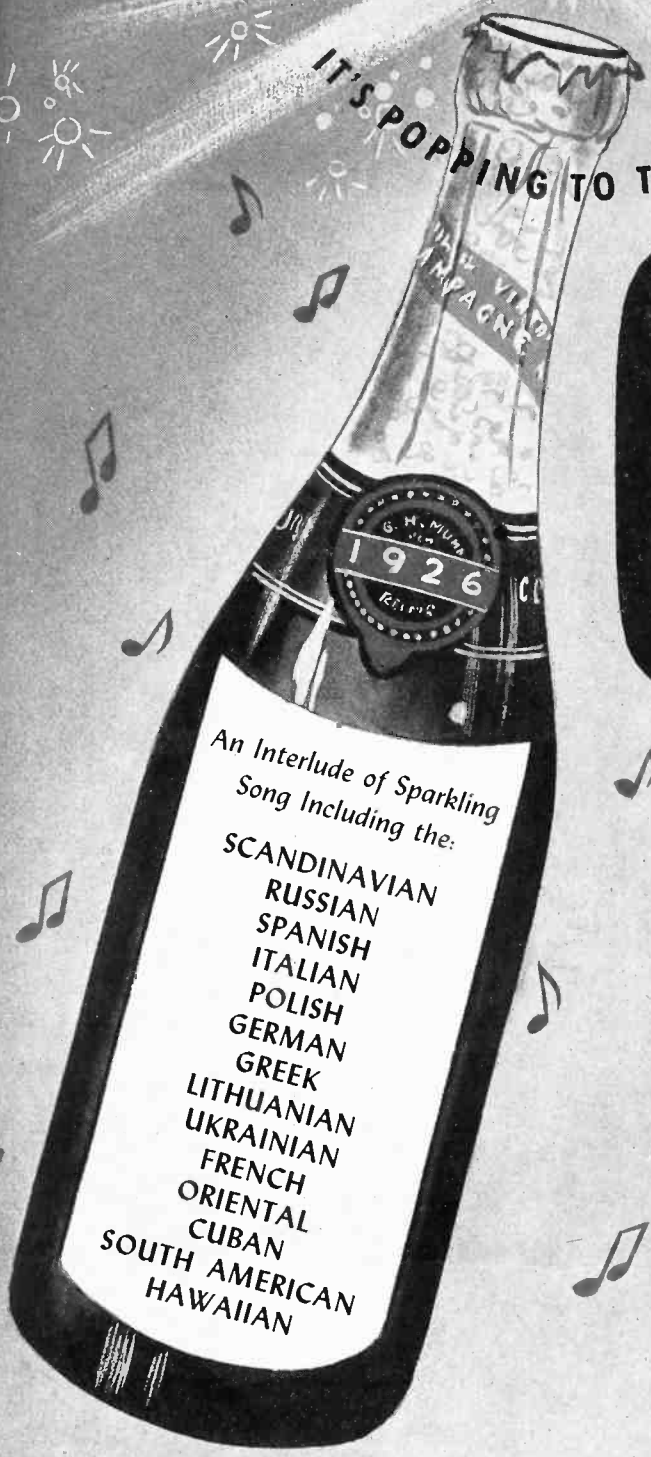
For the NAB, Mrs. Lewis will address groups on "Radio's Major Role in the War" and other related topics and will assist in the formation of radio councils of civic, professional and clerical representatives to further more discriminating and intelligent listening by the radio audience. Her itinerary will include: Nashville, St. Louis, Kansas City, Tulsa, Oklahoma City, Forth Worth, Dallas, Little Rock, Memphis, Jackson, Birmingham, Atlanta, Greensboro, Winston Salem, Richmond and Washington, at the conclusion of the trip.

THIS LITTLE BUDGET WENT TO

WORL
BOSTON
MASS.

POP

IT'S POPPING TO THE TOP!



WHOM'S Champagne *Internationale* MUSIC

1480 ON YOUR DIAL....

MON. THRU FRI.-9:30 PM

A tingling tune-tour of many lands . . . a melange of mellifluous melody with an international flavour . . . garnished with zesty comment (in English) . . . presented, fittingly, by WHOM—the foremost station catering to the seven million internationally minded radio listeners in our metropolitan melting pot.

PRAISE-A-POPPIN!

"Champagne Music is tops . . . I listen regularly." Mr. G. J., Brooklyn.

"Enjoyed the Russian number tonight . . . would love to hear Hungarian music, too." Mrs. D., Bayonne, N. J.

"Find your Champagne Music most enjoyable. Like the Scandinavian numbers." Mr. H. S., New Dorp, S. I.

"Our visiting French sailors enjoyed your program immensely. It takes us back to our beloved Paris. Merci!" M. M., N. Y.

"Champagne Music is sparkling . . . a refreshing change from the eternal noisy jitterbug stuff." A. M., Brooklyn.

(. . . and many many more!)

AGENCIES: Investigate this ideal program for reaching your vast international audience of New York — in English.

$119 weekly buys a ¼ hr. strip across the board — Mon. thru Fri. $42.50 buys 5 announcements across the board — Mon thru Fri.

WRITE OR PHONE: WHOM — N. Y. Studios & Office 29 W. 57 St. — PLaza 3-4204 — Joseph Lang, Gen. Manager

Los Angeles

By JAC WILLEN

WARWICK & LEGLER, agency producing the new Groucho Marx show, have held their initial program preview at KNX, studio C, yesterday, 9-9:30 p.m., PWT, with studios open to an audience.

Joan Davis' performance in Universal Studio's "He's My Guy," brought her top notices in the trade press reviews.

KFFA, Helena, Arkansas, joins the group of Mutual affiliated stations effective April 1.

San Francisco, which spot was Horace Heidt's radio beginning, has the welcome mat out for him and his "Treasure Chest" orchestra. They return to San Francisco for two radio shows, March 23 and 30, and will sandwich in a week's theater engagement in Oakland and another in San Francisco.

Sid Strotz, Coast head of NBC, Lew Frost, and John McDonald, NBC executive in from the East Coast, return to Hollywood this week from a northern swing of NBC stations.

BBD&O's "Why Judy Splinters" new radio show featuring Shirley Dinsdale and her "talking doll," should do big business at the listening end of the radio sets. New half-hour dramatic show with musical bridges, organized by Jack Smalley and George Gruskin, with Harry Kronman on the writing end, should hit the airlanes shortly under the sponsorship of an eastern corporation, deal for which is now pending.

Pauline Drake, who plays "Bessie" on "The Great Gildersleeve," has been signed for the leads opposite Edgar Kennedy in the RKO comedy series in which the "slow-burn" comic stars.

Bill Forman, KMPC program director, has taken over announcing duties on the Music Box, 9:30 p.m., six times a week, and the Sunday "Off The Record" pop show, 10:30 a.m. to 1 p.m., replacing George Irwin, who now is with a war agency.

Forman has been with KMPC as program director for over a year. He was formerly with WGAR, Cleveland, in the same capacity, where he also produced and conducted several CBS shows, including the Saturday Cleveland Symphony program and Wings Over Jordan, 32-voice choir show.

AVAILABLE SOON!

PROGRAM DIRECTOR—PRODUCER

10 years experience in all phases of broadcasting—Network—Regional—Local—FM—Television Engineering and Musical Background—Draft deferred—Presently employed—prefer New York or vicinity.

Write Box 133

RADIO DAILY

1501 Broadway New York City

MAIN STREET OL' SCOOPS DAILY

Radio Is My Beat. . . !

● ● ● We think the line 'from headlines to airlanes' would be an appropriate description....we mean, to describe the fact that Admiral Robert Peary's daughter, Mrs. Marie A. Peary Stafford, will travel from her home in Washington, D. C. next Monday evening to be one of the guest contestants on the Blue's "True Or False" program....when Mrs. Stafford was born during a trip both her parents made to the North Pole, newspapers 'headlined' her as the "Snow Baby"....Carl Stanton, who resigned from Foote, Cone & Belding and will take a vacation in Florida before announcing his new plans....no successor yet has been named....Charles "Bud" Barry, cut his Florida trip short and returned to N.Y. to be near Mrs. Barry who is ailing....Orin Tovrov, scripter of CBS' "Ma Perkins," has been commissioned a Lieutenant (j.g.) U. S. Naval Reserve....Irvin Lee, "Jerry," on the Lionel Barrymore "Mayor of the Town" CBShow, has been cast in Uncle Sam's "Big Show"....Larry Curtis, idea man in Columbia Pictures' exploitation dept., has been named editor of the five-minute script service which is distributed gratis by Columbia Pix to about 300 radio stations....Praise Agent Les Zimmerman is recuperating from an appendectomy, at the Kew Gardens General Hospital....Barry'tone' Roberts, is now heard on NBC's "Manhattan Merry-Go-Round" program in place of Glenn Cross who was just inducted into the Army....The Al Jolson-Monty Woolley CBS program will emanate from the KNX Hollywood Studios week after next.

☆ ☆ ☆

● ● ● This scribbler has received many requests from stations and sponsors asking permission to broadcast our slogan "Be A Rational National"....this is to notify all those interested, that upon receipt of your request, permission to use the slogan on any "Morale-Building" program, will be granted....Funny thing about 'breaks'....sometimes they knock on your door with enough force to break it down yet in most cases it seems as though everyone's' door but one's own, gets that much-sought-after visit....but with Maestro Ray Paige it was different....he didn't put much faith in the adage, "Everything comes to him who waits"....so he made his own 'break'....it was while fiddling his time (away?) in the string section of an orchestra in California....the regular maestro of the band was late, so when the cue buzzer for the overture sounded, Ray took up the baton and has been waving it ever since....Marcia Neil, vocalovely on the Sunday morning NBC program, "The Melody's the Thing," will be absent from the next show....and for a very special reason too....she'll be at Big Springs, Texas, to get a first-hand thrill....seeing her husband, William Patterson, former production director at NBC, awarded his "Wings" in the U.S.A.A.F.

☆ ☆ ☆

● ● ● John McCutcheon Raleigh, former CBS foreign correspondent and now news analyst of WCCO in Minneapolis, is the author of "Pacific Blackout" based on his experiences in Jap-torn Far East, which will be off the press next week....We're always happy to chronicle deeds of courage and here's one that's a must....Parks Johnson and Warren Hull, recently did a "Vox Pop" CBSalute from the Walter Reed Hospital at Washington, D. C. and interviewed Corp. Murray Salkin, who, while on the famous Dieppe raid, with other U. S. Rangers, sustained the loss of his sight....he refused the offer of a seeing eye dog saying, "Give it to someone who needs it more than I." Greater Love hath no man.

☆ ☆ ☆

—Remember Pearl Harbor—

Chicago

By FRANK BURKE

A NEW series of programs "Dinner Concert" makes its over WJJD from 6-7 p.m., Thur April 1. Under the sponsorsh the Olson Rug Company, the will be produced by Kennedy N and will feature records. R Blake will be the announcer.

Tito Guizar, Mexican tenor, be the guest star on "Ahoy, Ame when the program is broadcast a Navy pier over WGN at 7:30 today. Lt. Orrin Tucker and his orchestra also will be heard.

Mary Afflick, producer at W has received a special citation Rear Admiral John Downes, C mandant of the Ninth Naval Dis for radio service to Navy activ

Newcomers to NBC's "Lone J ney" sho ware Mary Patton as C Andres, and Bret Morrison as husband, Cullen.

Russ Morgan, currently at Edgewater Beach Hotel, Chicago, the "Victory Parade of Spotl Bands" assignment at Jefferson racks, St. Louis, over the Blue Tuesday, March 30.

Curley Bradley, Blue Netw baritone, took an unprogrammed when he rushed to make a cue the "Club Matinee" show. A skin forehead resulted.

Bulova Seeks To Acquire Two Connecticut Statio

(Continued from Page 1)

stations. Bulova seeks control WNBC, Hartford, and WELI, N Haven, now licensed to State Broa casting Corp. and City Broadcasti Corporation, respectively.

The same corporations would reta the licenses, if the FCC approv but Bulova, who has held large bloc of stock in both stations for so time, would acquire control. Willia J. Sanders, in the case of WNBC, a Patrick J. Goode, in the case of WE would both retain some stock in th stations, and would probably conti to operate them.

Bulova already has major interest in WCOP, Boston; WOV and WNEW New York, and WPEN, Philadelphia

NCAC Cabanne Rep.

Mimi Cabanne, former feature vocalist with Horace Heidt's band i now represented by NCAC. Contract was signed in the organization's Holly wood office.

FREE! Double Your Weekly War Savings Stamp Purchases!

Hickey, "The Cowboy Caruso" (who sings on pitch—sometimes) wants a million names for a new radio program. He will make phone calls publicly and double weekly War Savings Stamp purchases—up to $25.00. Advertise your patriotism—Hickey will prove it pays to be patriotic. Send name, address and phone no. on postcard to Dept. R.D.

"HICKEY'S CALLING"

505 FIFTH AVE., N. Y. C.

twork Key Outlets In N.Y. Continue Spot Volume Rise

(Continued from Page 1)

ion. The film company will s new picture, "The Moon Is " starring Sir Cedric Hard- It will open at the Rivoli r tomorrow. Through Kayton- Company, Inc., the client has ed announcements adjacent to 0 a.m. "News of the World" ABC on Tuesdays, Thursdays turdays.

General Baking Renews

Filtrex Company, Inc., parti- in the daily-except-Sunday r Godfrey" program on Wed- from 7:00 to 7:45 a.m., EWT. s campaign is for its Heatrex cleaning compound. Prior to campaign over WABC, Filtrex ver advertised through any s. Success in this initial cam- ow brings about the return ex to the list of WABC cur- rtisers. The agency handling ount is Neff-Rogow, Inc.

al Baking Company has re- its contract with WJZ for 50 effective March 25. In behalf Bread, General Baking spon- station breaks and five par- ns in "Ed East in Breakfast am" weekly through Batten, Durstine & Osborn, New York.

Reader's Digest also has renewed, for 13 weeks, effective March 26, its contract with WJZ for three live one-minute announcements weekly. Batten, Barton, Durstine & Osborn is the agency.

Two renewals and one participation have been announced this week by WEAF, New York. Groves Laboratories, Inc., for Bromo-Quinine, has renewed for another year its three times a week news spot with George Putnam as newscaster. Program is broadcast at 6:15 p.m. (EWT), Tuesdays, Thursdays and Saturdays. The renewal is effective at once. Russel M. Seeds Company handles the account.

New Sponsor Listed

Through the Peck Advertising Co., the Flag Pet Food Corporation renewed their participation on the Mary Margaret McBride program, Mondays through Fridays at 1 p.m. (EWT).

New sponsor is Packard Lektro-Shaver who have purchased participations on "Morning in Manhattan" program aired at 7:15 a.m. (EWT), Tuesdays, Thursdays and Saturdays. Ray-Hirsch Company is the agency.

da's "Army Show" Booked Into Theaters

to—Canada's "Army Show," p of members of the armed hich has been featured on network Sunday nights for three months under govern- onsorship, will broaden out ge revue with its premiere Victoria Theater, Toronto, ing April 2, after which the vill tour Canada from Coast The Sunday night half-hour choral-orchestra broadcasts ntinue throughout the tour ill not terminate until mid- after which the unit will to England. Arrangements lude short-wave broadcasts erseas. The producer is Jack former district manager of Players Canadian Corp.

entury-Fox Tieup 'Gay Nineties" Show

between the "Gay Nineties and 20th Century-Fox, will songs from the production, risco, Hello" in a special pro- rangement, Monday, March e "revue's" regular 63 CBS Tunes and performing units llows: "Hello, Frisco, Hello" lorodora Girls and Elm City oices); "By the Watermelon Lindy Lou) by Elm City trike up the Band," Lillian "Hello, My Baby," by Joe "When It's Tulip Time in Jenny Lynn, "They Always Me," Danny Donovan.

Bob Hawk Holds Forth At Radio Exec Luncheon

Weekly Radio Executives Club luncheon held yesterday at the Cafe Loyale was highlighted by the appearance of Bob Hawk, quiz master of Camel's "Thanks to the Yanks" series. As part of Hawk's guest appearance stint he conducted a comedy radio quiz pertinent to the trade. His questions required a knowledge of the industry particularly of knowing which firms sponsor which shows. Contestants were Jack Coste, of William Este; Ray Elbrock, of Franklin Brock; Slocum Chapin, of WJZ sales department; Peggy Stone of Spot Sales, Inc.; Helen Thomas, of Spot Broadcasting, and Howard Chernoff, of WCHS, Charleston, West Va. Contestants received two flat packs of Camels and Helen Thomas, a slide rule as a special prize.

Toronto's Ball Club Seeking Radio Sponsor

Toronto—With arrangements well under way for the 1943 season by the Toronto Baseball Club in the International League, it has been learned that difficulty has been encountered in the securing of a commercial sponsor for play-by-play broadcasts of home games, war conditions being the reason. Last year a downtown restaurant chain was responsible for the radio end of local baseball but the situation has become increasingly difficult. There has been a rumor that this will be the last year for Toronto in the International duration.

WHAT THE RADIO TIME BUYER WANTS TO KNOW ABOUT

WTAM

AUDIENCE

● Audience in the palm of your hand! WTAM carries 11 out of the first 11 top ranking shows on the air . . . with an average rating of 27.6. Of the first 50 top ranking shows WTAM carries 32. First in AUDIENCE by every Poll and Survey. Yet the COST is only $.000073 per family.

*Hooper Survey December 1942

WTAM

CLEVELAND

NBC Network 50,000 Watts ● Owned and Operated by NBC

REPRESENTED NATIONALLY BY NBC SPOT SALES OFFICES

NEW BUSINESS

WEEI, Boston, Mass.: Charles Gulden, Inc., New York City, through Charles W. Hoyt Co., Inc., New York City, three 10-minute news analyses per week for 52 weeks. Listing: "Ray Kierman, Page One" (renewal) in behalf of Gulden's Mustard; Curtis Publishing Co., Philadelphia, (Saturday Evening Post) thru McFarland-Aveyard, Chicago, twelve 1-minute ET anns. for 52 weeks; Kussell Furs, thru Richard Salinger, three 50-word live anns. per week for 13 weeks; The Moxie Company, thru Alley & Richards, for 20 weeks, 1-minute participation a week on "Tip-Top O'the Morning," and five participations a week on Carl Moore's "Coffee Club";Paine Furniture Co., thru H. L. Moore Co., one 1-minute live anns. per week for 52 weeks; Ce-Lect Baking Co., Allston, Mass., thru H. M. Frost Agency, six participations in "Good Morning Ladies" program (renewal); Columbia Pictures Corp., thru the Biow Co., six newscasts a week for eight weeks on behalf of their forthcoming picture "The More The Merrier"; Joseph C. Burnett, thru H. B. Humphrey Co., three participations per week for 13 weeks on "Food Fair" program, in behalf of Burnett Extracts; Rumford Chemical Co., Rhode Island, thru H. B. Humphrey Co., Boston, Mass., three participations per week for 13 weeks on "Food Fair" program in behalf of Rumford Baking Powder; H. P. Hood & Sons, thru Harold Cabot & Co., Inc., 61 newscasts per week for 13 weeks entitled "United Front War Supplement" in behalf of creamery products; A. S. Boyle Co., Jersey City, N. J., thru Blackett-Sample-Hummert, Inc., New York City, six 1-min. participations on "Food aFir" program for 13 weeks in behalf of Old English Household Cleanser.

Les Tremayne To Pix; New Lead For "Nighter"

Les Tremayne, lead in Mutual's "First Nighter" series sponsored by Campana Balm, is withdrawing from production Sunday, March 28, to go into pictures. He will be replaced by a series of guest stars for the remainder of this season, waiting until next Fall before engaging a permanent co-star with Barbara Luddy. Several of Tremayne's predecessors on the series found fame and fortune in pictures following their starring on this broadcast series. They were Don Ameche, Tyrone Power, Henry Hunter and Macdonald Carey.

Fred D. Fleming

Fred D. Fleming, 47, news editor of KLZ, Denver and well known Colorado sports authority, died at his home last week. Fleming, had been with the CBS Denver affiliate since 1935, and organized the station's news bureau. He is survived by his wife and a son, who is a student at Colorado University.

NEW PROGRAMS—IDEAS

KOKO Music Series

The dramatic story behind the works of the great composers of music is the theme of a new series of music appreciation programs being presented as a public service feature over KGKO, Fort Worth and Dallas, currently. The Dallas Junior League and the Music Education Department of the Dallas Public Schools are collaborating in the preparation of the programs, titled "Up and Down the Scales." Each of the programs consists of the typical works of a composer and the background material incident to the writing of the music. Transcriptions from the KGKO library are used.

Mozart, Chopin, Stephen Foster, Bach, Paderewski, and Edward MacDowell are the musicians whose works will be presented. Music classes in the seventy-five music rooms of the elementary and the junior high schools and the parents at home are the groups to whom the programs are directed. Presented each Thursday afternoon, 2:15 p.m., CWT. KGKO, Fort Worth and Dallas.

Spiritual Shows

Two new evening programs have been added to the schedule of WBT, Charlotte, N. C. First, titled "Onward Christian Soldiers" (Tuesdays 9:45-10 p.m.), consists of sacred music by a choir of twenty-six trained voices, under the direction of James Christian Phofl, Director of Music at Davidson and Queens Colleges. According to Charles Crutchfield, WBT program director, the program is designed with particular thought for the present world-wide need of spiritual awakening, and choral numbers by the choir will be selected for their qualities of inspirational devotion and patriotism. The broadcasts will be produced by Adele McCarty.

The second series, "Davidson College on the Air" (Thursdays, 9:45-10 p.m.), is a similar type of program by the Davidson College 30-piece concert band, the DC Glee Club of 25 voices, and the 35-piece Davidson symphony orchestra. These groups will alternate on the programs. Kay Owsley is the producer for this series.

FCC Draft-Eligible Men 40% Deferred, Says Fly

Washington Bureau, RADIO DAILY

Washington—Deferment for almost 40 per cent of FCC's draft age employees was admitted yesterday by Chairman James Lawrence Fly appearing before the House Military Affairs sub-committee investigating deferments in government agencies.

In addition to 391 deferments obtained by Commission, Fly admitted other employees, upon their own representations to local draft officials that their work is essential, have been given 3-B classifications.

Of the Commission's 2,099 employees, 1,082 are males, of whom 1,035 are between 18 and 37. Included among the 391 for whom occupation deferment has been obtained by the Commission were 159 single men. Fly said:

"The demand for technicians such as those for whom we have requested deferments is so great we can't get enough to fill the positions we have open now, it is a critical situation."

Asked what the Commission has done to obtain men over 39 for its shortwave listening posts, Fly insisted that keen hearing is so necessary in these jobs that it is practically impossible for a man 40 or older to fill any of them satisfactorily.

April War Writer's Board Script

New Orleans, La.—"The Spirit of the Navy," written by Dr. Alfred J. Bonomo for his program "University Time" on WWL of this city has been selected by the Writers' War Board as one of its four "Scripts of the Month" for April. The script will be distributed among all the stations of the country.

Thompson Named Director Of NAB's Fifth District

Washington Bureau, RADIO DAILY

Washington—Roy F. Thompson, general manager, WFBG, Altoona, Pa., was unanimously elected director of NAB's Fifth District, succeeding Isaac D. Levy, WCAU, Philadelphia, at the Fifth District meeting in the Quaker City. Thompson will assume his directorship at the NAB war conference in Chicago, April 26-29.

The Pennsylvania Broadcasters' Association, meeting in conjunction with the NAB district, moved to elect Thompson as its president for a one-year term. NAB and PBA heads will be the same for the duration.

Speakers Heard

Speakers at the meeting included: (for NAB) C. E. Arney, Jr., secretary-treasurer, on the War Conference Plan; Carl Haverlin, BMI, on the Progress and Condition of BMI, and Lewis H. Avery, director of broadcast advertising, on the Retail Promotion Committee's Plan.

Other speakers were: Commander Joseph L. Tinney, USN, 4th Naval District Public Relations Officer, and Howard Browning, OWI regional director.

Following is a list of those in attendance: James Aull, KYW; H. A. Seville, WJEJ; David H. Rosenblum, WISR; George E. Joy, WRAK; Edward D. Clery, WIBG; J. C. Tully, WJAC; A. C. Baltimore, WBRE; Dr. Leon Levy, WCAU; Isaac D. Levy, WCAU; Clifford M. Chafey, WEEU; Raymond A. Gaul, WRAW; Melvin Lahr, WKOK; B. A. Beck, WKOK; Charles Stahl, WDAS; Roger W. Clipp, WFIL; Clair R. McCollough, WGAL; J. Gorman Walsh, WILM-WDEL; C. G. Moss, WKBO; Benedict Gimbel, WIP; Arthur Simon, WPEN; George D. Coleman, WGBI; Alexander W. Dannenbaum, WDAS; L. Kenneth W. Stowman, USN; Paul Karnes, AP-Radio, and Burton Tal... OWI.

To the Colors

ERIC LUND, former program ... tor of WLVA, Lynchburg, is n... full-fledged MP....MAYNARD ... VALL, former station engineer, ... Officer's Candidate School, S... Corps.

—vvv—

Operators "SMOKEY" SUT... and NEAL PATTERSON, K... Mankato, Minn., left for the se... The former is with the Navy ... Corps, and the latter with the ... Army.

—vvv—

WILFORD H. KENNEDY, sup... sor of engineers for WKRC, Cin... nati, has been commissioned a ... tain in the Signal Corps and ... yesterday to report for duty at ... Monmouth, N. J. He had been ... WKRC for six years, and served ... four years as sergeant with the ... Infantry in Cincinnati.

—vvv—

ART NICHOLL, former man... of CJAT, Trail, B. C., has arrive... No. 3 Manning Depot, Edmonton... train for the RCAF.

—vvv—

CARL MATTISON, WABY, Alb... N. Y., announcer left March 19 for ... Army. He went to the induction ... ter at Camp Upton.

—vvv—

PHIL IRWIN, former announce... KGW-KEX, Portland, Oregon, ... drafted and went to the Marine C... ....Johnny Groves, assistant sta... producer and former announcer ... been called to bomber training sc... in California.

—vvv—

CHARLES E. HIRES, enginee... WCAU, Philadelphia, was rece... inducted into the Army.

Repair Parts Production Seen As Vital Necessi...

Washington—Stimulation of W... production of radio repair p... came in the nick of time, it appe... from local conditions here. Tube ... parts shortages, as well as manpo... difficulties have meant backlogs ru... ning into months for local repai... while only a few miles away, ... Baltimore, needed tubes and oth... parts are almost impossible to obta...

J. S. Bartlett, managing direct... of the Electric Institute, said inabili... to obtain equipment and loss of ma... power will mean the closing of ... least 25 per cent of the city's repa... shops by the end of the year, whi... another repair man reports that ... shop has had to turn down as ma... as 200 calls on a single day.

Almonte's 16th Anniversary

Juan deJara Almonte, assistant ... President Niles Trammell of NB... celebrates his sixteenth year with th... network this month.

s Lauds Co-Op. ween Trade, OWI

(Continued from Page 1)

Domestic Radio Bureau and operative arrangements set up it and the industry, the OWI clared:

ar the principal activities of c Radio Bureau of OWI is ed with furnishing informa- stabished radio programs. Be- over a year ago, working ad- committees from the industry ablished to guide and aid this hese include: the Station Ad- committee of representatives ch industry organizations as onal Association of Broadcast- National Independent Broad- the Clear Channel Broadcast- others; the Network Advisory ee of program managers from major networks; the Region- ltants Committee of leading owners in all sections of the Advertising Council radio ees in New York, Chicago and od, and the talent committee radio artists on networks.

000,000 In Time and Talent

stem has been established for rly use of the time and talent by the radio industry and of radio programs. Through -operation, nearly $90,000,000 f radio time and talent have de available for war purposes tle cost to the Government.

n integral part of this pro- 'fact sheets' and background are furnished regularly to and producers of commercial aining radio shows to be used as they most effectively can. nly production and writing art of OWI concerns the writ- one 15-minute program on ne 30-minute program on a 15-minute recorded series principally at the request stations who do not have one- spot announcements a week y stations. This is done with six writers."

ing that Ditter had not taken le to find out what OWI was efore making his charges, id the Congressman appar- nks there should be no OWI. a matter for the Congress to e said.

Fishermen's Rites lue Network Sunday

's annual Fishermen's Fes- lorful religious service in ousands of Northwest fisher- divine blessing for a good y their last good-byes and d out to the halibut fishing will be carried over the Blue Sunday, March 28, from p.m., EWT. The traditional ce, to originate from historic First Lutheran Church, will icted by Pastor Haavik. It ude a speech by Governor B. Langlie, of Washington, singing of sea chanteys by a male chorus.

☆ PROMOTION ☆

CBS House Organ

The first general house organ released by the Columbia Broadcasting System, Issue No. 1 of "485," was circulated March 23, to approximately 1170 persons employed in the network's headquarters in New York City. Editor of "485" is Marion Stevens, member of CBS' Press Information Department.

"485" a bi-monthly publication, is designed to bring news to Columbia personnel of their fellow workers, in addition to acquainting them with the operations of the different departments within the network.

CBS' first venture in the house organ field was "Under Control" which was edited by the network's engineering department and contained mostly news of that department. It was published for one year and discontinued in 1932.

WLIB Folder

WLIB, Brooklyn, is sending out an institutional folder designed to show the station's development in the advertising field during the first ten months of the station's existence.

The single page folder, done in black and white, emphasizes that, "There can only be one reason"! why time buyers are using WLIB as an advertising media, and as the promotion points out that is a blend of music, classic and modern, and the news which "reach a responsive market that NONE of our contemporaries consistently serve."

Included in the opening section of the folder is a list of advertisers. The inner section of the promotion contains three offset letters from station clients expressing their satisfaction with the work done for their products by the station.

GE Net Profit Down; Stromberg Earnings Up

Two more radio manufacturing companies have just released their annual statements, Stromberg-Carlson Telephone Company and General Electric Company. Three others reported last week. (RADIO DAILY March 16). They were Zenith Radio Corp., Westinghouse Electric & Manufacturing Co. and Stewart-Warner Corporation.

Stromberg Declares Regular Dividend

Stromberg-Carlson listed for 1942, a consolidated net profit of $534,053 after deductions of $1,950,000 for estimated income and excess profits taxes (first reduced by a $190,000 war refund credit) and $200,000 provision for contingencies. In 1941 the company earned a net profit of $470,073, after deducting $710,000 for estimated income and excess profits taxes, and $100,000 provisions for contingencies. Statement covers the Canadian company, results of operations over WHAM, Rochester, N. Y., and profits on sales to regular customers with returns on contracts for military equipment. A dividend of 50 cents a share was paid, again, in December, 1942, as had been paid in 1941.

Net income reported by GE for 1942 is $45,081,458 compared with $57,197,499 of 1941. New business booked during 1942 is 77 per cent greater than that of 1941, figure coming to $2,003,039,023. As of December 31, 1942, number of GE stockholders reached an all time high with a total of 221,608.

Shortwave Spanish Music

New York—Carlos Montoya, well known Spanish guitarist, is giving weekly recitals of Spanish and Latin American music over short-wave stations WNBI, WBOS, WGEA, WGEO and WRUW. His recitals from NBC studios in Radio City wil be beamed to Latin American each Thursday at 8:15 p.m., EWT and repeated at 1:30 a.m. the following morning.

House, Senate Agree On Salary Ceiling Bill

Washington Bureau, RADIO DAILY

Washington—The House yesterday passed the conference report on the bill to raise the national debt limit from 125 to 210 billion dollars, including the Senate version of Section 4, which completely nullifies the President's order limiting salaries to $25,000 net per year. The Senate had stricken the Disney amendment—providing for the pegging of high salaries at their Pearl Harbor level and removing control from salaries amounting to less than $25,000 net—only Tuesday.

Senate Action This Week

The conference result—acceptance of the Senate version, which specifically strikes out the President's order and provides that salaries may not be ordered below prevailing rates for similar work between January 1 and September 15 of last year—required so little argument that Disney announced to the House early yesterday afternoon that he would submit the report as soon as the opportunity presented itself. The opportunity came late in the afternoon and a 2-1 vote was speedily registered on the measure.

The Senate is expected to take similar action later this week—a mere formality, since it will merely repeat its vote of Tuesday.

KPO Adds 2 Clients

San Francisco—Two new accounts and one renewal have just been announced for KPO's "Woman's Magazine of the Air," a daily variety feature. Additions were Knox Gelatine, plugging gelatine as a butter stretcher, thirteen weeks; and Kenyu Kelite Products' new product which "cleans with chemistry," five days a week, for thirteen weeks. For Pure Food's Herb-Ox, daily plugs will be aired.

In addition, the program is sponsored five days a week by the Pan-American Coffee Bureau.

N. Y. Assembly Passes Child Actor Measure

(Continued from Page 1)

local education authorities, are allowed for professional appearances when, in the discretion of educational authorities, such participation will not interfere with the health, education or morals of the children concerned. Permits are eligible for up to six months.

New York City is permitted to delegate granting of the permits to any department or official it may choose. This last amendment is expected to remove the only barrier to the bill's becoming law, as broadcasters are in favor of the bill. Senator William H. Hampton has the Senate companion bill.

Libel Bill Advances

Senator Duryea's bill providing that a person who makes orally or through another person by radio broadcast a statement about another person which, if published in writing, would be libel, shall be deemed to have made and published a libel, was reported out of codes committee and is on third reading in the Senate.

Russey WDAK Manager

West Point, Ga.—Valley Broadcasting Co. operating WDAK, of this city has announced the appointment of Harold Russey as station manager. Russey replaces J. Herbert Orr, who has left the station to take up his duties as a commissioned officer in the Army of the United States. The new manager comes to WDAK with over nine years experience in the radio field, having joined WNRA in Muscle Shoals, Alabama as announcer on its opening in the fall of 1933. He since has been connected with Alabama, Georgia and Tennessee stations as announcer, operator, program and traffic director. Russey resigned the post of program director of WLAG in La Grange, Georgia to assume his new duties.

Wedding Bells

Chicago—Wauhillau La Hay, radio editor of the Chicago "Sun" and former woman's columnist for WCKY, Cincinnati, was married to John J. Wildberg, New York lawyer and theatrical producer, Monday night. The ceremony was performed by the Rev. Dr. Leonard Bowman in the chapel of the Westminster Presbyterian Church.

The bride is the daughter of Mrs. Joseph La Hay, of Muskogee, Okla., and the late Mr. La Hay.

Bill Markwalder, WOWO-WGL, Fort Wayne, engineer recently announced his marriage to Winifred Gearhart, of Fort Wayne.

Announcer Bill Lang, of KCMO, Kansas City, Mo., was married last week to Jane Trow of North Dakota.

☆ ☆ Coast-to-Coast ☆ ☆

CAROLYN ASHBAUGH has recently been transferred from the commercial to the publicity-promotion department of KOMO-KJR, Seattle. Before entering radio she handled the publicity for the Rocky Mountain Ski News and for the University of Denver....The Van De Kamp Bakeries are sponsoring the "Mystery Chef" over KJR. Show of a Blue participating offering. Commercials are institutional featuring quality bakery products.

* * *

WLIB, Brooklyn, in an effort to build a sports personality of its own to handle a sports series to be inaugurated in April when the baseball season gets under way, the station will hold auditions to discover and develop a new name in radio sports announcing.

* * *

On March 15, A. J. Mosby, general manager of KGVO, Missoula, Montana, attended a statewide OWI meeting in Butte....Fred U. Wamble, station's chief engineer, is editing and distributing a five page mimeographed weekly news bulletin, "The Buffer" which goes to members of the engineering staff of all Northwestern stations. The bulletin serves as an idea exchange for all technical men.

* * *

In spite of the blizzard which completely disrupted communications into and out of Minnesota recently and grew so bad one day that network service into the state was disrupted, WCCO, Minneapolis, St. Paul, engineers so to it that only two network commercials were not delivered locally.

* * *

A group of forty-eight members of the graduating class of the Adult Citizenship course, were the guests of Billie Noble, staff organist at WLAW, Lawrence, Mass., this week by special arrangement with Stella Maccionne, teacher who arranged the trip to the studios as her graduation present. The students, whose ages ranged from thirty-five to seventy, were presented to the mysteries of broadcasting and were also guests at Billie's organ show, later in the evening.

* * *

WELI, New Haven, will broadcast the ceremonies of the government award of the Army-Navy "E" flag and "E" insignia to the employees of the Seamless Rubber Company today from 12:30-1:15 p.m. Brigadier General F. W. Rankin, Office of the Surgeon General in Washington and Captain Reynolds Hayden, Medical Officer of the Third Naval District will make the presentations. Governor Raymond E. Baldwin, Mayor John W. Murphy and Seamless president F. Thatcher Lane are the other speakers presented by Superior Court Judge Patrick B. O'Sullivan, master-of-ceremonies.

* * *

Anne Ross, women's commentator of W55M, The Milwaukee Journal's FM station, has taken a full-time position in WTMJ's continuity department. She will continue with her two FM programs—"It's A Woman's World" and "Let's Read a Story." Bob Carman, former continuity writer, is now in charge of promotion for The Milwaukee Journal stations.

* * *

Henry Lange, WHIO, Dayton, musical director; Betty Polen, vocalist; and Captain Buddy Brewer, entertainer; received such an enthusiastic welcome at the Lions' Club in Dayton recently that they have been asked to appear before the Kiwanis Club on March 30, and the Rotary Club on April 15. The invitations have been accepted and the WHIO staff instrumental group will appear with them.

* * *

KROW, Oakland, execs have upped Hal Parkes from chief announcing spot to production manager....Mercedes Prosser, in addition to her duties as publicity director, has been named program supervisor....Previously station traffic manager, Jean Maxfield, is now assistant program supervisor....John K. Chapel, lecturer and news commentator had a hectic day March 12. At that time he spoke before Oakland Forum and the University of California Political Club on the subject "Russia-Past and Present."

* * *

Canadian stations are feeling the drain on manpower more acutely these days. A most recent change was announced at CJAT, Trail, B. C. when Walter Dales, formerly with CJCA, Edmonton replaced Art Nicholls now with the RCAF.

* * *

Billy Haire, of the technical crew of WGBR, Goldsboro, North Carolina, has been promoted to assistant chief engineer. John Gay Britt, formerly with WGBR who returned to the staff recently after service with the Marines, has been named program director, replacing Ted Burwell, now in the Air Corps.

* * *

Because of the manpower shortage WBIR, Knoxville, Tenn., announcers have taken over additional duties. Curt Webster will now handle programming along with his spieling stint, and Tex Turner will handle publicity. Dick Crane is chief announcer and Ernie Keller is studio technician.

* * *

As a special feature and one of great interest to the midwest farm listeners, Chris Mack, Farm Director at WNAX, Sioux City and Yankton prepared and broadcast a round table discussion which included: Former President Herbert Hoover, Governor Bourk Hickenluber of Iowa, Governor Dwight Griswold of Nebraska, Governor M. Q. Sharpe of South Dakota, and Lieutenant-Governor Eb Thye of Minnesota, with object of discussion the Farm Man Power and Machinery Problem as well as others affecting wartime food production. The broadcast originated in the Ft. Des Moines Hotel, Des Moines, Iowa and was carried over a special hookup through the WNAX transmitter.

* * *

The capella choir of Wittenberg College, Springfield, Ohio, one of the best known choral groups in the nation, is making Lenten broadcasts as a regular feature over WIND, Gary, Ind. Choir will broadcast every Sunday through Easter Sunday, April 25, at 9:15 a.m.

* * *

Rush Hughes, master of ceremonies of two daily popular dance record shows over KWK has added the St. Louis "Globe-Democrat," only local morning newspaper, to his list of sponsors. The newspaper has bought a twenty-minute section of his 10-12 a.m. "Song and Dance Parade" and has also taken his 6:15-7:00 p.m., CWT, "First Five" show on Monday, Wednesday and Friday evenings. Commercials are informal in type, with Hughes acting as a roving radio reporter and highlighting the paper's service features as well as its straight news coverage.

* * *

"Vignettes of Melody," with Gordon Fleming at the console, Wally Townsend pianist, Matti Holli and his violin, soloist Irene Dekker, and poems by Mae Hodge, returned to the air over CKLW, Windsor, Canada. The show is aired Friday mornings at 11:15.

* * *

Fox West Coast theaters have bought a one-week sponsorship of the KNX, Los Angeles, "Ten O'clock Wire" news broadcast, plus a two-week participating sponsorship in Galen Drake's "Sunrise Salute" to publicize the forthcoming picture "Young Mr. Pitt." Both deals were handled through the Western Advertising Agency. Sponsorship on "Sunrise Salute" runs from March 15 through March 27; "Ten O'Clock Wire" begans March 22.

* * *

Jerry Lester, radio comedian journeyed down to the Sheepshead Bay Coast Guard Center to entertain the boys in uniform stationed there. Lester will soon start on his own CBS radio show.

* * *

Arthur Reilly, news commentator for WLW, Cincinnati, recently started a Monday through Friday 15-minute newscast. The new series, a daytime program, under the sponsorship of Procter and Gamble, will be aired for their soap flakes Oxydol....James Cassidy, WLW-WSAI special events director announced a broadcast for March 27 during which he will report on a special tour of vital war plants in Indiana. The broadcast, "More Guns for War" is a foll report on the one he reported his tour of Ohio war plant. Th was made possible through th operation of the Fifth Service mand of the U. S. Army.

* * *

According to manager R. B. gaard, WNOX, Knoxville, the sta preparing for an expected shor trained announcers by conduc thrice-weekly school for women a cers. The school session are held Tuesday, Wednesday and Thursday for an hour and are conducted b gram director Lowell Blanchard and editor Tys Terwey. Over thirty app for the course have already be cepted.

* * *

Herbert L. Krueger, comm manager of WTAG, Worcester been appointed to the city's organized War Campaigns Comm ....It was also announced by st authorities that David H. Harris, gram-production manager had appointed to the Worcester Pu Plane Committee. Plans call fo committee to raise $50,000 for th chase of a pursuit plane for the a forces....Mildred Baily, sta woman's feature editor is sched to give a piano recital on "Ame Music through the Years" befor Gardner, Mass., College Club.

House To Investigate Grade Labelling P

Washington Bureau, RADIO DAIL

Washington — The House R Committee has decided to invi gate the grade labelling plans WPB and OPA, after hearing Cha Halleck, Republican, of Indi charge that grade labelling "threat to the nation's dom economy." Halleck has been in his denunciation of grade label for several weeks now, seeing in plan a threat to freedom of the p and an attempt to "take over" pu opinion media supported by adv tising dollars.

The plan, said Halleck, is "a p uct of a school of thought w holds that advertising is a para on economy. The feeling, for instan that we should have just cigarette not Camels, Lucky Strikes and oth —or only motor oil, and no Mobil Kendall, Texaco, etc."

So far only about half a doz products have been ordered label as to grade. Regulations do not any way preclude use of the est lished trade mark. It is likely th most other canned and process food will be subject to grade labelli regulations soon, as OPA offici have indicated that they have intention of backing down on th plans. They point out, however, th grade labelling is as much a prote tion of the trade mark for post-w competitive purposes as it is a defe rent on present advertising.

1943 BIRTHDAYS

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

March 25

Louise Klubnik — Bessie Mack
Jean Rogers — Raymond Gram Swing
Jerry Sears — Arturo Toscanini

RADIO DAILY
The National Daily Newspaper of Commercial Radio and Television
VOL. 22, NO. 58 NEW YORK, N. Y., FRIDAY, MARCH 26, 1943 TEN CENTS

Program-Manager Plans

CBS Affiliate Group Will Mutual Problems

First day of the meeting here of the CBS Affiliates Advisory and Planning Committee was attended by high network officials, the committee electing Franklin M. Doolittle, of WDRC as chairman. Problems of mutual interest to the managements of both network and affiliates were discussed; additional sessions will be held today. Those attending for CBS network were: William S. Paley, president; Paul Kesten, executive vice-president and general manager; also vice-presi-

(Continued on Page 5)

Buy More War Bonds and Stamps

NBC-CBC To Cooperate On Five Historical Plays

NBC in cooperation with NBC's Inter-American University of the Air, will produce the next five programs of "Lands of the Free," a series of historical plays dealing with the American nations.

Prominent Canadians will speak briefly after the dramatic presentation of each of the five programs, which will be heard on NBC and CBC Sundays, at 4:30 p.m., EWT, begin-

(Continued on Page 2)

Buy More War Bonds and Stamps

Templeton-"Basin Street" Carrying "Double Feature"

Another double-feature program will be heard next Monday night, 10:30-11 p.m. over the Blue-WJZ with "Alec Templeton Time" and the "Chamber Music Society of Lower Basin Street" will broadcast their separate programs from the same studio with Templeton performing on

(Continued on Page 3)

Long-Reach

Cincinnati — John Watkins, announcer at WCKY, who receives numerous letters from American soldiers on his early morning program now hears from North Africa. Recently he heard from Sgt. George Weiss, former announcer for WGAC, Augusta, Ga., stating that the program comes in well and very often is the only one heard on a small radio.

Going Strongly

Over 7,000 requests for vocabulary lists distributed in conjunction with the series, "Let's Learn Spanish," were received by KMOX, St. Louis, after the first two broadcasts. As a result, station is inaugurating a rebroadcast series at 2:40 a.m. for war workers, starting March 23. "Let's Learn" is produced by Time Magazine, Inc.

Radio Libel Measure Killed In N. Y. Senate

Albany—Senator Duryea's bill providing that a person who makes orally, or through another person on the radio, a statement about any person which, if published in writing, would be libel, should be deemed to have made and published a libel, has been recommitted with the enacting clause stricken out. This action kills the bill for this session of the Legislature.

The bill had previously been re-

(Continued on Page 2)

Buy More War Bonds and Stamps

AFM-Recording Talks Probably In Mid-April

Forthcoming conference between recording companies and the American Federation of Musicians regarding a solution of the recording ban, will probably be held around April 15, but there is no assurance that it will be held at all. Recording execs will convene tomorrow morning to discuss time, place and possibility of meeting.

Central Distributing Outlet For Ideas Among Subjects Listed For Further Development At NAB 'War Meet'

Washington Bureau, RADIO DAILY

Washington—Resolved to bolster their standing in industry circles, the new NAB Program Managers Executive Committee, concluding a two-day meeting here, announced that it will seek discussion time at the NAB "War Conference" in Chicago next month.

The meeting voted full approval and endorsement of the work of the retail promotion committee, after hearing a report on the plan presented by Lewis H. Avery, NAB director of broadcast advertising. This committee will meet in New York

(Continued on Page 3)

Buy More War Bonds and Stamps

ET Firms Offer AFRA 10 Per Cent Increase

Transcription companies yesterday offered to increase AFRA minimums 10 per cent, at a special meeting, though they had turned down that figure when AFRA proposed it originally at the start of negotiations a few weeks ago. Trade offer came after the union refused to accept the 5 per cent made by the firms when the latter rejected the union's ori-

(Continued on Page 2)

Buy More War Bonds and Stamps

Two CBS Network Shows Renew For Another Season

General Foods Corp. announces that it has renewed "We Love and Learn" for another season over the Columbia network. Johnson & Johnson also renewed for its "Edwin C. Hill—The Human Side of the

(Continued on Page 2)

Buy More War Bonds and Stamps

WGST Renewal Held Up; 90-Day Operation Permit

Washington Bureau, RADIO DAILY

Washington—Adoption of proposed finding of fact and a proposal to extend for 90 days the present license of WGST, Atlanta, Ga., has been an-

(Continued on Page 2)

Blue Cites Advances Made During 1942-3

Citing advance made by the Blue Network during both 1943 and '42, Edgar Kobak, executive vice-president yesterday listed the 10 network accounts sold in the past 10 weeks as well as the fact that the evening schedule is "progressing well; while

(Continued on Page 2)

Buy More War Bonds and Stamps

OPA Considers Proposal Advanced By Fulton Lewis

Prentiss Brown, Federal Price Administrator gave his unofficial approval Tuesday to the proposal by Fulton Lewis, Jr., WOL-Mutual news commentator to solve the meat shortage by lifting all restrictions on the

(Continued on Page 2)

Radio's Ad Volume Over Mags $75,000,000 Estimates Weld

Radio, with a gain of 9 per cent over 1941, was the third greatest, by dollar volume, advertising medium during 1942, with a total of $245,000,000. Business papers, the only other category listed with a gain, indicated an 8 per cent increase in 116 industrial trade and class publications. Advertising as a whole showed but a 5.2 per cent decrease in 1942 from 1941. Report is from an article pre-

(Continued on Page 3)

CBC Appoints Woman As Member Of Board

Montreal—Mrs. Mary Sutherland of Revelstroge, B. C., former member of the Board of the Unemployment Insurance Commission and of the National Employment Commission which preceded it has been appointed to the Board of Governors of the Canadian

(Continued on Page 2)

Easy Life

Toronto — After service at sea with the Royal Canadian Navy for three years, Ernest Rodney Magann, former staff artist of the CBC, has returned home and is resuming his regular musical broadcasting activities here, specializing with the guitar. He says he barely escaped death on two occasions—once by a torpedo and once by a bomb in London.

RADIO DAILY

Vol. 22, No. 58 Fri., March 26, 1943 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. Merserreau, 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

(Thursday, Mar. 25)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	142	140	142	+ 1¾
CBS A	17¾	17¾	17¾	+ ¼
CBS B	17¾	17¾	17¾	+ ¼
Crosley Corp.	16⅛	15½	16	+ ½
Gen. Electric	35¾	34⅞	35¾	+ ¾
Philco	19⅜	19⅛	19¼	+ ¼
RCA Common	8	7¾	8	+ ⅛
RCA First Pfd.	62½	62½	62½	...
Stewart-Warner	10⅞	10⅝	10⅞	+ ½
Westinghouse	90¾	88	90¾	+ 3¾
Zenith Radio	29	28	28¾	+ ⅞

NEW YORK CURB EXCHANGE

Hazeltine Corp.	30	29⅞	30	+ 1
Nat. Union Radio	2⅜	2¼	2⅜	...

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	6⅞	7¼
Stromberg-Carlson	9	10
WCAO (Baltimore)	18	20
WJR (Detroit)	22	..

Two CBS Network Shows Renew For Another Season

(Continued from Page 1)

News." General Foods, second top CBS advertiser in 1942, broadcasts "We Love and Learn" for Grape-Nuts Flakes and Grape-Nuts Wheat Meal. The serial drama is heard Monday through Friday from 2:30-2:45 p.m., EWT over 91 CBS outlets. The renewal is effective March 29.

Johnson & Johnson, beginning its third year as a CBS advertiser, renews "Edwin C. Hill—The Human Side of the News" effective March 30. Broadcast for the Red Cross Division of the company the news program is heard Tuesdays from 6:15-6:30 p.m., EWT with rebroadcast at 12:30 a.m. Sixty-six stations of the Columbia network carry the program.

Young & Rubicam, Inc. handles both accounts.

Radio Libel Measure Killed In N. Y. Senate

(Continued from Page 1)

ported out of Codes Committee and was on its third reading in the Senate when yesterday's move was made.

WGST Renewal Held Up; 90-Day Operation Permit

(Continued from Page 1)

nounced by the FCC. Renewal of the license to the Georgia School of Technology has been held up pending assurance to the Commission that the station will actually be operated by the applicant.

In its decision, the Commission declared that while the present operating agreement with Southern Broadcasting Stations, Inc., contains language purporting to give the licensee control over WGST operations, actual duties and responsibilities with respect to this station have been assumed by Southern Broadcasting Stations, Inc., "to the almost complete exclusion of the station licensee. The Georgia School of Technology, as the licensee of WGST, has failed to assume the responsibilities and to discharge the duties of the licensee of a radio broadcasting station as required by the Communications Act of 1934, as amended, and the Commission's rules and regulations. This failure," said the Commission, "to comply with the provisions of the Communications Act of 1934, as amended, and the Commission's rules and regulations, has been due in some measure to misunderstanding and lack of knowledge rather than to bad faitn on the part of the licensee.

"Under the present circumstances, the license cannot be renewed. However, no useful purpose would be serviced by refusing to renew the license under any and all conditions. Moreover, a continuation of the program service of station WGST under proper management will serve the public interest, convenience and necessity."

The Commission will consider renewal. It is given assurance that the applicant is prepared to "and will in fact assume and discharge the full responsibility of a licensee."

ET Firms Offer AFRA 10 Per Cent Increase

(Continued from Page 1)

ginal demands. Negotiations are based on the cost-of-living clause in the present transcription code. Yesterday's meeting was held at the offices of World Broadcasting Co.

Union was to have taken up the matter at yesterday's national board meeting, but meeting had to be cancelled. However, notice of the offer is being sent immediately to the local boards, and members of the national board, all of whom are being polled for opinions on whether to accept the 10 per cent now, or wait until November and include the increase in negotiations for a complete contract renewal.

Seek KWKW Transfer

Washington — The FCC has been asked to approve the transfer of control of the Southern California Broadcasting Company, Pasadena, from Marshall S. Neal individually and as trustee to L. W. Peters. The transfer would involve the sale of all common stock in the company, to which is licensed KWKW.

OPA Considers Proposal Advanced By Fulton Lewis

(Continued from Page 1)

slaughter and distribution of meat products. Lewis' plan called for the elimination of quotas on packers and the complete lifting of consumer price ceilings so that meat could flow normally to the various sources of demand.

Brown told Lewis that he was in favor of the entire program and would recommend the lifting of the quota restrictions, but would prefer to keep price ceilings in effect until the rest of the program had been tested out.

Lewis had advanced his plan in his regular broadcasts on the network and had contended that these restrictions could be lifted on April 1, when the new meat rationing program goes into effect, without any undue rise in consumer prices. He also stated that meat rationing, by itself, controls prices and limits consumption, which is the only purpose of all the restrictions now in effect.

Blue Cites Advances Made During 1942-3

(Continued from Page 1)

our plans to strengthen our daytime schedule are practically completed."

In regard to the daytime schedules, the Blue, according to Kobak, has completed a 5000-personal-interview survey of such listening in 77 cities and towns and it is believed their ideas will help in the new daytime setup.

Kobak pointed out that in 1942 some 39 new stations joined the network and with the exception of five outlets which replaced former affiliates, the rest are giving clients coverage in important markets never touched before by the Blue. Eight of the 39 new outlets joined the network during 1943.

In a letter being sent to the trade, Kobak further lists improvements of a constructive nature, mentioning the war-effort. In the letter, Kobak is listing the various new programs and affiliates, along with other pertinent data.

NBC-CBC To Cooperate On Five Historical Plays

(Continued from Page 1)

ning April 4 and weekly thereafter through May 2.

Dr. J. S. Thomson, president of the University of Saskatchewan and CBC general manager, will be guest speaker on the opening program, April 4. "Dominion and Empire" is the title of the dramatic presentation to be featured on that day.

The second broadcast will be devoted to "The Clipper Ship," Angus L. MacDonald, minister of naval service, will be the speaker.

Titles but not speakers have been selected for the remainder of the series. The subjects are: April 18—"The Laurentian Shield"; April 25—"Good Neighbors and Joint Defense"; May 2—"Canada, the Refuge."

The entire series will originate in CBL studios, Toronto.

COMING and GOIN

DALE ROBERTSON, general manager of WA Scranton, who had been in conference f few days here at the Blue Network, left terday for the home offices.

V. HAMILTON-WEIR, general manager WLEU, is in New York on station and netw business.

C. M. FINNEY, president of Associated M Publishers, goes south over the week-end a vacation of three weeks.

RALPH EDWARDS will be in Cleveland tom row for the broadcasting of his "Truth of C sequences" program on NBC as another stop his bond-selling tour.

HAL SEVILLE, national sales manager WJEJ, Hagerstown, Md., left for Washington night following a few days in New York.

EDWARD R. MURROW, CBS commentator European affairs, is due in Algiers, from wh point he plans to broadcast Sunday's progr "This Is Algiers." He will return shortly the after to London.

KATE SMITH, TED COLLINS and HENR YOUNGMAN are in New London, Conn., for t airing of tonight's program from the U. Navy's submarine base.

KENNETH D. SOBEL, manager of CHM Hamilton, Ont., has returned to his Cana headuaqrters after having spent a few days he on station and transcription business.

LEONARD CALLAHAN, of Sesac, off today a business trip to Washington.

GEORGE PUTNAM, NBC newscaster, leaves plane on Monday for Hollywood, where he wi appear in the Universal film, "We've Neve Been Licked." He plans to return to Ne York on April 10.

EDGAR BERGEN and CHARLIE McCarthy wil be back in Hollywood in time for their Sunda night broadcast over NBC. They have been so journing in Mexico City.

ANN DuPONT and her quartet are appearin at the "Show Bar" in Schenectady. During he two-week engagement she will broadcast on local CBS station several times weekly.

JOHN WELLINGTON, Blue Network pro ducer, is in Del Rio, Tex., to handle tonight stanza of the "Spotlight Bands" program. He will leave shortly thereafter for Anniston, Ala. originating point of tomorrow's show.

BOB KERR, talent manager, off for Florida on a 10-day vacation during which he will combine business with pleasure.

ALLA LOGAN back in town to join the cast of "Show Time." She had been away two weeks owing to an attack of laryngitis.

CBC Appoints Woman As Member Of Board

(Continued from Page 1)

Broadcasting Corp. Premier Mackenzie King's office announced yesterday. Mrs. Sutherland's term is for three years dating from last Nov 1. She is the only woman member of the board.

in BUFFALO
and Western New York 300,000 Polish Listeners can be reached through the
POLISH VARIETIES PROGRAMS
over Station WHLD 1000 Watts
for further details write to:
POLISH BROADCASTING BUREAU
754 Fillmore Ave. Buffalo, N. Y.

ogram Heads Close o-Day Capital Meet

(Continued from Page 1)

day, at the Hotel Roosevelt. ry also spoke briefly on the recent on of the sales managers in New , declaring that they are "anxious operate with the program man- s committee to improve commer- programs, reduce mortality of dvised programs and develop new ining ideas for commercial spon- ip."

Small Station Problem Tabled

ere also was discussion on a pos- central correlation and distribu- outlet for important program s and policy information.

e small stations problem also was d for further discussion.

resolution adopted read as fol-

Whereas, Neville Miller and other ials of the National Association of adcasters have called this meeting rogram managers in Washington, ., with the statement that, pro- ming is one of the most vital onsibilities of the radio industry; herefore, be it resolved, that a ram Managers Executive Com- ee be continued as one of the anent committees of the National ciation of Broadcasters;

hat it be the purpose of this mittee to cooperate with and aug- t the work of the other National ciation of Broadcasters commit- in furthering high standards;

hat we express our sincere appre- ion for the admirable leadership mplified by the Code Committee he National Association of Broad- ers, and,

hat time be allotted to the pro- n managers at the National Asso- ion of Broadcasters war confer- for a discussion of problems ing from programming under war ditions."

iscussion of recent complaints nst radio programming described 'plug-uglies" resulted in the re- ion of these attacks. Obviously rring to charges made in recent ths by politicians regarding the ged unfairness of radio, the com- ee agreed that the attacks "have n personal in nature, not founded a knowledge of the medium and substantiated by a convincing ex- sion from the general public."

t yesterday's luncheon, closing meeting, Lt. Col. Ed M. Kirby, ner NAB public relations director now head of the Radio Section of Army's Bureau of Public Rela- s, spoke briefly, as did Earl Glade, irman of the NAB code commit- Kirby advised the program man- rs that "hospital interviews with ulatory (movable) casualties may cleared locally since March 15. ts bearing immediately on a spe- c citation may be given, without arance, together with facts about individuals personal life, the r on his own release."

lade pleaded for sympathetic dling by announcement of all ualty interviews.

uests at the luncheon included Capt. Frank Pellegrin, War Department; Eugene Carr and J. Harold Ryan, Office of Censorship; Earl Gammons, CBS; Frank Russell, NBC and Phillip Cohen, William B. Lewis, Douglas Meservey and Don Stauffer of the OWI.

Members of the new Program Managers Executive Committee, appointed by Neville Miller for the next year, include William Adams, WCHS, Charleston; J. Robert DeHaven, WTCN, Minneapolis; Harold Fair, WHO, Des Moines; Robert L. Kennett, WHAS, Louisville; Roberty Landry, CBS, New York; Clarence Menser, NBC, New York; Herbert C. Rice, WGR, Buffalo; Ray Shannon, KQV, Pittsburgh, and Tod Williams, WSPD, Toledo.

Wednesday, first day of the meeting was featured by an exhaustive discussion of the duties of program directors and their status within the industry, with general agreement that betterment of that status should be an objective. Miller delivered the opening address, and was followed by Glade.

Avery spoke on the work of the Sales Managers Committee, and Roy Harlow of BMI reported on the BMI program directors' meeting.

At lunch the group was joined by Martin Wickett, program director for WJSV; Jack Edmunds, of WMAL; Carleton Smith and George Wheeler, of WRC, and Norman Reed of WWDC, all local member stations.

Willard Egolf, who earlier had led a discussion of the public relations job of the program managers, with particular reference to the pressure from local groups for pet campaigns and pet topics, introduced Paul Peter, NAB director of research, who lead a discussion of program trends following the luncheon. The meeting then covered such matters as current complaints on programming methods by which program directors can be aided in working with commercial and sustaining shows and war programs, small station problems, cooperation with sales directors, value of program awards and a general discussion of program problems arising as a result of the war.

Considerable discussion of Roy Harlow's paper on program directors was held. Harlow called for skill in all broadcast fields.

☆ PROMOTION ☆

WDRC Campaign

To overcome the lack of newspaper radio columns in the Hartford area, WDRC, recently launched a promotional campaign to publicize, one by one, the leading CBS shows. The presentation of the campaign is continuous, in that, each day a network show is selected and during the day of its presentation it is plugged on all available spots with short announcements.

On the day a guest star appears the star is emphasized on the announcements. To alter the routine on some days, he entire CBS schedule is highlighted.

WOWO-WGL Display Cases

New display cases have been constructed in the downstairs corridor of the WOWO-WGL studios in Fort Wayne. The cases, which are 10½ feet long and 2 feet high, are set into the north wall, and are lighted by fluorescent bulbs. They are each fronted by two sliding glass panels to facilitate changing the displays, which consist of special 11 x 14 portraits of network and local stars.

Forest Conservation

In cooperation with the American Forest Products Industries the "Funny Money Man" programs in over 50 cities have launched a campaign to teach forest conservation.

The programs which are heard daily will teach ways to avoid forest fires. And instead of the usual knicknacks, the "Funny Money Man" will buy only wooden objects during the campaign. The American Forest Products Industries have supplied each station with extra cash prizes, as well as a grand prize. The final winner in each station will be awarded a seedling pine tree.

The campaign was arranged by Allen A. Funt, syndicators of the radio program and comic strip, with the cooperation of the M. L. Lee Company, public relations counselors for the American Forest Products Industries.

Classical Disks Sent To Men At Camp Pickett

The lack of classical recordings at Camp Pickett, Va., has been overcome by the prompt action of announcer Ben Grauer and other Radio City announcers. Grauer, at the request of Technical Sergeant, Bob Waldrop, former Blue Network announcer, for the classical recordings contacted other members of profession to fulfill the need. The request was not only filled but single discs and albums were pyramided to make an impressive shipment of transcribed music.

Neville Miller Approves Joint OWI-Trade Effort

Washington Bureau, RADIO DAILY

Washington — Tacit approval of Elmer Davis' statement of Wednesday regarding OWI cooperation with the industry was given yesterday by NAB President Neville Miller. Davis, replying to charges by representative J. William Ditter that OWI should concentrate on coordination and aid to the various media rather than on production, pointed out that is exactly what the agency is doing. Miller, asked for comment, said he had nothing to add to Davis' statement.

Radio's Advt. Volume Soars Over Magazines

(Continued from Page 1)

pared by Dr. L. D. H. Weld, director of Research, McCann-Erickson, Inc., for the current issue of Printers' Ink.

Dr. Weld estimates the total advertising investment for 1942 at $1,820,000,000 or a drop of $100,000,000 from 1941. Newspapers were off nearly 5 per cent, winding up with an estimated $580,000,000. Magazine dropped 6.1 per cent. Direct Mail showed a loss of $20,000,000. Farm papers were off $1,000,000, but are showing a surprising increase this year.

Media Itemized

The advertising bill for 1942, as estimated by Dr. Weld is as follows:

Newspapers	$580,000,000
Direct Mail	295,000,000
Radio	215,000,000
Magazines	170,000,000
Outdoor	55,000,000
Trade and Business Papers	60,000,000
Farm Papers	15,000,000
Miscellaneous	400,000,000
Total	$1,820,000,000

Article also traces the swells in advertising, pointing out that it had reached its peak in 1929, dropped until 1934, climbed again in 1937 only to fall off again in 1938. It resumed an upward trend in 1939.

Templeton-"Basin Street" Trying "Double Feature"

(Continued from Page 1)

both shows. The two programs ordinarily follow each other from separate studios, and Templeton is making this guest appearance on "Lower Basin Street" in tribute to the fact that the show is giving its last Wednesday sustaining broadcast before it goes commercial beginning Sunday, April 4. Templeton will feature a bit of mimicry titled, "Boake Carter Makes With the Jingle Jangle Jingle."

Radio's last double-feature bill came when Phil Baker and Fred Allen teamed their shows on WABC to form the "Star Theater Or Leave It."

Templeton is sponsored by Schenley Import Corp. for Dubonnet and the "Basin Street," recently acquired sponsor is the Andrew Jergens Co.

Los Angeles

By JAC WILLEN

HIS twentieth year in radio will soon be celebrated by Billy Mills, (May) jolly musical director of the "Fibber McGee and Molly" program.

Editors and commentators of the "Don Lee Newsreel Theater of the Air" are pretty proud of their recent "box office reports." A survey taken a few days ago gives the hour eight-part news program second place out of four network programs checked between 2 and 3 p.m., PWT.

Dick Joy and his wife and family off to Palm Springs for a few days' rest, on doctors orders. Joy, aside from his CBS newscasting chores, announces the "Those We Love" broadcasts, and is scheduled to announce the new "Blue Ribbon Town" airer which debuts soon.

Dinah Shore, leading lady of the song waves, was mistress of ceremonies for the second time on her recent fifteenth "Command Performance" appearance.

William Shipper, former radio broker, joined the Universal Microphone Company as supervisor of its microphone war production department.

KHJ-Don Lee has added many new faces these last few days including Bill Green, newspaperman, formerly with the Spokesmen Review in Spokane, Wash., who has joined the KHJ news staff under Lew Mawhinney, editor-in-chief at the studio; Carmer Milsteen replaced Elaine Butz Spurier as secretary to David Young, KHJ production chief, with Mrs. Spurier now secretary in the Don Lee executive offices, and Irene Stanley, added to the new commercial department, headed by John A. Stewart.

Wanna trade? Jack Mather, the Riggs' show announcer, is willing to swap his trick horse for two healthy young heifers.

Rochester, Jack Benny's radio manservant, has just started work in a new picture for Columbia Studios—making one of the few times he has appeared before the cameras without "the boss."

"Arkansas Traveler" Bob Burns' oldest son, Robin, Jr., a private in the Air Corps, came home last weekend on leave only to find himself back in training. Dad started giving him a marksmanship lesson.

"Blondie" (Penny Singleton) is now commuting to her Monday broadcasts by electric train from La Jolla, a hundred miles south of Hollywood, where she and her husband, Capt. Bob Sparks, U.S.M.C., have taken temporary residence—meeting one another "half-way"—while he is training marines near San Diego.

SINGER WANTED

Girl singer with voice and personality for popular musical program on NBC station. Must be capable of holding up high-rating sponsored show and be able to send audition record.

RADIO DAILY, Box 129,
1501 Broadway New York City

MAIN STREET OL' SCOOPS DAILY

Reporter At Large! . . .

● ● ● Launched on the Blue Network only last week as a sustainer, "Hollywood Radio Theater" which features Hollywood personalities will be sponsored by Eno Salts for 52 weeks, starting with the April 15 show .....William Ford Manley's "Snow Village" has been renewed for another 13 weeks by Procter & Gamble.....After the Saturday, March 27 broadcast, the twins on the NBC "Abie's Irish Show," without even being consulted no less, get a new mother.....Mercedes McCambridge, who portrays "Rosemary Murphy Levy," the mother, will leave the "didies," formulae, etc. for her successor and lightheartedly leaves for the Coast on a 39-week assignment in the new CBShow "I Love a Mystery"—auditions for the new "mother" are being held today.....Incidentally, Mercedes and her predecessor on that show, Betty Winkler, both are natives of the Windy City.....Shirley Mitchell "Leila Ransom," the Southern widow of the "Great Gildersleeve" NBCoast-to-coaster, has developed a "sho-nuff" southern accent suh—her room-mate being none other than Dinah Shore, Tennessee's gift to radio.....Radio execs (those who mean to but somehow never get around to it) might follow the swell example set by Nick Keesely of the N. W. Ayer office—we know for a fact that he corresponds with every former Ayer employee, now in the armed forces—we've seen some of the letters of appreciation he has received from the boys who hunger for news about their "old stamping grounds"—How about it men?

☆ ☆ ☆

● ● ● Fifteen years ago, when Warners first opened the Stanley Theater in Pittsburgh, Phil Spitalny's orchestra had the honor of being its first maestro—last week Phil's brother, Maurice, became that theater's new Ork Pilot.....Harold, "Rip" Miller, former production supervisor at CBS, has been commissioned a 2nd Lieutenant in Uncle Sam's Air Force.....'Rusty" Pierce, N. W. Ayer's radio publicity director, dons Khaki next month.....Jerry Wald and his orchestra go into the Hotel New Yorker Terrace Room, April 12 .....When Harold Stein, Blue Network staff photographer covered the recent "Duffy's Tavern" show, he met an old friend.....he hadn't seen her since that time in 1937, when he first took Susan Hayward's pictures to be sent to Hollywood for the purpose of obtaining a screen test for "Gone With The Wind".....Susan didn't get the "Scarlett O'Hara" role but she did get a trip to the Coast and eventual stardom.

☆ ☆ ☆

● ● ● Youth will be served—and we might add, admired—she's only 22 summers, yet Madeleine Clark, staff writer in the NBC Central Division Continuity dept. is the author of that network's popular "Family in War" series....."Kibitzers" Tobey David and Larry Marino, whose early morning WJZanies has been a sustaining feature these past two months will be sponsored by National Shoe Stores beginning next week .....Harry Wismer's "big-time" sportscasts will be heard at 11:05 p.m. instead of 11:55 p.m., EWT on WJZ, his Blue Network show remaining at the 6:15-6:20 p.m. spot.....Mitzi Holmes, Andrews Sisters' "gal Friday," will tell what makes them tick when Fred Barr quizzes her today on WWRL .....Have A Chuckle: Nadine Connor knows a dopey speed demon, who thinks he conserves rubber by making turns on only two wheels..... Beatrice Kay observes when they get around to rationing poultry she wonders how many points it will cost to get "goose" pimples..... George Lowther tells the one about the UP and AP correspondents at Casablanca, who sent out for a bit of local fire-water—the stuff tasted better than it looked, and after a bit of "elbow-bending," one of the correspondents, looking out of the window, suddenly shouted, "Fogashakes stop drinking that shtuff—I could have sworn that I just saw President Roosevelt drivin' by in a jeep."

☆ ☆ ☆

—Remember Pearl Harbor—

Chicago

By FRANK BURKE

WILLIAM WEDDELL, NBC sal man has been promoted to sistant sales manager of NBC C tral Division. In his new capac Weddell will assist Paul McCluer, C tral Division sales manager, and w act as sales manager in McClue absence from the city.

Six radio executives, four fr KYW, Philadelphia, are in town t week making a promotion present tion before NBC Central Divisi officials. Representing KYW are Le lie Joy, B. A. McDonald, James Be ley, and Harold Coulter. Others the party are Frank Webb, Westin house Radio Stations advertising d rector, Philadelphia, and Jack O'Mar sales promotion manager of WOW Fort Wayne, Ind.

Howard Willett, chairman of th Illinois Association for Cripple Children, will participate in WBBM inauguration of the Easter Seal cam paign on Saturday.

Red Skelton, Ozzie Nelson and Har riet Hilliard pass through Chicag today en route New York, where th Skelton show will originate fro March 30 to April 2. Skelton is go ing to make some movie shots with the Brooklyn Dodgers. Ozzie Nelson's band will play a date at the Capitol.

Scheduled to begin March 28, Ed ward H. Hines Lumber Company is making its radio time and the facilities of WBBM available for the pick-up of the "Blue Jackets Sing," featuring the choir of the Great Lakes Naval Training Station. The show will be transcribed at Great Lakes and aired each Sunday from 12-12:30 p.m.

Office of Civilian Defense has released figures on the listeners survey made on "Our Block," script show written by David Peltz and David DeKoven, which revealed an audience of 36.1 per cent Monday night at 10:45 p.m., and an estimated audience of 360,000 in Chicago.

Baskett Mosse, newswriter of NBC Central Division, has been selected as the outstanding man graduate of 1943 by the faculty of the Medill School of Journalism, Northwestern University.

Four NBC staffers were given farewells this week. Announcer Bob Brown becomes a lieutenant in the Naval Reserve, announcer Fort Pearson leaves April 9 as a lieutenant in the Naval Reserve, Helen Banta, secretary, joined the WAVES and Edwin Bailey, sound effects, goes to the Army March 31.

FREE! Double Your Weekly War Savings Stamp Purchases!

Hickey, "The Cowboy Caruso" (who sings on pitch—sometimes) wants a million names for a new radio program. He will make phone calls publicly and double weekly War Savings Stamp purchases—up to $25.00. Advertise your patriotism—Hickey will prove it pays to be patriotic. Send name, address and phone no. on postcard to Dept. R.D.

"HICKEY'S CALLING"
505 FIFTH AVE., N. Y. C.

...UEST-ING

...Y CANZONERI, LUCILLE ...ER and JOEY ADAMS, on ...Cooper's "Keep Ahead" show, ...(WOR-Mutual (7:30 p.m.).

...W. STUDEBAKER, U. S. ...issioner of Education and WIL... CARR, secretary of the Edu... Policies Commission, discus... that the Schools Are Contribut... the Winning of the War," on ...s in Wartime," today (WJZ-...etwork, 3:45 p.m.).

...JAMES E. SANDS of the U. ...ne Corps, winner of the Navy ...n "Men of the Land, Sea and ...day (WJZ-Blue Network, 4:30 ...).

...RANCIS L. BACON, chair... the National Association of ...ry School Principals; DR. ...RENCH, chairman of the As...'s Implementation Commis... R. W. D. FULLER, chairman ...education committee of the ... Association of Manufactur... DR. ALONZO F. MYERS, ...the department of higher edu... New York University, dis... "What Kind of High School ...n for Leadership in the Post-...rld," on the "People's Plat... tomorrow (WABC-CBS, 6:15 ...).

...W. LEE O'DANIEL of Texas ...P. JOHN SPARKMAN of ..., on "Wake Up, America," ...(WJZ-Blue Network, 3:15 ...).

...DE R. WICKARD, Secretary ...ulture, on Columbia's "Coun...rnal" program, tomorrow ...(CBS, 2:05 pm.).

...E BURKE, on "Armstrong's ...f Today," tomorrow (WABC-...noon).

...WAYNE, baritone, on ...Revell Presents," tomorrow ...NBC, 10:30 a.m.).

...ALLEN, on the program of ...Kids," Sunday (WJZ-Blue ... 7:30 p.m.).

...D. IZZI, U. S. Navy gunner ...t 83 days on a life raft, on ... People," Sunday (WABC-...0 p.m.).

WBNX NEW YORK
THE MOST INTIMATE AND ...IVE PROGRAM APPROACH ...ERICA'S LARGEST MARKET
WATTS Directional ...METROPOLITAN NEW YORK

WAR-PROGRAM IDEAS

Anglo-American Relations

A series of programs designed to further British-American understanding is being aired by WCKY, Cincinnati. Scheduled periodically, the guests are interviewed on the necessity of allied cooperation to win the war. Secrets of Nazi propagandists also are exposed. Recent guests on the series have been E. J. Bisiker, British Vice-Consul, Cleveland, Ohio; Sir Frederick Whyte, outstanding British political scientist and chairman of an International Pacific Relations Commission; Kenneth A. J. Helder, British business executive and member of the British Civilian Defense Corps, and Arthur H. Tandy, British Consul in Cincinnati.

Red Cross Program

Showing the work done in World War I for war prisoners by the Red Cross, CJAT, Trail, B. C., is airing a program in behalf of the Red Cross War Fund for World War II. The new program, titled "Your Neighbor Was in Prison" was created as an added stimulant to the city's Patriotic and Welfare Society Drive for funds.

On the program interviews dramatize the fact that often the next-door neighbor has lived in a prison camp, and points out the help these prisoners of war received from the Red Cross.

The new series is sponsored by the Trail District Hotel Keepers Association.

Local Talent Requests Cleared Through New Unit

Washington Bureau, RADIO DAILY

Washington—Local talent requests for servicemen functions will hereafter be cleared through a new unit of the Washington War Activities Committee of the Motion Picture Industry. Chairmaned by Harry Anger of Warner Brothers and Gene Ford of Loew's, this unit will clear all requests for talent, whether the talent is in theaters, night clubs, radio or hotels, and it is hoped that the duplication will be eliminated and wider scheduling made possible under the new set-up. Local radio stations, in addition, are expected to participate in the activities of the WAC's New local amusement division, chief function of which will be collection and distribution of passes to servicemen.

Rev. J. J. Lynch On WHN

The financing of charity during wartimes will be the topic discussed today by the Rev. James J. Lynch, director of the Division of Finance of the New York Catholic Charities, over WHN, N. Y., from 10:15-10:30 p.m., EWT. The 1943 Fund Appeal of the N. Y. Catholic Charities, currently running, will conclude the week of April 4 with an intensive canvass of the 375 parishes of the Archdiocese.

FCC Denies KDYL Plea

Washington—The FCC adopted proposed findings denying without prejudice the application of KDYL, Salt Lake City, a power boost from five to 10 kilowatts, frequency shift from 1,320 to 880 kilocycles and antenna and transmitter changes. Conclusions were based upon the equipment freeze order of last April.

Kate Smith In Guest Spot

Kate Smith will interview wounded soldiers at Halloran Hospital, Staten Island, as guest on "We, the People" over CBS network at 7:30 on Sunday evening.

Servel Signs Billie Burke For New Series On CBS

Servel Inc. has announced that it will launch its second campaign over CBS beginning April 3. Using institutional copy, Servel will sponsor "Fashions in Rations" with Billie Burke as mistress of ceremonies. Broadcast Saturdays from 11:30-12:00 noon, "Fashions in Rations" will be heard over 68 stations of the network.

The new CBS Servel program is designed to explain and clarify wartime food problems confronting the American housewife. In addition to presenting food facts and kitchen hints, it will include a food communique direct from government agencies in Washington; a question-and-answer forum on food conducted by Alice White, home volunteer adviser and humorous sketches dramatizing the plight of Mrs. Housewife in 1943. Each week, an award of a $25 war bond will be made to the housewife who has solved a difficult food or rationing problem in a unique way. BBD&O handles the account.

House Committee Okays Plan For Grade Labeling

Washington Bureau, RADIO DAILY

Washington—The House Rules Committee yesterday approved the investigation of OPA's grade labeling plans, voted last week by the Interstate and Foreign Commerce Committee. An appropriation of $10,000 for the study was approved. A vote by the full house is looked for next week, with approval likely.

This action has been opposed by Charles Halleck of Indiana, Republican, who sees in the grade labeling plans a plot to strike at freedom of the press through attacking advertising.

Wedding Bells

Jan Willows, secretary to Chuck Bailie, KOMO-KJR, Seattle, research and advertising department manager, was married to Elmer Ball of the U. S. Navy, Sunday, March 21.

AGENCIES

MAJ. GEN. JAMES A. ULIO, Adjutant General of the U. S. Army, will be principal speaker at the luncheon meeting to be held Monday at the Hotel Lexington by the Advertising Men's Post, No. 209, American Legion. He will speak on the subject, "How Big Is the War?"

WILLIAM M. RAMSEY, radio director of the Procter & Gamble Company, has announced that, effective March 27, the radio program "Truth or Consequences" will be sponsored by Duz. Since its first broadcast on August 17, 1940, "Truth or Consequences" has been used to advertise Ivory Soap. Duz takes over the program on a special broadcast originating in Toledo, Ohio.

PENNSYLVANIA CENTRAL AIRLINES is planning a campaign based on the theme "Skyway to the Victory Cities." J. Walter Thompson is the agency.

THEODORE S. REPPLIER, campaign manager of the War Manpower Commission, has resigned to become manager of the Advertising Council's Chicago office. He will take up his new duties April 1. Before entering government service last year, Repplier was associate copy director of Young & Rubicam, New York.

VITAMIN CORPORATION OF AMERICA, Newark, N. J., has appointed J. M. Korn & Company, Philadelphia, to direct its advertising. Nnewspapers, trade papers and radio will be used.

CBS Affiliate Group Mull Mutual Problems

(*Continued from Page 1*)

dents Frank White, Frank Stanton, H. V. Akerberg and Joseph Ream. Other CBS attendees included John G. Gude, William Schudt and Howard Lane. First two being from station relations department and the latter is CBS Central Division field manager.

Affiliate members of the group in attendance were: I. R. Lounsberry, WGR, Buffalo; C. T. Lucey, WRVA, Richmond, Va.; John Rivers, WCSC, Charleston, S. C.; Hoyt Wooten, WREC, Memphis; Leo Fitzpatrick, WJR, Detroit; Don Searle, KOIL; C. W. Rembert, KRLD, Dallas and C. W. Myers, KOIN, Portland, Ore.

THIS LITTLE BUDGET WENT TO

WORL BOSTON MASS.

NEW BUSINESS

WOV, New York: Roxy Theater, thru Kayton-Spiero, 30-second transcribed anns., 54 times; National Shoes, thru Emil Mogul, 15-minute studio programs, 52 times; National Birth Certificate, Los Angeles, thru United Advertising Agency, Chicago, 5-minute transcribed programs, 52 times; Cafe' Ferrara, thru Piedmont Agency, 10-minute studio programs, 312 times; Ivel Furs, thru Negri Agency, 10-minute studio programs, 39 times; O'Sullivan Rubber Heels, thru Advertising and Sales Council, 1 minute spot anns., 301 times; Nacor Medicine Co., thru E. H. Brown, Chicago, 1 minute spot anns., 20 times; Schonbrunn Coffee, thru Pettinella Agency, 10-minute studio programs, 52 times; Wm. H. Wise, (books) thru Huber Hogue & Son, 15-minute studio programs, 312 times; Schlossmann's Dept. tSore, through Klinger Agency, 15-minute studio programs, 312 times; V. La Rosa, thru Commercial Radio, 30-minute studio programs, 312 times; Travol, thru Tracy, Locke Dawson, 5-minute transcribed programs, 156 times.

Robt. Bell To WABC

Robert Bell has joined CBS as a production man for the WABC all-night programs. He replaces Robert Marks who has been called for active duty with the Signal Corps of the United States Army. Marks joined CBS in October, 1941 and is a former production manager for the network's television department. He was assigned to the WABC all-night production staff when priorities curtailed CBS's television programs.

Prior to coming to CBS, Bell did acting on WHN and was on the announcing and directing staff of WBBC. He shares the production duties on the all-night programs with William Barrett.

Stork News

Atlanta — Lorin Myers, assistant sales manager of WSB, Atlanta, has announced the birth of a daughter, Lorraine. Before she was two days old, the young lady had already been the subject of three radio plugs—two on local shows and one on the "People Are Funny" show. The latter was occasioned when Lorin, appointed to give away $50 in Atlanta, chose another 2-day-old father.

The stork has been quite active at WLW, WSAI, Cincinnati. In the space of a short time ART YOUNG, field survey engineer, became the father of a boy, while DON L. HOGE and JOHN BRILL, studio and remote engineers are celebrating the arrival of baby daughters.

Charles Drock, control room engineer at WIP, Philadelphia, is passing out cigars to celebrate the birth of his son.

WORDS AND MUSIC

By HERMAN PINCUS

A FEW YEARS AGO, Al Hoffman (we forget the name of his collaborator) wrote a song called "That's What I Call Sweet Music".....If he was referring to Sigmund Romberg's extensive musical works, then we say 'Amen'....but just in case he didn't have "Siggy's" compositions in mind, we'll just have to borrow that title to express our opinion of the S.P.A. (Songwriters Protective Association) Prexy's listenable works....which explains why, we'll stay tuned-in to NBC Sunday, April 4, at 10 p.m. when Phil Spitalny's "Hour of Charm" serenades us with such Romberg tunes as "Lover Come Back To Me," "When I Grow Too Old To Dream," "Softly As a Morning Sunrise," "Deep In My Heart" and "Song of Love"..... oft times, this grizzly old ticker waxes sentimental and when it does we're a "sucker" for sweet music.

☆ ☆ ☆

Several weeks ago (this column appears to swing towards the past) we stopped for a chat with Ben Bornstein....Ben played us a recording of guitarist Leonard W. Ware's new tune "Gid Dap Mule"....we reported in a subsequent column our enthusiasm for its swell 'morale-building' theme but what we want to bring out is this....before leaving Bornstein that day, we advised him to send the song together with the recording to the U. S. Dept. of Agriculture....Ben stopped us yesterday to show us the results of his taking our advice....the entire lyric of the song was reproduced in that agency's booklet, 'Farm Mobilization Information Calendar' which is sent to every farmer in the country.

☆ ☆ ☆

Radiology: Joe Rines, Blue Network Pilot, tells the one about the broken-down musician who waylays him each morning with hat in hand....the other ayem, when Rines spied the mendicant holding two hats, he inquired about the additional hat and was told, "business is so good that I opened up another branch"....Associated Music Publishers will soon pop out with a new trade motto "Ad Musicae Perpetuitatem," which utilizes the initials of that firm name and to which, every music lover will say, "Amen." ....Nat Burton, who authored the inspiring lyrics to "White Cliffs of Dover" and the words of two current hits, "My Dream of Tomorrow" and "Harbor of Dream Boats," has written the first of the war songs dedicated to Mothers of Men in Service and Gold Star Mothers....the song, "Show Your Medals, Mother Malone," is published by Leeds Music and will be introduced soon by Kate Smith or Dinah Shore....Irene Winston, Blue Network vocalovely, and Tom Bennett have collabbed on a far-from-abrupt-titled-ditty, "Ho Hum Here I Come, What's the Use, I'm on the Loose Again Blues"....Alma Kitchell, featured on the Blue Network, "Meet Your Neighbor," has the honor of being the first star to be photographed with the new Prop 'Blue Network Mike' which just arrived at Earl Mullin's office and of which he's as proud as a '24-hour-old papa'....Tony Wolfson, NBC information clerk, did a rendition of his own song on the Garry Moore show and the result was a job, singing at a station down in North Carolina.

☆ ☆ ☆

The story of how Reese Taylor, "Dr. Reginald Parsons" of the NBC program "Road of Life," got his first break as an actor bears a moral....When, after graduating from High School, the lad went into a theatrical producer's office looking for a job, the office boy, took one look, ejaculated, "You're just the type," brought the startled job-seeker into the inner sanctum-sanctorum, where Taylor was signed to a contract....from then on he took his talents from the stage to radio in 1932 (when he enacted the role of Clark Gable in a dramatization of that actor's life) back to the stage and again returning to radio where he stayed....the moral, of course, being "always be nice to the office boy"....true he might only be just someone's son, but then again he might be like the office boy in this item.

☆ ☆ ☆

—Be A Rational National—

To the Colors!

ORRIN TOVROW, script writ the "Ma Perkins" show has re notification that he had been missioned as Lieutenant (j.g.) i Navy.

—VVV—

JIMMY SAUNDERS, singer Johnny Warrington's band at W Philadelphia, was inducted int U. S. Army yesterday.

—VVV—

CLIFFORD WORBY, transm technican for WTMJ, Milwaukee last week for Fort Monmouth, Jersey. He has been commissio first lieutenant in the Army S Corps.

—VVV—

LIEUT. E. K. CARGILL, fo president and manager, rec visited at WMAZ en route fro doctrination in USNR at Quonse I. to new assignment.

—VVV—

STEWART DEAN, news annou of WFAA-WBAP, Dallas and Worth, has left for flight trai Dean has been in the Air Corps serve since the first of the year, a ing his call.

Egolf Answers Professo Who Charged "Coddli

Replying to an attack carried the press last week, consisting statement by Professor Leon K Northwestern University, that large number of draft rejection a reflection of "coddling" of nation's youth by automobiles, mo and the radio, Willard D. E assistant to NAB President Ne C. Miller, wrote Professor K speaking "generally, rather t specifically on behalf of rad Part of Egolf's letter follows:

"Selective Service Headquarters Washington state that rejections World War I reached approxima 40 per cent also. At that time had no radio and fewer automob and movies. In addition the d age was between 18 and 31 only.

"Further Selective Service figu relative to the present war sho encourage you: there have been o 33.2 per cent rejections between and 25. There have been only per cent rejections between 26 30. Remember also that mod methods for detecting physical a mental disabilities are greatly a vanced, which would influence m rejections in this war.

"Most modern devices are design for easier living. You would advocate dispensing with them, I sure.

"If I interpret you correctly, y have no complaint against auto biles, movies and radio, as one mig think after reading your statemen You simply believe that an en lightened people should recogniz the need for a health-building pr gram in everyone's life, to offs sedentary habits which tempt all u us. If that is true, radio has bee a help in the past and might a you materially in the future wit proper programming."

The Red Cross has Problems like your own

—*of Planning*

Your Red Cross operates a vast planning program to enable it to be ready for any disaster or emergency anywhere—whether it comes in the Americas, Europe, Australia, Asia, or Africa.

—*of Organization*

Your Red Cross is responsible for the smooth operation of 3,750 chapters and 6,000 branches, all engaged in the same enterprise of helping all who need help.

—*of Personnel*

Your Red Cross has tripled its staff since Pearl Harbor and has had to enlist the aid of and train over 6,000,000 volunteers in the principles of First Aid, Water Safety, Accident Prevention, Home Nursing, Nutrition, Nurse's Aideing, Mass Feeding, Motor Mechanics, and other subjects allied to our country's war effort.

—*of Production*

Your Red Cross is not only one of the world's foremost purchasers of supplies, but it has the immense distribution job of collecting millions of items from 10,000 different communities in the United States, assembling and storing them, and then shipping them to practically every country in the world. Last year your Red Cross shipped some $60,000,000 worth of food, clothing, and medical supplies to over 20,000,000 homeless people in foreign countries.

—*of Finance*

Your Red Cross, whose war-time and post-war expenses will run well into hundreds of millions, must account to the public for every penny it collects and puts to work. Its accounts are audited annually by the U. S. War Department.

The Red Cross faces the same problems as are in your business. With your support it can successfully meet them.

The Second War Fund is greater than the First, but no greater than the increased needs.

Business men can help with time and with money, as organizations and as individuals.

March is the Red Cross month . . . Cooperate with your Red Cross Chapter.

Your Dollars help make possible the

AMERICAN RED CROSS

This space contributed by RADIO DAILY

☆ ☆ Coast-to-Coast ☆ ☆

SAM MOLEN, sports editor of WCHS, Charleston, and the West Virginia network authored an article about Christy Mathewson the all-time New York Giant baseball great for the April issue of "Baseball Digest."

* * *

The Buffalo Philharmonic Orchestra will conclude its current WBEN, Buffalo, series of hour-long concerts, Saturday evening, March 27, at 7:00 p.m. with selections requested by the audience and spirituals sung by the City's Choral Society. Franco Autori will conduct the orchestra and the Choral Society will be directed by Mrs. William H. Horner.

* * *

Program director Charles Crutchfield of WBT, Charlotte, N. C., suffered a mishap being an air raid warden. While he was on duty during a recent practice blackout he stepped into an open drain and is now navigating on crutches.

* * *

Twentieth Century-Fox in behalf of the New York Rivoli and Roxy Theaters has purchased 12 one-minute and 10 one-half-minute announcements as well as two five-minute programs weekly over WLIB, Brooklyn, to promote pictures playing at both film houses....Stanley Burns, staff announcer, has been signed to announce the Family Poli y Service transcription spots.

* * *

With seventeen men in the armed forces already and others slated to leave soon, staff realignments are under way at WFBL, Syracuse. Effective March 27, Robert G. Soule, vice-president and promotion manager, takes charge of programs and station's promotional activities.....Season-long support will be given by the station to the Victory Garden Drive by staging a Victory Garden Demonstration. Four garden plots have been assigned to applicants from the station's audience. Two gardeners are experienced, two are not. Station will supply all seeds, plants, fertilizers and insecticides to all four gardeners. When weather permits broadcasts will be short-waved direct from the gardens.

* * *

Henry Bucklin, formerly of Fresno, California, joined the sales department of KOA, Denver....Other personnel changes include the addition of Mrs. Edith Sweeny to the office staff, and the return of Mrs. Louise Morgan to her post at the PBX board, replacing Vera Brown who left the station to join her husband who is stationed in Washington, D. C., with the Army.

* * *

The new five-minute sustaining feature, "The Grapevine" highlighting the latest news from all parts of the Timmins, Ontario, district is chalking up a substantial rating by listeners to CKGB, Timmins, Canada. The radio column of the air is written and broadcast by Kendrick Crossley, station's director of showmanship every weekday at 5:45 p.m.

* * *

For the seventh consecutive year KFEL, Denver, broadcast the finals of the National A.A.U. basketball tournament to the Mutual network from the City auditorium in Denver. Announcers Morey Sharp, Frank Bishop and Joe Meyer took turns in giving the play-by-play account of the games. Hirschfield Press sponsored the broadcasts during the week in Denver.

* * *

As a feature of the Kansas City Board of Education's annual demonstration for teachers of the public school system, a second grade pupil reported on his observations and experiences while on a tour of the KCMO, Kansas City, Mo., studios, at which time he was interviewed on the air by Anne Hayes, director of the Home Economics Bureau. At the time of the air interview, radios in the classrooms of the youngster's school were tuned to the station, while a transcription of the interview was played the next day in the various classes and then given to the principal of the school.

* * *

"The Mystery Chef," Blue Network feature heard Monday through Friday from 2:15-2:30 p.m., EWT, now is sponsored over WNBC, Hartford, by the Hartford Gas Company. The local commentator on the program is Mrs. Arra Sutton Mixter, Home Economics expert of the utility company who adds timely home topics in the middle and end of the show.

* * *

WTAG, Worcester, last week broadcast the opening ceremonies of the WAAC recruiting office in Worcester, the first such sub-station in Massachusetts, in a 15-minute airing. Earle Steele, station announcer described the parade and the welcoming ceremonies. Proceedings were recorded by the WTAG Mobile unit.

The Cincinnati Public Schools are cooperating with Bernice Foley in her daily school days newscast from WSAI, Cincinnati. She has been able to secure a "listening" committee of 15 of the outstanding social studies' teachers who monitor her program and meet with her regularly to "suggest and offer suggestions and aid in the planning of the series....Ronny Mansfield, who has been with the Crosley stations since 1940 has had his contract renewed. He sings on such shows as "Moon River," "Truly American," "Your Romance Music" and others....Jimmy Leonard, WSAI program director, is in bed at a local hospital suffering from a strep throat.

* * *

A tribute to the men of the Aircraft Carrier Hornet highlights the D & H Anthracite Hour over WBZ, Boston, Tuesday, March 30, at 7:30 p.m The men of the Hornet will be the subject for the "America At War" narration. Songs of Kay Ivers, the Apollo Club of Boston and the music of Rakov and the string orchestra rounds out the program.

* * *

Continental Baking Company has signed a contract with WWNY, Watertown, N. Y., for 104-minute transcribed spots advertising their products throughout Northern New York Dr. William P. Tolley, chancellor of Syracuse University, was heard by many of the university's alumni at a recent alumni banquet in Watertown that was broadcast by WWNY.

* * *

Denise Keller, woman's commentator for WICC, Bridgeport, and emcee of "Masterpieces for Victory" this week interviews Brian J. Byrne, radio script writer of such shows as the Prudential Family Hour on CBS, the Saturday Night Bond Wagon on WICC-MBS, and other air attractions as "The Shadow," "Joe and Ethel Turp," and "Lincoln Highway."

* * *

WHIO, Dayton, signed a contract to broadcast programs featuring "Ranch House Jim." Contract covers 52 broadcasts starting April 5. The show will be run Monday Wednesday and Friday at 11:15 a.m., CWT. Broadcasts plug Ranch House Pancake Flour.

* * *

Newest member of the KHJ-Don Lee, Los Angeles, news staff is Bill Green, newspaper man formerly of Spokane and Salt Lake City.... Carmen Milsteen replaces Elaine Butz Spurier as secretary to David Young, station production chief.....Irene Staley is secretary to the newly created commercial department of the Don Lee network headed by John Stewart.

* * *

When the Women's Club of the YWCA holds its annual fashion show at the Governor Clinton Hotel, this afternoon, WKNY, Kingston, N. Y., whose studios are also in the Governor Clinton, will broadcast a half hour of it, from 3:30 to 4.00 Martin Weldon, the station's new program director, will serve in the dual capacity of auditorium commentator and special events announcer, combining two activities during the course broadcast.

* * *

On April 20, KSAL, Salina, Kan. will originate the program "Pa... Review," from Camp Phillips... Atherton, station's program dir... will spend April 19th and 20th in York City as the guest of BMI

* * *

An induction ceremony of six W... sin young women being sworn int... WAVES was aired over WTMJ... waukee, from the station's auditori... the air debut of "Those Who Serve," ... gram is sponsored by the First Wis... National Bank of Milwaukee. ... Who Serve" will be heard every ... day from 6:30 to 7:00 p.m.

* * *

WKY, Oklahoma City, has ... chosen by the Eighth Corps ... Volunteer Service Command to ... master cuts of a WAAC Recru... program to be distributed and pl... by radio stations throughout the ... tire Corps' area. The station is ... plying the dramatic cast and the ... duction.

Radio-Education Report By Northeastern Coun...

Washington Bureau, RADIO DAILY

Washington—A six months' p... ress report dating from its incep... last fall, was issued through ... NAB this week by the Northeast... Radio Council of Schenectady, sh... ing activity in several fields of e... cation via radio. The report ... released by the NAB's listener ... tivity department.

The activities from last Septem... to the present, included: Six s... ondary school broadcasts over WG... preparation of monthly bulletins ... scribing secondary school broadca... and distribution of the bulletins ... schools and individuals; five-minu... broadcasts daily during Educati... Week by educational leaders, a... assembly school programs once wee... ly over WSNY.

Report Pupil Enthusiasm

Direct teaching by radio in t... form of a twice-weekly newsca... directed at 4th, 5th and 6th grad... pupils over WSNY is one of th... council's prime activities. Each schoo... principal has charge for one week ... and teachers report the children fo... low the news with maps of the wor... spread before them during the pro... grams which are aired 9:45-9:55 a.m. ... Tuesdays and Thursdays. The coun... cil also was instrumental in organ... izing a similar group in Syracuse ... it has prepared a manual entitled ... the "Fourth R" for teachers which ... is being published and distributed ... by the Schenectady Board of Educa... tion and distributed to all school ... boards in the state.

A radio education library has been ... established and books and recordings ... are being filed.

1943 BIRTHDAYS

March 26

Carles Balthrope — George Carhart
Jack Jacobson — Phillip Rapp
Jean Sablon — Howard L. Schreiber
Henry Sylvern — Arnold Van Leer

March 27

George Fields — Ferde Grofe
John H. Henninger — John Holtman
Fred Keating — Claude Morris
Charles Ross

March 28

Robert Allen — Pauline Goodman
Jon Dodson — Bertram Lebhar, Jr.
Frank Lovejoy — Ray Miller
Arthur Pait — Frank Parker
E. C. Stodel — Robert Strauss
Paul Whiteman — West W. Willcox

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 22, NO. 59 | NEW YORK, N. Y., MONDAY, MARCH 29, 1943 | TEN CENTS

2-Web Plan For Canada

CBC Considering Alternative Service To Satisfy Varied Listener Tastes; Cost Seen As Main Problem

Montreal—Establishment of an alternative radio service throughout Canada patterned on the NBC and Blue Networks of RCA in the U. S., is under advisement by the CBC, it was stated by Dr. J. S. Thompson, general manager. Purpose of the alternative network would be to give Canadian listeners a choice between two types of programs instead of the single system which is now carried.

Dr. Thompson mentioned the difficulty which arises on Saturday even-

(Continued on Page 3)

Come Across for the Red Cross

AMP Issuing Index Of 108 Hours Of ET's

...e recording ban notwithstand-...Associated Music Publishers Inc., ...just completed its first full index ...MP copyrights which are already ...rded by at least one of the 18 ...ks on the market. "The AMP ...rd Directory" is being mailed ... Thursday, to all stations hold-... full, standard of unlimited AMP ...se. (Limited licensees are those ...cribing only to the library ser-...or only for carrying network pro-...s, and do not have the privilege ...cal originations.)

...irectory, covering symphonic and ...ert music, lists 712 recordings of ...ompositions comprising 108 hours

(Continued on Page 7)

Come Across for the Red Cross

...n Searle To KGO As General Manager

...n Searle, radio veteran of two ...des' experience, Friday was ...ed general manager of KGO, Blue ...t in San Francisco, by Don Gil... vice-president of the Blue in ...ge of the Pacific Division. The ap...ment is effective April 5. Searle ... to his new post from Omaha, ...e he has been general manager ... OIL and also general manager of

(Continued on Page 2)

Come Across for the Red Cross

...sby Offers Method ...o Appease FCC Dislike

...ssoula, Mont.—Art Mosby, gen... manager of KGVO here, offers ...industry his idea of a "simple, ...ructive and systematic method" ... solving the preemptive clauses

(Continued on Page 2)

Fussy

Toledo — Major Stanley Wysmycki, director of the Polish ...dio Hall heard over WTOL is ...sponsible for the latest gem to ... collected by the station's hu... department. While a new ...nouncer was having his troubles ...tting Polish show off the air, ...e Major asked, "What is thees ...e Polish Radio Hall or a Grocery ...ore?"

WAAC's On CBS

The WAAC's will take over Columbia network's "Sing Along" program on Friday, April 2, when Lt. Julia M. Kirby swears in 64 applicants on the program, which is heard from 3:15-3:30 p.m. Lt. Kirby will be quizzed by the Landt Trio —Karl, Jack and Dan—and will answer the $64 question, but instead will receive 64 recruits for the WAAC's.

Promise Some Relief For Farm Set-Owners

Partial relief for owners of farm radios was promised Friday by the Consumers Durable Goods Section of WPB, which announced that it will effect a readjustment and rescheduling of battery production. The changes, however, are dependent upon a temporary lag in other battery requirements, permitting transfer of materials and facilities to farm radio battery production.

Admitting that in some sections as

(Continued on Page 6)

Come Across for the Red Cross

Elizabeth Arden Spots To Test Velva-leg Lotion

The Elizabeth Arden corporation is testing spots for its Velva-leg film, a lotion applied to the legs as a substitute for stockings, in six Southern markets. As the warm weather approaches the more northern states,

(Continued on Page 3)

Miller Urges Training Of Draft-Exempt Men

Washington Bureau, RADIO DAILY

Washington—Urging upon broadcasters the constant training of personnel not subject to draft call, NAB President Neville Miller, Friday complimented draft officials on their able and considerate handling of the manpower problems of the radio industry. Although he spoke specifically of National Selective Service officials, he

(Continued on Page 6)

Come Across for the Red Cross

Manhattan Soap Buys 6 NBC Coast Outlets

Manhattan Soap Co. New York, has contracted for six NBC outlets on the Pacific Coast to promote Sweetheart Soap. Franklin Bruck Advertising Corp., placed the account. The program, which will be broadcast Wed-

(Continued on Page 2)

Come Across for the Red Cross

Petrillo Gets Nibble But Offer Is Turned Down

Offer of a recording company to accept James C. Petrillo's tax plan for lifting the recording ban was turned down by the union official,

(Continued on Page 4)

☆ THE WEEK IN RADIO ☆

. . . Treasury Loan Details

By BOB LITZBERG

WAR Savings Staff of the Treasury Department last week revealed the details of its plan to raise 13 billion dollars in a 2nd War Loan campaign, scheduled for April 12. Already the largest fund-raising drive in the history of the world has been guaranteed the full support of stations, networks, agencies and all branches of radio. . . . Cooperative plan of four competing FM stations in Philadelphia has been granted a three-month trial period by the FCC. Under the plan, which has been set up for the purpose of conserving equipment and at the same time supplying the Philadelphia FM audience with satisfactory service, the four stations will rotate their broadcast schedules so that each of the four outlets will be on the air eight hours per day, seven days weekly.

Winners of this year's Peabody

(Continued on Page 2)

4 Problems Highlight CBS Affiliate Confab

First meeting of the newly formed CBS Affiliates Advisory Board completed its two-day confab on Friday at the network's headquarters where various problems were discussed with four items highlighting the agenda. By general agreement, it was decided not to elect a chairman at the initial gathering, although earlier reports

(Continued on Page 7)

Come Across for the Red Cross

Child Actor Measure Killed In N. Y. Senate

Albany—The Ehrlich bill, which would have legalized broadcasts by children under 15 years of age with the consent of local educational authorities, was defeated in the Senate

(Continued on Page 2)

Busy Man!

Albuquerque — Ever since Lt. Henry S. White, former director of radio for United Artists, has been in service his tasks have rivaled the seven given to Hercules. To date he is assistant special service officer, Theater Officer of the Post Theater, supervisor of all entertainment produced in the Theater building and Public Relations Officer.

RADIO DAILY

Vol. 22, No. 59 Mon., March 29, 1943 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. Merserеau, 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

(*March 26*)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	142	141¾	141⅞	— ⅛
CBS A	17⅞	17¾	17⅞	
CBS B	17¾	17½	17¾	
Crosley Corp.	16¼	16	16	
Gen. Electric	36	35¾	35⅞	+ ⅛
Philco	19½	19	19⅜	+ ⅛
RCA Common	8¼	8	8¼	+ ¼
RCA First Pfd.	63	63	63	+ ½
Stewart-Warner	11	11	11	+ ⅛
Westinghouse	92½	91⅛	92½	+ 1¾
Zenith Radio	29⅛	28½	28⅞	+ ⅛

NEW YORK CURB EXCHANGE

Hazeltine Corp.	30⅝	30½	30½
Nat. Union Radio	2⅝	2¼	2⅝

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel & Rad.	7¼	7½
Stromberg-Carlson	8⅞	9⅞
WCAO (Baltimore)	17	20
WJR (Detroit)	22	

Byron Price Will Speak At NAB "War Meeting"

Washington Bureau, RADIO DAILY

Washington—Byron Price, director of the Office of Censorship, will address the NAB radio "War Conference" in Chicago next month, it has been announced.

In accepting the invitation to speak, Price commented that "station network managers and their staffs are to be congratulated on the splendid manner in which they are observing the Code of Wartime Practices for American broadcasters. I welcome the opportunity to address the radio industry on the subject of voluntary censorship, now in its second successful year."

BALTIMORE'S BLUE NETWORK OUTLET
WCBM
National Representatives:
SPOT SALES, INC. . New York - Chicago - San Francisco

☆ THE WEEK IN RADIO ☆

... Treasury Loan Details

(*Continued from Page 1*)

Awards were announced last week: Charles Collingwood, CBS, was cited for "outstanding reporting of the news"; "The Man Behind the Gun" series on CBS won the award for "outstanding entertainment in drama"; "The Standard Symphony," aired on NBC-Pacific web, received the musical program honors; individual stations named for their respective contributions were WHA, Madison, Wisc., KOAC, Corvallis, Ore., and WCHS, Charleston, W. Va.... The newly formed Program Managers Executive Committee of the National Association of Broadcasters met in Washington last week and formulated plans for a central distributing point for program ideas under war conditions....In a press conference last week Elmer Davis, OWI director, defended his agency's Domestic Radio Bureau against recent Congressional criticism, citing "co-ordination" with the industry.

Negotiations, which began between the American Federation of Radio Artists and transcription companies several weeks ago, reached the signing stage late last week; the ET firms upped their offer of a 5 per cent increase in minimum scales to the 10 per cent originally asked by the union....The offer of the transcription and recording companies to meet for further conferences on the problem of the recording ban has been accepted by James C. Petrillo, AFM president, although no date was set for the meeting.

On the legislative front last week there was activity nationally as well as in New York state: the U. S. Senate approved the bill to kill salary ceilings; in New York a libel measure and a studio-tax bill were killed and a child actor law legalizing the non-professional appearance of children on radio programs also died; AFRA announced that it would actively support the Actors' Equity Association in opposing a New York state bill which removes limitations on agents' commissions.....Representatives of CBS affiliates met in New York to discuss problems of mutual interest to the managements of both the network and its affiliates....Edgar Kobak, executive vice-president of the Blue Network, in a press statement, reviewed advances made by his network in 1942-43....CBS issued the final report on its financial condition for the year ending January 2, 1943, including the report to stockholders of William S. Paley, CBS president.

Federal Communications Commission released the results of its financial study, which revealed a weekly radio payroll of more than $1,200,000; returns on 1942 operations showed that profits above $2,500 for the year were made by 478 stations; of the 722 stations reporting, 583 reported a profit and only 139 outlets were in the red for the year....The British Broadcasting Corp. announced a wide expansion of programming and a reorganization of its personnel in this country, with an eye to cooperating more fully with American broadcasters and government agencies dealing with radio....NBC announced plans for the 1943-44 season of the NBC Symphony orchestra, which will again be conducted by Arturo Toscanini and Leopold Stokowski....Business in the metropolitan New York area continued to show consistent gains; National Shoe Stores increased its spot budget and added two outlets to its growing list of stations....Radio, according to estimates by Dr. L. D. H. Weld, accounted for the third greatest dollar volume among advertising media during 1942; at the same time radio showed a gain of nine per cent over 1941, which was the highest of all types of media.

Don Searle To KGO As General Manager

(*Continued from Page 1*)

KFAB, at Lincoln; KFOR, Lincoln; and owner, with Herb Hollister, of KANS, at Wichita, Kan., and KMMJ, at Grand Island, Neb.

An executive in the petroleum industry, following attendance at the University of Iowa and service in the Army Air Corps in World War I, Searle entered radio in 1924, organizing and operating KOIL. From 1933 through 1937 he was general manager of WIBW, at Topeka, Kan.

Gilman, in announcing the appointment of Searle, said it is "another example of the pioneering characteristic of San Francisco" both as a city and as a growing West Coast radio center. "Both San Francisco and KGO," he added, "are growing and will continue to grow. In selecting Mr. Searle as general manager for the Blue's outlet there we believe we have chosen the man best qualified to foster the station's growth."

Mosby Offers Method To Appease FCC Dislike

(*Continued from Page 1*)

of the networks which is so objectionable to the FCC; (2) enabling the affiliate station to guarantee time to its local and regional advertisers.

Mosby's plan is to give the networks preemption privileges on: (1) the first thirty minutes of every daytime hour. (2) The first forty-five minutes of every night-time hour.

This, says Mosby, is both simple and systematic—avoiding all the confusion and the proposed "block" system, and is just and equitable to all persons involved.

Child Actor Measure Killed In N. Y. Senate

(*Continued from Page 1*)

late Friday night in an unexpected setback. The vote on the measure was 20-19. The Senate adjourned shortly thereafter.

COMING and GOING

SERGEANTS BILL ROPER and ANDY GRAE of Canadian Army Public Relations Divisio returned to Montreal headquarters today, aft a one-week trip here. During the past wee they covered the Private Greco-Cleo Sha boxing contest, visited WINS, appeared fo interview on that station with Don Dunph and visited BBC here.

EDWARD TOMLINSON, commentary on th Blue Network, broadcast last night's progra from San Francisco and will deliver a lectur tonight in the same city.

E. H. SHOMO, eastern sales manager o WBBM, Chicago affiliate of CBS, returned t the Windy City over the week-end.

OLGA COELHO, Brazilian soprano schedule for an appearance on the Kodak program, i spending this week on a concert tour. She will be heard at Cleveland and Erie, Pa., and will return on Friday.

ART DONEGAN, assistant manager of the Blue Network publicity department, returns today from Wheeling, West Va., where he conferred on promotion and publicity problems concerning the "Wheeling Steelmakers" program heard each Sunday on the Blue.

ALFRED H. MORTON, president of National Concert and Artists Corp., left town over the week-end on a trip to the West Coast.

WILLIAM KILEY, sales manager of WFBM, Indianapolis, has returned to his Indiana headquarters following a short visit here with the local representatives of the station.

JIMMIE LUNCEFORD and the members of his orchestra are in Canada for one-night appearances in Toronto, Ottawa and Kingston.

ELMORE B. LYFORD, of the NBC station relations staff, is leaving Wednesday to visit affiliated outlets between New York and Miami. He will be gone between two and three weeks.

RED SKELTON, accompanied by EDNA SKELTON and KEITH McLEOD, producer of the comedian's Tuesday night program on NBC for the Russel M. Seeds Agency, are spending four weeks in New York.

JACK SMART, of the NBC "Snow Village" program, to Boston for a tryout in the Vinton Freedley musical, "Dancing in the Streets."

Manhattan Soap Buys 6 NBC Coast Outlets

(*Continued from Page 1*)

nesday nights from 9:30-10 p.m., PWT, commencing April 21, will be an audience participation show titled "Scramby Amby," in which prizes are awarded to guests who unravel anagrams with the aid of musical and spoken clues.

The West coast stations to be used are KFI, Los Angeles, KMJ, Fresno; KPO, San Francisco; KGW, Portland; KOMO, Seattle, and KHQ, Spokane.

Boujois Signs Clarke

Buddy Clarke has been selected as the male vocalist on the new music-variety program to be sponsored on the Blue by Bourjois, Inc., for its Evening in Paris face powder beginning Sunday, April 18.

Position Wanted

Special journalism training, six years editorial newspaper experience and four years in radio. Experience in sales, publicity and promotion. Commercial manager and manager. Write

RADIO DAILY, Box 134,
1501 Broadway New York City

Two Networks For CBC Under Advisement

(Continued from Page 1)

...t in the winter months when symphonic music programs clash with hockey broadcasts. Listeners telephone the stations demanding whether they must listen all night to descriptions of hockey games. Others want to know how long symphonic music programs are going to monopolize the time of the section.

May Use Private Stations

A major problem in the establishment of a second network would be meeting the cost of wire transmission of the programs. At the present time wire services of the CBC on the single network cost about $80,000 annually. An attempt may be made to supply an alternative network program in the evenings, utilizing private stations in some of the large cities as outlets. But not decision has yet been taken, though as Dr. Thompson said, the question is under advisement.

Blue News Division Sets Up Own "Desk"

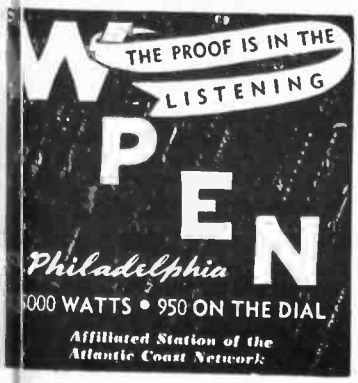
Effective today, the news division of the Blue Network news and special features will institute a "Blue News Desk" in Room 404 at New York headquarters. The desk will be manned daily from 7 a.m. to 1 a.m., EWT.

Schuyler Patterson and John W. Webb, recently appointed as editorial assistant to G. W. Johnstone, director of news and special features, will be on duty at the desk in alternating "watches" Monday through Saturday. Francis McCall will be on duty Sunday.

The duties of the news staff will be to review all news and commentaries originating at Blue-New York, handle special news bulletins, assist Blue Network commentators originating at New York in the preparation of their material and perform other supervisory and editorial duties.

Joins Network Script Staff

Peggy Halligan, formerly a member of the Blue continuity acceptance staff who recently began writing sustaining musical continuity in addition to other other duties, is now a regular member of the Blue Network script writer staff.



☆ PROMOTION ☆

"Musical" Response

Response to "Musical Memory Game" which Penn Camera Exchange sponsors on WQXR has been so great, that the sponsor has had to modify the type of weekly awards in order to fill the great supply needed. Originally, the program offered booklets describing the lives of great musicians and composers, but the prize winners have become so numerous that the supply of booklets has been inadequate.

Instead, the sponsor is now offering a one-dollar gift certificate which may be applied against any purchase of $2.50 or more at the sponsor's place of business. After the first broadcast, a 15-minute program, the contest brought 500 winners; the second, 1,500. Lester Harrison Associates, Inc., handles the account.

"Spanish" On KMOX

In St. Louis, street car and bus companies issue weekly tickets which for a set fee, permit unlimited number of rides for purchasers. Local Chamber of Commerce, which is sponsoring the "Let's Learn Spanish" series over KMOX, worked out a promotion deal with the transportation utilities whereby the name of the program, day and time were printed on the upper half of the weekly ticket. Over 100,000 of these tickets were issued.

WFIL "News" Message

Latest promotion pieces to be released by WFIL, Philadelphia, is a folder, which is a reprint from the Philadelphia "Evening Bulletin," and designed for the attention of radio listeners.

The promotion carries a border of musical notes on which keynotes the entire piece by its title, "News'-n-Music." On this musical bar border are the names of the leading musical headliners as well as the word "news."

The message of the promotion is that, 5 solid hours of news and music can be heard by listeners all afternoon, every afternoon. Included on the throw-away is the afternoon schedule starting from 12 noon to 5 p.m.

Elizabeth Arden Spots For Velva-leg Lotion

(Continued from Page 1)

the campaign will move north, hitting New York and area along around June. Campaign marks the first radio advertising for the product. Details of the placement are being handled by Duane Jones, Inc.

Spots are aired currently, on the following six outlets: KTAR, Phoenix, Arizona; KFSD, San Diego, Calif.; WFLA, Tampa, Fla.; WIOD, Miami, Fla.; WSMB, New Orleans, La.; KOY, Phoenix, Ariz.

BWC Eases Visitor Ban At Stations And Factories

Washington Bureau, RADIO DAILY

Washington—The BWC Friday relaxed its ban on unauthorized visitors to broadcast stations and plants engaged in manufacturing communications instruments. Canadian citizens, as well as United States citizens, may now visit these plants provided they are on legitimate business. Aliens, except for Canadians, are still excluded if without official papers.

Quartz Crystal Production Being Maintained—Lund

Washington Bureau, RADIO DAILY

Washington—Improved production technic and closer grading of both cut and uncut quartz is keeping up production of quartz crystals for oscillators despite material and manpower shortages, R. J. Lund, director of the WPB's miscellaneous materials division, said Friday.

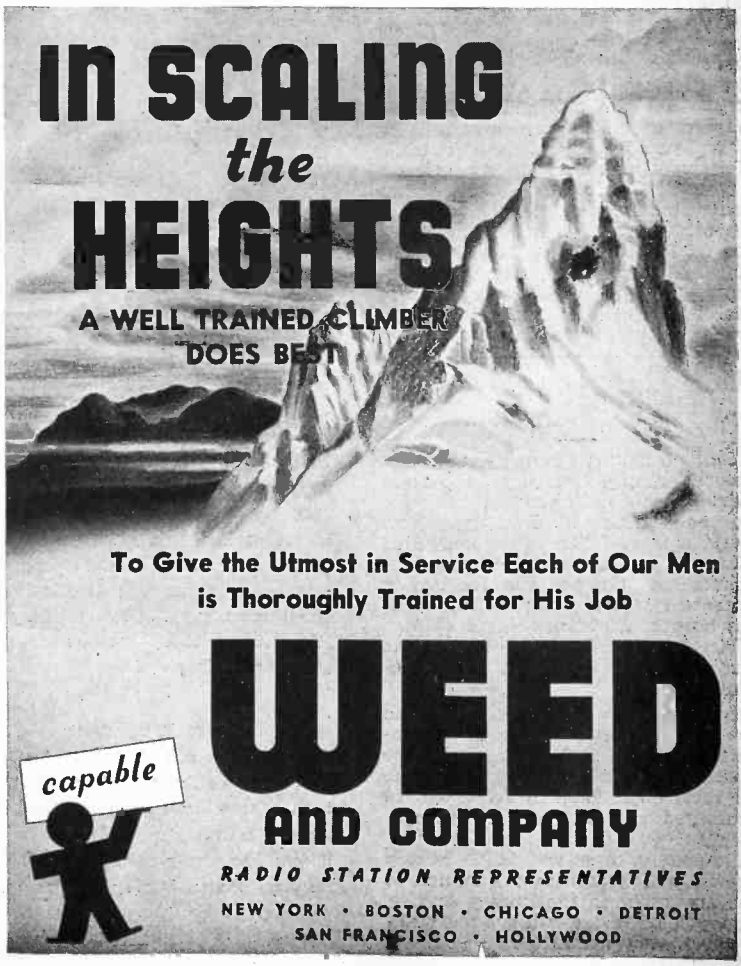
Where formerly a few highly skilled artisans working with the best grade of crystals and high quality blanks were able to take care of the demand, the war need for crystals has meant the beginning of mass production methods, with women and overage men being employed. Smaller size and lower grade crystals have been proven satisfactory in Army Signal Corps tests.

Consumption Rises

Small crystals, which vibrate only to their assigned frequency, have made precision tuning possible for intercommunicating sets used by the armed forces.

Consumption of raw quartz by oscillator manufacturers during the past year has risen to an extent that Brazilian imports are now insufficient to meet the demand. Other importing is being developed, as well as production in various sections of this country.

Other materials shortage in radio manufacturing plants were mentioned before a Senate committee Friday by Russ Nixon, Capital representative of the United Electrical Workers (CIO), who declared that union members frequently are without work because of these shortages.



Los Angeles

By JAC WILLEN

GROUCHO MARX is holding a weekly preview of his "Blue Ribbon Town" Saturday night show, each Wednesday night for studio audience reaction.

Dinah Shore's Blue Network Friday night song program will remain in Hollywood through the summer. Earlier plans to take the show to New York for a few weeks have now been dropped.

Spike Jones, leader of the City Slickers, novelty corn band on the Bob Burns Arkansas Traveler programs, narrowly averted an appendectomy last week, but his doctors managed to postpone the necessity for the operation.

After setting all his business affairs in order and liquidating many of his possessions, Announcer Lou Crosby, of Lum and Abner serial, was turned down by the Army medicos. He remains on the program.

Printing presses this week turned out first copies of Billy Mills' new song, "We Two." He wrote it in collaboration with Foster Carling, Hollywood lyricist.

Lana Turner and Pierre Aumont, new MGM star, are teamed in the Lux Radio Theater tonight, when C. B. DeMille presents an adaptation of "Crossroads."

Diana Lynn, Paramount starlet, has been set for a guest appearance on the Dari-Rich "Stars Over Hollywood" program on Saturday. During the program the Parents' Magazine trophy for the outstanding juvenile actress of 1942 was awarded to Miss Lynn by Mrs. Laura Vruwink, Hollywood editor of the magazine.

The B. C. Remedy Company has contracted for a series of five-times-a-week announcements over KNX for its B.C. Headache Powders. The Harvey-Massengale Company of Atlanta, Georgia, was the agency in the sale, which is set for fifty-two weeks beginning today.

AMP Infringement Suit Filed Against WLIB

Suit to obtain an injunction and recover damages based on copyright infringement is pending in the Supreme Court of Brooklyn, New York, against WLIB. Complaint filed March 4 by Associated Music Publishers Inc., charges that the station broadcast several compositions without license. Station, through William Weisman, filed a general denial, late last week. Arthur Garmaize is representing AMP.

Among the compositions listed in the infringement suit are "Pinnochio" by Ernst Toch, and "Under the Spreading Chestnut Tree." Off the air recordings taken by AMP will be submitted as proof of the infringement.

Defendant has an AMP library license which entitles the station to use any tunes in the library service. Tunes listed in the suit are not within the library license.

Memos Of An Innocent Bystander. . . !

● ● ● The double-feature program of combining both the "Alec Templeton Time" and "Chamber Music Society of Lower Basin Street," planned a la the recent swell 'combination' of the "Fred Allen" and "Phil Baker" shows, will not take place tonight as originally scheduled.... however Alec will guestar on the 'Basin St.' boogie-woogie sometime after April 4, when that show goes commercial....The Four King Sisters, who went out on their own when Alvino Rey and his band went to work in a defense plant out on the coast, open next Friday at the Wedgwood Room of the Waldorf-Astoria....Johnny Richard, band leader on the "Take It Or Leave It" (west coast) show, has a service flag in his home bearing 34 stars....one for each of his musicians now in Uncle Sam's "Bandwagon" ....Louis P. Lochner, former Chief of the Berlin Bureau of the Associated Press, will guestar with Upton Close on "World News Parade" next Sunday, 3:15 p.m., EWT, over CBS....The birthday of the Father of the Declaration of Independence, Alexander Hamilton, who was born April 13, 1743, will be honored by a special program over WNYC, Friday, April 2, at 4 p.m.....Raymond Edward Johnson, Edwin Jerome and House Jameson, will enact Thomas Jefferson, George Washington and Alexander Hamilton, respectively in this special tribute to a Great American....Due to the illness of Lou Costello, necessitating a temporary postponement of the planned Abbott & Costello film in which he has an important role, Vaughn Monroe returns east to open for his third consecutive season at the Commodore Hotel, April 8. ..The minstrel show scheduled to take place April 5th at the Madison Square Garden for the benefit of the Red Cross, will include Ex-Mayor 'Jimmy' Walker, Joe Besser and Morton Downey.... the latter will act as singing interlocutor—but not in black-face.

☆ ☆ ☆

● ● ● More than 4,360,000 people from all parts of the world, have already taken the 'mile-long Guide trek' through NBC's "backstage"....Hundreds of celebrities, most of them, unrecognized, have been among the 'neck-craners' and recently, had it not been for her reporting the loss of a necklace, Marlene Dietrich, her identity would not have been revealed to the young guide, who, upon learning her presence, almost collapsed....When Ed Fleming recently took over the announcing task on the NBC newspaper yarn "Front Page Farrell," there was no necessity of introducing him to Bob Shaw, that series' author....Ed and Bob were buddies when they both attended the University of Wisconsin....It probably doesn't make much difference but just to keep the records straight, we thought we'd mention the fact that "Red" Barber has blonde hair....it's his brother Lieutenant Bill, who is carrot-topped.... Skippy Homeir, heard on the CBShow "Bright Horizon" has been cast into "Tomorrow the World"....Edward G. Robinson will try to "terrorize" Eddie Cantor on Wednesnite's "Time to Smile" program....Lucille Manners, singing star of the NBCities' Service Concert is humming "Mendelsohn's Wedding March" to herself.... she'll soon say "I Do" to Sergeant William Walker of the U. S. Air Force....they met when she thrilled listeners during a p.a. at Atlantic City.

☆ ☆ ☆

● ● ● We think it's nice on the part of Olsen and Johnson to do this....we mean their calling Air Cadet Garry Davis, son of the orchestra tycoon, Meyer Davis, and helping him put together a musical show, which he has been commissioned to produce at the Army Air Center, Nashville, Tenn....Incidentally, Garry was understudy to Danny Kaye in "Let's Face It" and has plenty on the ball....After 16 months at the Cotillion Room of the Hotel Pierre, Stanley Melba's band gets an WOR wire.

☆ ☆ ☆

—Remember Pearl Harbor—

San Francisco

TWO of the largest bay area department stores have returned to radio advertising after an absence of nearly a year from the airlanes.

Capwell-Sullivan and Furth, downtown Oakland store, is set for a tri-weekly news show over KPO at 5 p.m., Mondays, Wednesdays and Fridays. Sidney Garfinkel Advertising Agency placed the account. A staff newscaster will be assigned.

Hale Brothers, department store in downtown San Francisco, is returning to the air with an audience quiz program, aired from its studio on the top floor, with Art Linklette at the mike. Format of the show will bring femmes on their shopping days to the mike. Helen Morgan is writing and producing. Scene of the shows is the locale where KGO's old "Woman's Magazine of the Air" originated for many years; also the Al Pearce shows which were current ten years ago.

Petrillo Gets Nibble But Offer Is Turned Down

(*Continued from Page* 1)

without explanation or reason, Friday. The firm, Musicraft Corp., of New York, had notified the union of its willingness to abide by the tax plan, committing itself, even, to agreeing with the AFM exec that the recorded music is a trade problem and that those who use the service should shoulder some of the responsibility of it.

Paul Puner, president of the Musicraft Corp., appeared before the executive board of the AFM recently, and discussed the following specific plan with the union reps: a tax of one cent for every 50 cents record; one and one-half cents, for 75 cents records, and two cents for one dollar recordings. The tax was to be turned over to the union for its unemployment fund.

Text of Letter

The letter which Puner received over the week-end was as follows:

"This is to officially advise you of the following action taken by the International Executive Board at its meeting held in Chicago, Illinois, March 16 and 17, 1943:

"Letter from Musicraft Corp. is read which contains an offer in reference to the making of recordings.

"On motion it is declared that Musicraft be notified that its proposition is not accepted." (Signed) Very truly yours, James C. Petrillo.

Petrillo was in town over the week-end, but could not be reached for comment on his turning down an acceptance of his own plan.

Available—Now

Sales and station manager. 15 years newspaper, agency and radio experience. Draft status 4-F. Write

RADIO DAILY, Box 135,
1501 Broadway New York City

UEST-ING

WILLIAM J. CRUMM, com- of a bomber crew just re- from the European theater of the "Vox Pop" program, to- ABC-CBS, 8 p.m.).

AN ANDERSON, contralto, Great Artists Series of the one Hour," today (WEAF- p.m.).

CARLOS P. ROMULO, aide- to Gen. Douglas MacArthur, lieved to have been the last leave Bataan, on "Information today (WEAF-NBC, 10:30

E FAYE and GEORGE in an adaptation of "This alled Love," on the "Screen layers," today (WABC-CBS,

RATHBONE, on "Ceiling d," today (WABC-CBS, 7:15

TURNER and PIERRE T, in an adaptation of "Cross- on the "Lux Radio Theater," WABC-CBS, 9 p.m.).

MASSEY and OSCAR LE- t "Duffy's," tomorrow (WJZ- twork, 8:30 p.m.).

K SHERIDAN, pianist, on the Music School program, to- (WABC-CBS, 3:30 p.m.).

RD G. ROBINSON, on Eddie "Time to Smile," Wednesday NBC, 9 p.m.).

M HOPKINS, on the Milton rogram, Wednesday (WABC- 0 p.m.).

OPE, on Lionel Barrymoore's ayor of the Town" series, lay (WABC-CBS, 9 p.m.).

ENRY CABOT LODGE, JR., ssachusetts; SEN. ELMER S, of Oklahoma; RUSSELL PORT, chief of the editorial the magazine "Fortune," and J. WATT, member of the bor Board and international tative of the AFL, discussing We Have Armed Forces of Million," on "America's Town of the Air," Thursday (WJZ- twork, 8:30 p.m.).

ffes To WLW Sales

nati—A. R. Griffes joined the W les department and is to be ge of marketing analysis. formerly with Young & and J. Walter Thompson, ing agencies, comes to the from New York where he e-president of Supremacy , Inc., wholesale subsidiary Macy & Company.

NEW PROGRAMS—IDEAS

"Those Who Serve"

"Those Who Serve," is the newest program dedicated to those men and women now serving in the armed forces to be aired over WTMJ, Milwaukee. The new program made its radio debut over the station recently under the sponsorship of The First Wisconsin National Bank of Milwaukee.

Program consists of spirited patriotic tunes and a weekly feature portraying the activities of the Nation's armed and service forces. The music is provided by the station's concert orchestra, conducted by Maurice Kipen, musical director of the station. It will be aired every Tuesday from 6:30 to 7:00 p.m.

ROGER JOSLYN has been elected vice-president of Wendell P. Colton Co. He has been director of art and copy.

Serious Music Programs

Two new musical programs have been added to the WBT, Charlotte, N. C., schedule. On Tuesday evenings from 9:45-10 p.m., "Onward Christian Soldiers," is aired featuring sacred music by a choir of 26 voices under the direction of James C. Phofl, director of music at Davidson and Queens College. And on Thursday evening at the same time the station presents a similar type program titled "Davidson College on the Air" featuring music of the Davidson College concert band, the college glee club and symphony orchestra.

Screen Guild Schedule Released By Lawrence

Hollywood — William Lawrence, Pedlar & Ryan agency west coast manager and producer of the Screen Guild Players program, has set "This Thing Called Love," featuring George Brent and Alice Faye, for the show's March 29th airing; "Journey for Margaret," with Robert Young, Anita Louise, Margaret O'Brien and Billy Severn, as the air-fare for April 5, followed by "Pittsburgh," new Universal film, with Marlene Dietrich, John Wayne, Randolph Scott, and Frank Crane as the narrator, on April 12; "Woman of the Year," with Spencer Tracy and Katharine Hepburn on April 19, and Warner Bros. "Casablanca," with Ingrid Bergman and Humphrey Bogart, as the April 26 air material.

Wedding Bells

Toronto—The engagement has been announced of Marjorie Fairey (Midge) Ellis, daughter of Will Ellis, of Vancouver, to Gordon Frederick Keeble of Toronto. The bride-elect was appointed the first woman news announcer on the Canadian Broadcasting Corporation just over a year ago. She is stationed at Toronto, where her fiance is also a member of the CBC announcer staff.

"Marching Along"

A hand of good-will is extended to our Fighting French Allies by the foreign language station WBNX, N. Y., in presenting a new program that features the martial music of United States and French Army regiments. The new program, produced by Joe Delinos, called "Marching Along" is a French feature and is dedicated to the American and French units fighting side by side in North Africa.

The music is augmented by short dramatic scripts recounting the histories of regiments, particularly the regiments of the first World War.

The program is aired each Tuesday at 10:30 p.m. (EWT).

"Schools At War"

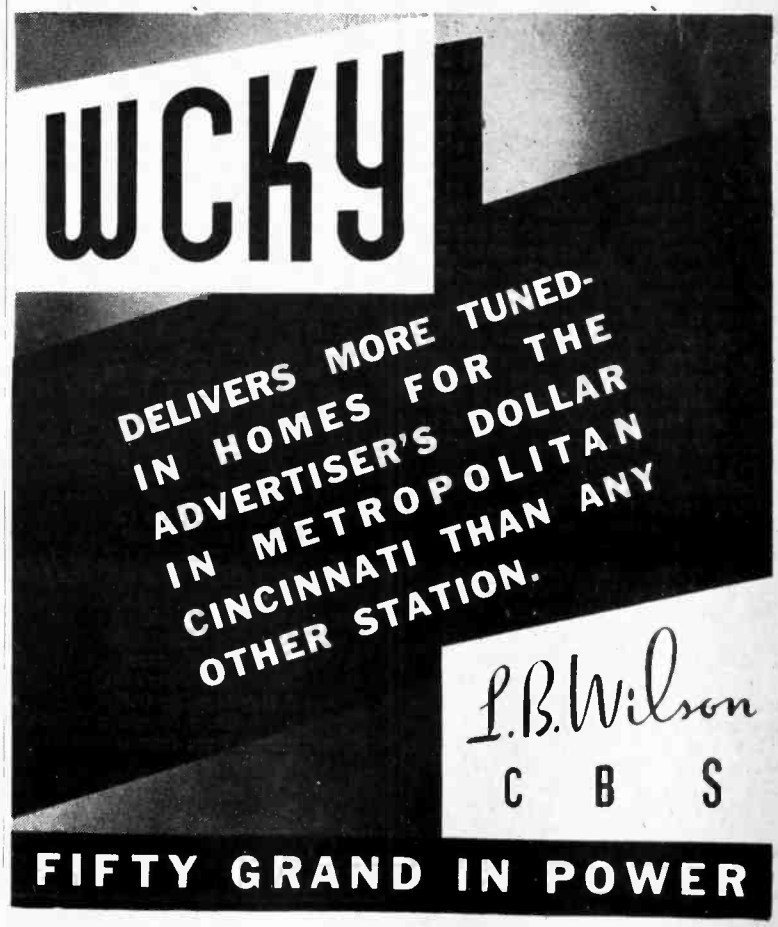
"Schools at War" is the latest wartime program to be added to the schedule at KGW, Portland, Ore. It is presented in co-operation with the Oregon State War Savings Staff, and is aired weekly, directly from a different Portland school each time. The program is presented to give listeners an idea of the work being done by the school children in the Portland area to further the war effort. And as an added feature, school bands and glee clubs, often go through part of their repertoire.

AGENCIES

COL. A. ROBERT GINSBURGH, chief of the industrial services division of the War Department, will be guest speaker at the regular Wednesday war activities luncheon of the Advertising Club of New York on March 31.

BATTEN, BARTON, DURSTINE & OSBORN, INC., announces the election of Samual A. Harned and Harold C. McNulty to membership on its board of directors. Harned, who is a vice-president and account executive, and McNulty, vice-president and art director, take over memberships on the board left vacant by Major Leslie Pearl, now with the Special Service Division of the Army, and Lt. Colonel Egbert White, editor of "The Stars and Stripes" and "Yank," now in North Africa.

WILLIAM E. SCHNEIDER, and BENETA COX will assist on the General Foods accounts at Benton & Bowles, Inc. effective immediately. Schneider has been named assistant to William R. Baker, Jr., executive vice-president in charge of the General Foods accounts. Miss Cox will take over the coordination of radio commercials and Government messages on all programs, a post formerly occupied by Schneider.



Promise Some Relief For Farm Set-Owners

(Continued from Page 1)

many as one third of all farm sets are not operating because of the battery shortage WPB declared that average farm listening time has risen from three to five hours daily. In addition higher farm income has brought the volume of farm sets to a new high. An increase of one million sets from the pre-war figure of 2,200,000 is estimated.

Diversion of materials to war uses and the strain of facilities has cut pre-war production of about 4,500,000 sets of batteries per year, sufficent then for about two sets per year per radio, to about half that amount. The present production is insufficient to provide even one set a year for each set. Even a return to the pre-war rate would not solve the problem. Some relief was afforded by Order L-71, prohibiting production of batteries for portable sets.

Once again WPB urges farm radio owners to limit their listening only to programs they particularly desire, to avoid long continuous operation, to keep the batteries away from heat, to have their tubes checked frequently and to disconnect the batteries when the set is not in operation.

WLW-WSAI Announce Continuity Dept. Changes

Cincinnati—Important changes in the set-up of the WLW-WSAI continuity department and the creation of new position, that of assistant to the program director for WLW have been announced. The creation of the new position in no way affects the status of Howard Chamberlin as assistant program director for WLW.

Van Woodward, member of the continuity department for five years, who had been continuity editor, becomes the new assistant program director. As such, Woodward will free-lance on the building, writing and production of special types of shows and the development of new program ideas. He will continue to be available as "trouble-shooter" to other members of the continuity department.

Leighton Mitchell, WLW-WSAI writer, takes the post of continuity acceptance editor and will be responsible for checking all WLW and WSAI copy. He also will be in charge of all administrative detail in the continuity department.

McDonald To Address REC

Irving T. McDonald, news analyst for WEEI, Boston, will speak before the weekly New York Radio Executives Luncheon at the Cafe Loyale, Wednesday, March 31, at 12:30 p.m. The subject of McDonald's talk will be "So You Think We Are Winning."

McDonald, in addition to his radio activities conducts a column on international affairs for the Boston Herald-Traveler.

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 March 18-24, 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 the song's ACI figure for the week, the more it has been heard by radio audiences. 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)
I've Heard That Song Before	(Maytair)	1942	1407
Taking A Chance On Love	(Feist)	1451	612
That Old Black Magic	(Famous)	1437	1528
You'd Be So Nice To Come Home To	(Chappell)	1329	1178
As Time Goes By	(Harms)	1306	953
Brazil	(Southern)	870	1401
It Can't Be Wrong	(Harms)	800	442
Weep No More My Lady	(Dorsey)	781	629
I Just Kissed Your Picture Goodnight	(Crawford)	763	384
Please Think Of Me	(Witmark)	706	456
For Me And My Gal	(Mills)	654	957
What's The Good Word, Mr. Bluebird?	(Berlin)	641	573
Don't Get Around Much Anymore	(Robbins)	620	828
Moonlight Mood	(Robbins)	609	272
I Had The Craziest Dream	(Bregman-Vocco-Conn)	536	374
There Are Such Things	(Yankee)	477	576
Savin' Myself For Bill	(Chappell)	449	803
Touch Of Texas	(Southern)	449	183
Let's Get Lost	(Paramount)	447	142
There's A Harbor Of Dream Boats	(Shapiro-Bernstein)	442	299
Moonlight Becomes You	(Famous)	433	823
My Dream Of Tomorrow	(Santly-Joy)	424	541
Wait For Me Mary	(Remick)	378	...
I Don't Believe In Rumors	(Broadcast Music)	377	372
Hey, Good-Lookin'	(Chappell)	348	323
Canteen Bounce	(E. B. Marks)	323	194
Three Dreams	(Remick)	286	189
There's A Ray Of Sunshine	(Lincoln)	280	185
Why Don't You Do Right	(Maytair)	252	226
Old Man Romance	(Witmark)	235	329
Could It Be You	(Chappell)	234	266
Don't Cry	(National)	234	475
We Mustn't Say Goodbye	(Morris)	221	188
Why Don't You Fall In Love With Me?	(Harms)	221	493
Four Buddies	(Broadway)	215	115*
Hip Hip Hooray	(Robbins)	214	122
It Started All Over Again	(Embassy)	204	264
When The Shepherd Leads The Sheep Back Home	(Bregman-Vocco-Conn)	196	219
Steam Is On The Beam	(Crawford)	173	222*
Dearly Beloved	(Chappell)	143	199
My Heart And I Decided	(Warock)	135	159
You're Irish And You're Beautiful	(Harms)	135	125
Move It Over	(Santly-Joy)	134	190*
Take It From There	(Miller)	133	281
Goodnight Little Angel	(Wells)	131	188*
It's Always You	(Famous)	128	...
Rosie The Riveter	(Paramount)	127	424*
Never A Day Goes By	(Miller)	123	165
You'll Never Know	(Bregman-Vocco-Conn)	123	...
"Murder," He Says (Tied with)	(Paramount)	117	...
Slender, Tender And Tall	(Leeds)	117	334

(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.*

Miller Urges Train... Of Draft-Exempt M...

(Continued from Page 1)

did not imply dissatisfaction wi... decisions of local boards... whole.

"It is my considered opinion... said, "that the selective serv... been most efficiently operated w... the statutory authority of the... lective Training and Service A... 1940, as amended. Certainly the... ficials at national headquarters... be complimented upon their ... thetic understanding and consi... tion of the manpower problem... broadcasting industry."

The NAB head reminded the ... try that the basic policy of the... is decentralization whereunder... local boards are virtually autonom... subject to the right of appeal ... boards of appeal. As a consequ... the occupational bulletins issued... the guidance of local boards ca... be advisory. Under the act they ... not be mandatory, each local ... must select the registrants to be ... ducted, in so doing it presumably ... its best judgment in the light of ... the circumstances which exist in ... locality.

Calls Draft Procedure Fair

"With almost 6,500 local boards... is to be expected that the quality ... their judgment will not be unifo... he declared. "But by and large... believe the system is being ably ... ministered in accordance with ... law as enacted by Congress and ... proved by the President. It is a dem... cratic, grass root system of selec... it is possible that a national ser... act, such as proposed in the Aus... Wadsworth Bill would provide ... keener discrimination between ... needs of the armed forces and esse... tial industry, that is for Congress ... decide.

"Meanwhile as NAB has repeat... advised the industry the train... wherever possible of personnel ... subject to induction is the sou... course for stations to follow in me... ing the manpower problem which ... arisen."

Juster To Washington As Continuity Supervis...

Eugene Juster of NBC's Continu... Acceptance department in New Yo... will head the newly created Con... ity Acceptance department in Wa... ington, Frank E. Mullen, vice-pres... dent and general manager has an... nounced. He will report April 1 ... Carleton D. Smith, WRC manag... and assistant to Frank M. Russ... vice-president in charge of NBC... Washington office. Juster will co... ordinate his activities with Stock... Helffrich, head of NBC's Continu... Acceptance department.

At the same time, Mullen announ... the promotion of Joe Mason to the... position of assistant editor of the ... tinuity Acceptance department, and... the appointment of Miss Claud... Joiner as staff editor, working un... the direction of Helffrich.

...) Issuing Index ...0 108 Hours Of ET's

(Continued from Page 1)

...plang time. Previous catalogue ...ed by AMP at the start of the ...ap...adio dispute did not pretend ...be ...ll inclusive, and listed only ...sections, 358 recordings and ...ut ... hours of playing time.

...ing of the release of the cata... this date is viewed as signi... ...om several points of view. It ...ity, an indication of how the ... equipped to outwait Petrillo. ...r, a war time trend toward ...se ...-classical and concert mate... already been noted in retail ...s well as among station pro...ing. Curtailment of tours of ...blic orchestral groups because ...has enhanced the value of the ...rdings at the stations.

...hellac Shortage a Factor

...imited stock of shellac has ...ken in favor of the classical music, ...Perennial character of the classics ...influenced some record firms to ...preference to the classics in the ...zation of their limited shellac ...

...ory is so compiled that cross ...x ...is achieved by listings ac... ...to the title of copyright, com... ...onductor, artist, performing ...nd medium—violin, piano, ...rgan, etc. Timing, size of ...nd number of sides are also ...for the benefit of program direc... ...talogue is 6 x 8 and 96 pages

...Harkness Co-Op To Affiliates of NBC

...ve April 5, Richard Harkness, ...ws commentator, who is heard ...through Friday from 11:15- ...m., EWT, will be available ...sponsorship in the Eastern ...tral time zones, NBC an... ...Friday. Terms under which ...is offered to NBC's affiliates, ...e sponsorship of each day's ... to a single client but other ...may sponsor individual broad... ...succeeding days of each week. ...minute periods at the opening ...ing of each newscast will be ...for the insertion of local ...ements.

...announced that the newscasts ...ade commercially available ...of the successful reception by ...of the news series by Carey ...e which were offered sev... ...eks ago on a similar basis.

...ess joined NBC in December ...er many years experience in ... important news assignments. ...covered the White House and ...ompanied the President on ...n tours.

...ing his graduation from the ...ty of Kansas, Harkness joined ... staff in Kansas City, later ... to other offices of the press ...on. He was with the Phila... "Inquirer's" Washington Bu... ...t before he became affiliated ...BC.

NETWORK SONG FAVORITES

(Continued from Page 6)

FAVORITE STANDARDS OF THE WEEK

SONG TITLE — PUBLISHER OR COPYRIGHT OWNER	ACI
Somebody Loves Me (Harms)	423
Hallelujah (Harms)	369
Smoke Gets In Your Eyes (Harms)	337
Star Dust (Mills)	317
Night And Day (Harms)	237
Blue Skies (Berlin)	195
All The Things You Are (Chappell)	155
Begin The Beguine (Harms)	132
Embraceable You (Harms)	129
Alexander's Ragtime Band (Berlin)	127
PATRIOTIC	
Army Air Corps (Fischer)	337
Marines' Hymn (U. S. Marine Corps)	193

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

Anti-Communism Charged Against FCC Executive

Washington Bureau, RADIO DAILY

Washington—That Spencer Williams, chief of the San Francisco office of FCC's foreign broadcast intelligence service, which handles the bulk of the Commission's monitoring of Russian radio for Government agencies, is strongly anti-Communist was admitted Friday by Harold Graves, assistant director of the FBI. "He is aware of his bias, and so is the FCC," said Graves.

"He's as strong an anti-Communist as you'd want to find, and he'd admit it to anybody," Graves went on, "but we feel that he's a good man, and are quite easy in our mind about his objectivity. He doesn't think Communism works especially well, nor that it's everything the Russians claim it to be. But I'm certain that he admires the campaign of the Red Army just as much as we all do."

Served in Moscow

Williams, who was in Moscow for 10 years representing the Russian-American Chamber of Commerce, was described by the New York newspaper "PM" last week as one of those in the government hindering close ties between this country and the Soviet government. "PM" charged him with extreme bias, and quoted from a broadcast in which Williams declared, on the night the Nazis invaded Russia, that "the Germans would be likely to find themselves hailed as deliverers."

Predicting collapse of authority and revolts by peasants and workers, Williams said in conclusion, "the truth is that the USSR is a ramshackle, heterogeneous structure maintained only by the power and presence of the secret police."

As to Williams' "impartiality" on the job, which he has held since a day or two after Pearl Harbor, Graves has only once found any fault with his handling of Russian dispatches. In this case, although Williams indicated he had not lost his distaste for the Soviet, the question was one of news judgment, said Graves. A semi-reprimand from Washington apparently accomplished its purpose, because nothing coming from Williams since has in any way indicated bias.

Williams is the administrative head and chief editor of the office, said Graves, explaining that the editorial function is assumed only occassionally. He is responsible for what goes on teletype to Washington, but Graves says that the Washington office checks his words when it receives full sheets in the mail from San Francisco. "It is quite fair, and we are very pleased by his work," said Graves.

"Junior Town Meeting" Inaugurated Over KYW

Philadelphia—"Junior Town Meetings," modeled after its parent, "America's Town Meeting of the Air," is the name of the new series launched by KYW. The series has the backing of all the schools in this district, including public, private, and parochial, and the cooperation of the committee of seventy.

The initial broadcast of the series was aired from the Bellevue Stratford Hotel at the annual luncheon held in celebration of National Schoolman's Week. Present at the luncheon were the presidents of all universities in the Philadelphia area who approved the idea of the broadcasts.

Although the premiere broadcast of the series was aired at 1:00 p.m. it will subsequently be heard at 9:30 a.m., starting April 1, and each following Thursday the broadcast will originate from a different high or secondary school in the Philadelphia district. These broadcasts in turn will be relayed to the general assemblies in all schools of the district.

The meetings of the younger generation will be patterned after "America's Town Meeting of the Air" and are supported by George D. Denny, Jr. its originator and moderator and president of Town Hall, Inc.

Others who have endorsed the project in the belief that it will soon become a national institution for schools, include all the well known educators in the Philadelphia area, as well as such nationally known men as Wendell L. Willkie, Governor Harry Byrd and Raymond Gram Swing.

4 Problems Highlight CBS Affiliate Confab

(Continued from Page 1)

had one already elected. Those in attendance were as listed in Friday's issue of RADIO DAILY, with the sole ception of Don Searle.

The agenda highlights included:

1. Present and future trends of CBS' full network plan.
2. The pending Supreme Court decision.
3. Long-range CBS program plans.
4. The new CBS network listening area study.

Also discussed were various matters of common interest to the network and affiliates as they arose spontaneously in the course of the meeting.

The Affiliates' Advisory Board was suggested early this year in a letter sent by CBS to the affiliated stations, and preliminary plans were drawn up at that time.

Executive Co-operation Sought

The object of the organization and its meetings was announced as bringing closer to operating executives the problems faced by affiliates and an effort by CBS officials to share and help with the problems peculiar to individual stations.

Under the plan the country was divided into a number of districts corresponding roughly to the operational pattern of the network. The stations in each district then elected one representative to serve on the board. The board is expected to afford an opportunity to officials of both the network and its affiliates to solve many operational problems and to provide all Columbia stations with a direct medium for discussion of their own problems.

Stork News

The Delmar C. Dengates, he's of the engineer control staff at WIP, Philadelphia, became the parents of a son. Mother and son are doing well at the Mercy Fitzgerald Hospital.

Andy Ferri, head of the mail room at the Blue Network headquarters here, is the father of a girl born to Mrs. Ferri last week. His second child, she will be named Patricia.

Lowell C. Smith, of the announcing staff of KGVO, Missoula, Montana, is the father of a daughter born Friday, March 12.

A daughter was born, recently to Lt. and Mrs. Andrew Gainey. Gainey, now an aviation cadet in the Army Air Forces, was an announcer at KOA, Denver.

An eight pound girl was born to Mr. and Mrs. Don Lerch, in Danville, Pa., March 20. Father is chief of the Radio and Market News Section, Food Distribution Administration, New York area.

☆ ☆ Coast-to-Coast ☆ ☆

IN COOPERATION with the War Manpower Commission. KCMO, Kansas City, Mo., is transcribing the Blue Network's program, "What's Your War Job" and is shipping it to KGGF, Coffeyville, Kansas, for delayed broadcast. Arrangements for handling the program were made through Frank K. Dunn, regional information representative of WMPC.

* * *

Tonight, Henry Murdock, for 16 years drama and motion picture editor of the "Evening Ledger" joins the WCAU, Philadelphia, talent staff as commentator on movies and movie personalities. He will be heard Mondays through Fridays at 11:25 p.m. In addition to his "by-line" reviews, he also conducted a movie news column in the Ledger under the pen-name of "Ollie Wood."

* * *

WLIB, Brooklyn, is tying in with the Hearst newspapers promotion of the Thomas Jefferson Bicentennial Oratorical Contest and in cooperation with the N. Y. "Journal-American" will present New York contest winners on its Sunday "Uncle Arnold" kiddies program.

* * *

Three New Yorkers, one of them a Negro corporal, will be heard on "Welcome to Wheeler," the WINS, N. Y., Army program scheduled for 3:00 p.m., Sunday, March 28.

* * *

Horace W. Nichols, commercial manager of WHAI, Greenfield, Mass., was named as general manager in addition to his present duties. Nichols replaces James L. Spates....Ann Erickson becomes program director in place of Warren Greenwood, who recently joined the staff of WMAS, Springfield, Mass.....Roswell Miller, recent graduate of Leland Powers Radio School in Boston, has been added to the announcing staff..... Hugh Ralston succeeds Paul Levin, station engineer who is now with WEEI, Boston....Gordon Lewis has been upped to chief announcer, and Marie Des Chenes, formerly with WEIM, Fitchburg, Mass., is the newest addition to the station's continuity staff.

* * *

March 25 was the starting date for "The Sewing School of the Air," conducted by Sally Spinner, which will be presented over KECA, Los Angeles, each Thursday at 12:15 p.m., PWT. Sally Spinner will be introduced by Mary O'Brien, who conducted the first series of Sewing School, broadcasts conducted under the sponsorship of the Broadway Department Store.

* * *

A new plan to help create interest in the tin can salvage drive throughout the WOWO area has been started by Jane Weston on her "Modern Home Forum," over WOWO, Fort Wayne. Representatives of the salvage committee send in short news stories on the activity in their particular areas, mentioning as many names as possible and giving the location and telephone number of the local salvage headquarters, and these stories are read by Jane Weston on her program.

* * *

The B. C. Remedy Company has contracted for a series of five-times-a-week announcements over KNX, Los Angeles, for its B. C. Headache Powders. The Harvey-Massengale Company of Atlanta, Georgia was the agency in the sale, which is set for fifty-two weeks beginning today.

* * *

WDRC, Hartford, is using a novel method to plug its early morning two-hour Shopper's Special program of recorded music and news. Each night, transcribed yawns by Harvey "Longfellow" Olson, who presides over the Shopper's Special, are used, with him complaining about having to get up at 5:30 a.m. the next morning to be on the job at 7.

* * *

Ten-minute live music series, featuring excerpts from light operas and musical comedies, is being inaugurated today, as an afternoon production on WOV, at 3:05 p.m. Lyrics will be mainly in Italian. On alternate days, the schedule will present the balladeer, Enzo Di Mola in European and American folk music, Pina Da Corte, soprano, and Pino Bontempi, tenor. Station's orchestra under Paul Romeo, will assist.

* * *

Norman Bradley, script writer and producer of the CDVO series "Mrs. Consumer Speaks," and other WNYC programs recently joined the WLIB, Brooklyn, announcing staff....The station in cooperation with the United Nations Information center, is readying a half hour tribute series to each of the United Nations to begin in April....A talent hunt is under way at the Brooklyn station to uncover Negro vocal groups to appear on the Sunday morning "The Negro Sings" program.

* * *

Robert Bellaire, UP correspondent, was the 29th of the WLW, Cincinnati, World Front Guest Observers to appear before the station's mike. He aired his on-the-scene account over the past week-end ....."Time Clocked News" is the name given to the WSAI, Cincinnati, newscasts. A device which rings a bell, listeners are reminded of the time of each bulletin, which the newscaster gives at the time of the reading of the news....Jim Shirey, field representative for the WLW sales department in the Fort Wayne area, served as authorized agent to collect all quinine in Fort Wayne, when the Fort Wayne Drug Club put on a drive to secure quinine for medical use of our armed forces.

* * *

Two of the midwest's prominent sports announcers met on neutral ground last Thursday, March 25, when Lt. Bob Elson of the U. S. Navy was introduced to the Milwaukee Advertising Club by Russ Winnie, WTMJ, Milwaukee, sportscaster. Elson, the former WGN announcer, addressed the organization on "Sports in Peace and Wartime".....The following have joined the "Journal" station's staff: Bernice Hutt and Delores Klemz, guides, and Viola Kreuger, maintenance.

* * *

"Today's American Hero," a daily United Press feature is aired by WMRN, Marion, Ohio, nightly as a five-minute show sponsored by Spot Restaurant. Program contains an opening fanfare and commercial, followed by the story of the hero and a musical salute to him on a transcription by the Goldman band.

* * *

Two New Haven used car dealers signed contracts with WELI, New Haven for news announcements. Contracts signed at this time are contrary to the usual time for "used car clearances" by dealers wishing to move their stock. Reason advanced is that dealers wish to build up stocks of used cars for anticipated rush buying in late spring and summer.

* * *

WHEB, Portsmouth, N. H., steps up with an idea that should meet with hearty approval. All married women members of the staff, whose husbands are in the service are granted leave of absence when servicemen husbands receive furloughs....A wailing baby's signal introduces the new arrivals at Portsmouth Hospitals. Sound effects introduce nursery announcements sponsored by Badger Farms' Creameries. Information is telephoned from local hospitals each morning and presented during the WHEB "750 Club," conducted by Mrs. 750 and Win Bettinson.

* * *

Staff changes at WGBR, Goldsboro, N. C., include the appointment of John Gay Britt as program director. Britt was formerly with the station, has returned after seeing service with the Marine Corps....Bill Haire has been made assistant chief engineer ....Two recent remotes broadcast by the station included the launching of the Liberty ship, Matthew T. Goldsboro, from Wilmington, N. C. Remote was sponsored by the Coca-Cola Bottler of Goldsboro. The other was a description by Harry Bright describing the city's blackout from a Marine Transport flying above the city.

* * *

Even though "Smiley" of "Smiley and Sue," WLAW, Lawrence, Mass., hill-billy team suffered first and second burns on his right arm in defense he continues his week-day, early m broadcasts. The team is well kno New England defense workers sinc have made several personal appea

* * *

Virginia Gilmore, of the motio tures, was interviewed by Si Eder on her "Women in the N program over WINS, New York Friday. Program aired at 11:30

* * *

On Thursday, March 25, WAEL, M town, N. Y., broadcast a program Rubinoff and his violin direct fro Mitchell Inn. The occasion was the service clubs luncheon which was mented by the Middletown Kiwanis the Rotary Club, and the Middle Lion's Club.

* * *

Russ Van Dyke, WNAX, S City-Yankton, moves to that stat Sioux City studios to take up duties as sports editor and dir of special events. Van Dyke will present the 12:35 p.m. Mobilgas n from Sioux City news room.

* * *

The first honorary membership in re years has been awarded by the Ma chusetts Society for the Prevention Cruelty to Animals. The presentation made last week to Mildred Carl director of the "Home Forum" aired WBZ, Boston.

* * *

Ernest L. Adams, chief enginee WHIO, Dayton, is a busy man in spare time. He is responsible maintenance, upkeep and repair of Police Radio System in surburb Oakland as well as the Sheriff's ra communication system used by Mo gomery County law enforcers. addition to this, he has been tea ing at the University of Dayton a making a few recordings in betwe time.

"The Unholy Three" Set Final "Reckoning" Sho

New York, March 22—A sixth an concluding script titled "The Unhol Three," to be presented April 10, ha been added to NBC's "The Day o Reckoning" series which is broad cast Saturdays at 7 p.m., in coopera tion with the Council for Democracy

Norman Rosten, young Brooklyn poet and protege of the late Stephe Vincent Benet, is writing the scrip It deals with the crimes against hu manity of German Field Marsha Herman Goering, chief propagandis of national socialism Dr. Paul Goeb bels and Gestapo chief Heinric Himmler.

The fourth script for "The Day o Reckoning" titled "The People vs Hideki Tojo," scheduled for March 2 will be written by Gerald Holland not by Howard Lindsay and Russe Crouse, as previously announced.

1943 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			

March 29

Bill Berns	Joe Cook
Ginger Dinning	Jean Dinning
Nancy Douglas	William H. Ensign
Harvey Goldin	Leon Levine
Harry Von Tilzer	

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 22, NO. 60 | NEW YORK, N. Y., TUESDAY, MARCH 30, 1943 | TEN CENTS

Disk Men Okay AFM Date

Wire Petrillo Confirmation Of April 15 Meet At Ambassador; Sen. Clark Planning Further Probe Action

Confirmation of the April 15 date for a meeting, here, between the recording companies, and James C. Petrillo and the executive board of the AFM, was wired to the AFM president Saturday, following a trade confab in the morning at the offices of Columbia Recording Corp. Same eleven companies which have been conferring on the recording ban, signatured the telegram, which, released through Lawrence Morris, of RCA-Victor, Camden, N. J., read as follows:

"We are replying to your telegram

(Continued on Page 6)

FCC Discusses Policy Of Station-Time Pools

Washington Bureau, RADIO DAILY

Washington—There is no assurance that the "time pooling" plan initiated last week by four Philadelphia FM stations for a 90-day trial period will be extended, FCC Chairman James Lawrence Fly said yesterday. "It's a trial spin," he said.

Asked if it might point to a possible policy on the part of the Commission, Fly indicated that there was a great deal of uncertainty in the Commis-

(Continued on Page 3)

English-Made CD Films Booked On NBC Television

Two English-made films, explaining the mechanism of the enemy's most explosive type of incendiary bombs and demonstrating effective methods of extinguishing them, are being used in NBC's revised Air Raid Wardens course, televised every Monday at 4 p.m. and at 7:30 p.m., over station WNBT.

In its new format, the televised course consists of four consecutive

(Continued on Page 2)

CBS "School of the Air" Ending Season April 21

CBS will close the classroom doors on its "School of the Air of the Americas" 1942-43 programs on Wed., April 21, it was revealed yesterday by Leon Levine, assistant CBS director of education. The five-a-week series, heard by millions of students in classrooms throughout America and Canada, will return to the air

(Continued on Page 2)

Can Use

Washington — Reading of the broadcasting industry's need for transmitter tubes, Pvt. William Redpath, former amateur operator who is now stationed at an Army post in the Southwest, immediately e-mailed a message to Howard Frazier, NAB director of engineering, offering to donate all the tubes now at his home in Pittsburgh, Pa.

Good Reason

Marriage on April 9, of Betty Louise Johnson and Boyd Ryan Willett at San Marcos, Texas, will be responsible for the CBS "Vox Pop" show originating April 12 from Houston, city of the program's birthplace. Bride-to-be is Parks Johnson's daughter and he wants to be on hand in the Lone Star State for the ceremony.

3 Radio Bills Killed—One Signed By Dewey

Albany — Conclusion of the state milk publicity campaign tomorrow is the first immediate result of the New York state legislature's adjournment late last Friday. The legislature passed and Governor Dewey has signed, the Bewley-Whitney bill discontinuing the campaign at the close of the fiscal year. Miss Mary

(Continued on Page 3)

KMYR-KFBC Set Remotes From Madison Sq. Garden

What is believed to be the longest local station remote in radio history will be carried tonight and Thursday night from Madison Square Garden here when KMYR, Denver and KFBC, Cheyenne, Wyo., combine their facilities to report the NCAA basketball title contest between Wyoming and Georgetown Universities and the Red Cross benefit game of Thursday night,

(Continued on Page 5)

College Group Plans Shortwave Exchange

Plans have been set by the Intercollegiate Broadcasting System to shortwave a series of exchange programs with the College of Albert I in Leopoldville, Belgian Congo. This exchange series is part of the IBS overall plan to acquaint the students

(Continued on Page 6)

Blue Ribbon Books Sign Spots On 236 Outlets

Using five and fifteen-minute programs and one-minute spots from one to six times daily, Blue Ribbon Books, New York, through Northwest Radio Advertising Co., Seattle, started a campaign to sell a new book, "Successful Farming." Advertising has been placed on 236 stations.

KFI-KECA Bond Tieup Has $5,000,000 Quota

West Coast Bureau, RADIO DAILY

Los Angeles—Planning a giant $5,000,000 bond campaign to coincide with the United States Treasury Department's nation-wide drive scheduled for April, stations KECA and

(Continued on Page 2)

NWLB Approves Pact Between CBS, IBEW

National War Labor Board yesterday announced the approval of a wage agreement between the Columbia Broadcasting System and the International Brotherhood of Electrical Workers, AFL, providing for an average increase of seven cents an hour for 268 technicians and super-

(Continued on Page 3)

News Analysts' Assn. To Dine Kaltenborn

The Association of Radio News Analysts on Sunday, April 4, will give a dinner at the Harvard Club to H. V. Kaltenborn, NBC's veteran commentator, on his "coming of age"

(Continued on Page 2)

Cost Of CBC's N. Y. Offices Creates Political Sensation

Toronto—A sensation has developed in Canadian political circles over the revelation in Parliament of the salaries and allowances paid to date to employes of the Wartime Information Board of the Dominion Government which was formed last summer for radio, film and press propaganda purposes, the expenditures in this respect totalling $119,209 for approximately six months.

The tabulation showed that Harry

(Continued on Page 6)

Regional Salvage Contest Tested By OWI On WHN

Regional fat salvage slogan contest will be tested for three weeks here by OWI, starting today, via "Meet Frances Scott." Housewives will be asked to submit slogan entries, but each entry will have to be accompanied by a butcher's receipt attesting to the housewive's having turned

(Continued on Page 2)

Who's Who?

A fan mag editor came up to WOR to interview Clayton Collyer who plays the role of "Superman." That was the day (Friday) when four actors failed to show up due to an Equity meeting. So director-writer-narrator George Lowther had to play all four roles, as well. Later the Ed was heard to mutter "Who said Collyer was Superman? My candidate is Lowther."

RADIO DAILY

Vol. 22, No. 60 Tues., March 30, 1943 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

(*Monday, Mar. 29*)

NEW YORK STOCK EXCHANGE

	High	Low	Close		Net Chg.
Am. Tel. & Tel.	142	141⅛	142	+	¾
CBS A	18⅜	18¼	18⅜	+	⅜
CBS B	18⅜	18¼	18⅜	+	⅛
Crosley Corp.	16¾	16¼	16¾	+	⅝
Gen. Electric	37	36⅛	37	+	1
Philco	19⅝	19⅜	19½	+	¼
RCA First Pfd.	63	62¾	63	+	¼
Stewart-Warner	11⅜	11⅛	11⅜	+	⅛
Westinghouse	93¾	93¾	93¾	+	1½
Zenith Radio	29½	28¼	29½	+	⅞

NEW YORK CURB EXCHANGE

Hazeltine Corp.	30	30	30	—	½
Nat. Union Radio	2½	2½	2½	+	⅛

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	7¼	8¼
Stromberg-Carlson	9⅛	10⅛

NAB Meet To Get Data On FCC's Stations Study

Washington Bureau, RADIO DAILY

Washington—Results of the FCC's study of small station operating figures will not be made public before the NAB convention in Chicago late next month, Chairman James Lawrence Fly declared yesterday. "At that time" he said, "I shall try to give the industry a complete report on the financial conditions of the entire industry as far as that is reflected in our reports here."

BRASS RAIL RESTAURANTS

tested WLIB for 13 weeks. Renewed for 52 weeks thru the Blackstone Co. There MUST be a reason . . . we reach a market that NONE of our contemporaries consistently serve.

NEW YORK'S

WLIB

THE VOICE OF LIBERTY

1190 ON YOUR DIAL

News Analysts' Assn. To Dine Kaltenborn

(*Continued from Page 1*)

as a news analyst. The dinner also will mark the end of Kaltenborn's term as ARNA president. Major George Fielding Eliot succeeds him.

Kaltenborn was founder and first president of ARNA after its organization last year. A constitutional provision limits the office to one term. Kaltenborn, however, was elected vice-president for 1943.

The dinner will be limited to ARNA members.

Kaltenborn made his first broadcast on current events over station WVP, April 4, 1922. His radio debut consisted of a discussion of a coal strike and was the first editorial analysis of a news event ever heard on the air. A year later he began a weekly series over WEAF, New York.

Washington, D. C., chapter of ARNA, is in the process of formation, though formalities of constitution and the like have yet to be worked out. William Hillman, Blue Network commentator, who has succeeded Raymond Gram Swing as vice-president of ARNA, temporarily heads the capital group until it is sufficiently set up to elect its own officers.

CBS "School of the Air" Ending Season April 21

(*Continued from Page 1*)

for its 1943-44 series on Monday, Oct. 4.

In announcing plans for the coming season, which were formulated at a recent meeting of the National Board of Consultants of "School of the Air of the Americas," Levine said that "the programs would assume a more global scope in keeping with the ensuing trend of events."

The past season was one of the most successful for "School of the Air" since its radio debut over CBS 13 years ago.

The series was carried by 111 stations of the Columbia network with Canada picking up a good portion of the series. The program also received 185,000 requests for the "Teacher's Manual," the booklet which outlines the entire "School of the Air" series to facilitate classroom use.

Toscanini War Bond Volunteer

Arturo Toscanini, his son-in-law, Vladimir Horowitz, and the NBC Symphony have volunteered for the Easter Sunday afternoon concert to be held at Carnegie Hall under the auspices of the War Bond Concert Committee headed by Mrs. Lytle Hull.

Lederle "E" Award On WJZ

Lederle Laboratories, Inc., will receive the Army-Navy "E" award in ceremonies to be broadcast on Station WJZ Friday, April 9. With Milton Cross as announcer, the program will be broadcast from 11:30 a.m. to 12 noon. Charles W. Hoyt Company is the agency.

KFI-KECA Bond Tieup Has $5,000,000 Quota

(*Continued from Page 1*)

KFI will back a special $5,000,000 Bond Drive Premiere of IceCapades of 1943 in Los Angeles.

William B. Ryan, general manager of KECA-KFI, worked out the plans for backing the IceCapades premiere, which will be staged at Pan-Pacific Auditorium in Los Angeles. Special programs, interviews, spot announcements and bond sales inserts in KECA-KFI participating and sustaining programs will be used to stimulate the sale of bonds.

Admission price to the $5,000,000 Bond Premiere of IceCapades of 1943 will be United States War Bonds. Purchasers of bonds of all prices will be given reservations for the colorful opening night.

Arranged by Ryan with Phil Henderson, manager of the Pan-Pacific Auditorium, the joint bond sales campaign opened Friday, continuing until the opening of the ice show in Los Angeles April 27.

Regional Salvage Contest Tested By OWI On WHN

(*Continued from Page 1*)

in at least one pound of fats. Winning slogan will be used by OWI in its campaigns, and if this regional contest pans out, OWI will probably hold it in other parts of the country.

Winning slogan, also, will net the contest applicant a Gruen wrist watch in addition to publicity fan fare, etc. Harry C. Levin, OWI Regional radio; Frank March, chairman of the New York fat salvage campaign, and Frank Roehrenbeck, manager of WHN, comprise the committee of judges. "Meet Frances Scott" airs on WHN, daily 9:30 a.m., until Friday, April 2, when because of the baseball schedules, show will be moved to 8:30 a.m., EWT.

English-Made CD Films Sked On NBC Television

(*Continued from Page 1*)

hours of instruction delivered at the rate of one hour weekly. At the end of each four weeks, the lessons are repeated for the benefit of new groups of wardens. NBC is presenting the course in cooperation with the New York Police Department under the supervision of Acting Commandant D. A. Thompson.

Since February, 1942, when the first Air Warden lessons were televised, over 250,000 wardens have attended the lectures through the medium of television sets installed in New York's 82 Police Precinct stations. Completion of the course is mandatory for warden-candidates.

AVAILABLE PROGRAM MAN

to write, edit, or produce—wide network and agency experience—draft exempt. Write Box No. 136, RADIO DAILY, 1501 Broadway, N. Y. C.

COMING and GOIN

C. LLOYD EGNER, vice-president and ager of NBC Radio Recording, has left f trip to Hollywood and San Francisco. is expected back on April 15 in time to ticipate in the conference between Jame Petrillo and the recording and transcrip companies.

ALFRED H. MORTON, president of Nati Concert and Artists Corp., plans to leave Fr on a business trip to the West Coast.

MARK SCHREIBER, sales manager of KM Denver, is in town from Colorado on busi including conferences with the New York rep sentatives of the station.

W. LEE COULSON, executive manager WHAS, Columbia's affiliate in Louisville, has arrived for a few days on station network business.

C. P. "PETE" YAEGER, commercial progr manager of the Blue Network, is in Hollyw on business. He is expected back Friday Monday.

WILLIAM RAYBURN, of the CBS sales motion department, is back at his desk foll ing recovery from a short illness.

WILLIAM C. GROVE, president and stati manager of KFBC, Cheyenne, Wyo., here business.

GLEN G. GRISWOLD, national advertisi manager of KFEQ, St. Joseph, Mo., is visiti here. Called yesterday at the offices of t local reps.

VI and VILMA VERNOR—the "Victory Twins —are back in town from Jacksonville, Fl They are booked for a week at the Hot Roosevelt.

EDWARD TOMLINSON, commentator on th Blue Network, will lecture tomorrow in Holl wood. It will be the fourth stop on coast-to-coast tour.

PAUL GIBSON, conductor of the "Housewive Protective League" program on WBBM, Chicago is in town. Visited yesterday at CBS head quarters.

ARTHUR ALLEN, of the NBC program, "Snow Village," has returned from Buffalo, where he assembled material for a new book.

JOHN NORTON, station relations manager of the Blue Network, is back from Florida where he spent about three weeks.

WILLIAM F. MALO, commercial manager of WDRC, Hartford, is on a business trip to Boston.

JOHN WELLINGTON, Blue Network producer is in St. Louis today, where he will handle the broadcasting of the "Spotlight Bands" program from Jefferson Barracks.

DALTON LE MASSURIER, president and manager of KDAL, Duluth, Minn., and ODIN S. RAMSLAND, commercial manager of the station, which is an outlet of CBS, have arrived in New York on a short business trip.

PARKS JOHNSON and WARREN HULL leaving Cheyenne, Wyo., where they broadcast last night's starza of their "Vox Pop" program from a large aircraft plant.

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.

Radio Bills Killed—ne Signed By Dewey

(Continued from Page 1)

s, director of the bureau, and 11 employees, lose their jobs as a re- though it is likely many of th will be absorbed in other state rtments due to their civil serv- status. The milk publicity bu- had an annual appropriation of $300,000, most of it spent in rad.

e major surprise of the session, far as broadcasters were con- ed, was in the twin setback on ng day, to the Ehrlich-Hampton to legalize participation of chil- under 16 on radio broadcasts, The bill had passed the legis- e in 1941 and 1942 without a ting vote and was vetoed by ernor Lehman mainly because the York City administration was erned over the amount of detail k necessary to issue educational nits to children.

e Ehrlich bill passed the Assem- this year 131-0 and appeared ain to receive favorable con- ration by the Senate since it was rted out favorably by Codes mittee. However, the bill was e beaten, the last time by a 20-19

Libel Bill Killed

e Duryea-Hults bill to provide a person making statements about ther in a radio broadcast, which printed, would constitute a libel l be deemed to have published bel also did not prevail. After hing third reading in the Senate, as stricken from the calendar.

milarly, the Crews bill defining up libel, relative the exposing per- s to hatred, contempt or ridicule ause of statements was not re- ted out of Rules Committee.

ssembly Taxation Committee de- ed the bill to impose a tax of cents on persons over 14 years ge attending radio broadcasts un- the broadcasts were primarily the purpose of selling U. S. war ds, etc. In the Senate, the bill not emerge from committee er.

FM Station's Rep.

Milwaukee, Wis.—Edward Petry & will be commercial representa- s for W55M, The Milwaukee Jour- FM station, for the duration of war. The Petry Company also resents WTMJ, The Milwaukee rnal station.

THIS LITTLE BUDGET WENT TO

WORL BOSTON MASS.

WARTIME PROMOTION

Weekly Sports Letters

France Laux, veteran sportscaster of KMOX in St. Louis, now is digesting baseball news into a 'V' mail letter each week for men in the armed services overseas. The nation's fighting men in this country receive the sports letter through the regular mail sources. Laux writes and personally addresses each letter. Listeners on his nightly broadcast are asked to send in the name and address of any person in the fighting forces when they want to receive the sports missive. Women in the auxiliary military units also are eligible to receive the letter. The letter is personal and friendly, containing news and information about the St. Louis Cardinals and Browns and other major league baseball clubs.

Laux' sponsors, the Hyde Park Brewery, are assuming all costs entailed in preparing and mailing the sports letter in and out of the country. No advertising matter will be included in the letter.

Recreational Drive

KROW, Oakland, is joining hands with the Oakland Post-Enquirer and the Oakland Fireman's Welfare Association in a drive to procure adult games and recreations for the naval and military hospitals of the Metropolitan Oakland Area. The station is carrying a schedule of spot announcements urging the public to take puzzles and games to their nearest firehouse to be turned over to the hospitals for use by ill and wounded service men.

NWLB Approves Pact Between CBS And IBEW

(Continued from Page 1)

visory personnel. The agreement establishes a new wage schedule with a starting rate of $50 and automatic increases up to $85 for technicians and rates ranging from $90 to $100 for supervisors. The wage schedule prior to the increases approved by the Board had a starting rate of $49.60 for technicians and ranged from $87.20 to $98.70 for supervisory personnel.

The Board disapproved a proposal by the company and the union to eliminate three steps in the present wage progression schedule on the grounds that it would create an inequity with respect to the National Broadcasting Company and the Mutual Broadcasting System.

Board also disapproved a clause in the wage agreement providing for payment of time-and-a-half for hours in excess of ten instead of twelve as now provided. The Board held that since both NBC and Mutual have a twelve-hour maximum work day approval of a ten-hour maximum for CBS would create new inequalities between the three systems.

Approved wage schedule will correct maladjustments resulting from the rise in the cost of living and will result in increases well within 15 per cent of the January 1, 1941 wage level.

Labor members of the NWLB—Louis Lopez and John Brophy—dissented from the Board's disapproval of the shortening of the progression schedule and the establishment of a ten-hour work day.

Mutual's War-Effort 63 Shows In 2 Weeks

Between March 1 and 15, Mutual broadcast 63 programs devoted to the war effort in cooperation with various governmental departments and agencies. These 63 shows totalled 27 hours and 50 minutes.

Fly Discusses Policy Of Station-Time Pools

(Continued from Page 1)

sion as to whether the experiment, first reported in RADIO DAILY on Wednesday, Mar. 24, will prove to be practicable.

Four FM stations in Philadelphia have agreed to go on the air for a total of 56 hours weekly, with only one station broadcasting each day. Each of the four stations has set a day on the air during the latter part of the week, while they rotate the first three days of the week. Each station will thus be on the air seven days of every four weeks.

The chairman was doubtful that the same principle could be applied to standard broadcast stations, and did not believe it could be applied in the case of FM stations except in two or three possible localities.

There's Not Another LIKE IT!

This simple monogram of the letters "YD" is a poignant symbol to the people of New England for it is the emblem of the Yankee Division—their own group of fighting men—which won fame and glory on the battlefields of France in 1918. The Yankee Division took part in many important engagements, foremost among which were the Chemin-des-Dames action; the Marne counter-offensive; the attack which succeeded in pushing in the west side of the St. Mihiel salient; and the routing of the Germans in the Argonne. For their bravery, daring and devotion to duty, 239 members of this famous unit were honored with the Distinguished Service Cross. And today, the young men of New England are capably upholding the glorious traditions which their fathers in the Yankee Division established twenty-five years ago.

★ ★ ★

For more than eighteen years, the letters WTIC have been a symbol of service and integrity. That is why the people of Southern New England turn to WTIC when they desire entertainment or information of a high standard. That is why national advertisers have found it profitable to use WTIC to cover this lucrative market. And that is why we can proudly say

There's Not Another LIKE IT!

WTIC 50,000 WATTS

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation

Member of NBC and New England Regional Network

Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood

Los Angeles

By JAC WILLEN

JAMES ABBE, world traveler, writer, newspaperman and broadcaster, is now heard over the Blue Network's Pacific Coast stations in a series of newscasts (Mondays through Fridays) 7:30-7:45 a.m., PWT, under the sponsorship of Fisher Flouring Mills.

Captain Victor E. Walton, Long Beach settler, was the "hero of the week" on the KHJ-Don Lee nets Sunday, March 28, airing of "Wings Over the West Coast" program.

The "man of the hour" at March Field, when the Eddie Cantor troupe visited the Southern California air base, was Bert "Mad Russian" Gordon, because his newest film, "Let's Have Fun," was run off for the service men at the base the previous night. Bert signed autographs until his right hand was numb.

Charles Ruggles, befuddled member of Hollywood's comedy colony, makes a guest appearance with Ransom Sherman at "Grapevine Rancho" on Thursday, April 1, over CBS stations at 9:30 p.m., PWT.

It became Scoutmaster Bob Hope since last Saturday. Hope was initiated as an Honorary Scoutmaster by Boy Scouts of Southern California area during the Scouting program, "On the Scouting Trail," heard Saturdays at 5 p.m. over KFI.

Through Foote, Cone & Belding, the Union Oil Company of California has renewed "Point Sublime," weekly dramatic show over 11 Pacific Coast NBC stations for 52 weeks, beginning Wednesday, April 28.

Robert O. Brooke, NBC Hollywood engineer, has been added to the faculty of the U.C.L.A.-NBC Radio Institute, it was announced by Jennings Pierce, NBC Western Division public service manager.

Maxine Gray, singing star of "California Melodies" heard on KHJ and the Mutual Don Lee network on Wednesdays, 8 p.m., PWT, really pitches at the boys in the armed forces when she sings numbers not meant to be exclusive, but all-inclusive, such as her rendition of "I Only Have Eyes For You" on the Wednesday, March 24th airing.

Lou Welton, harmonica virtuoso, just returned to Hollywood from a triumphant tour, and formerly of radio, is being auditioned for several show spots on two t.c. airshows.

Swapping stories with Ruggles will be Lionel Stander and Leo "Pedro" Carrillo, who vie for the hand of Cynthia Verriberry. Lud Gluskin's orchestra will support Baritone Carlos Ramirez in the featured musical number of the program.

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

MAIN STREET OL' SCOOPS DAILY

A Reporter's Report Card. . . !

● ● ● ANTHONY EDEN: You won't be part of the program but you are slated to play an important 'behind-the-scenes' part on the Ginny Simms "Johnny Presents" NBCoast-to-coaster tonight....one of your heroes, an RAFighter will telephone his mother who lives in Halecheshire, England, but just in case the connection doesn't go thru, arrangements have been made for the British Embassy to make a recording of his message which you will personally take back to London for presentation to the lad's mother....VICTOR BORGE: From where we sit, it looks very much like a long friendship (and may we add a profitable one) between MGM and yourself....you are currently doing a series of WJZ and WHN programs for this sponsor, next Thursday you open an engagement at the Capitol Theater (home of MGMovies) and follow that with a trip to the coast for a comedy role in a 'Louis B. Mayer' titled "Broadway Melody of 1943"....HUGH BAILLIE: Don't blame you at all for calling attention, and adding proof, that as early as March 19, 1919, under the 'by-line' of Frank J. Taylor, the United Press wired a story with this head....quote "Unbeaten" Huns still talking of another war....unquote....DINAH SHORE: At a recent launching of a new ship, you smashed the traditional bottle of champagne across the bow and in so doing ruined a new dress....you rate this item for the crack you made when you said, "the ship went out to sea but the champagne remained on 'Shore'."

☆ ☆ ☆

● ● ● MAYOR LaGUARDIA: You have a sense of humor so we think you'll get a chuckle out of Harold Stein's quip....New York butchers have selected as their book-of-the-month "Good-bye, Mr. Chops"....HAROLD McGEE: Four actors, heard on your "Snow Village" NBCountry scenic serial, are currently appearing in Broadway shows....Jack Smart in "Dancing in the Streets," Dorothy Sands in "Tomorrow the World," John Thomas in "Counter-Attack" and Doro Merande in "Junior Miss"....BOB STEVENSON: If and when you go into the Army, John Tillman, CBStaff announcer, will take over your duties on the "Major Bowes" show....CLIFFORD GOLDSMITH: On April 13, 1938, your NBC show, "The Aldrich Family" was heard for the first time when you wrote it presumably as a short skit for the Rudy Vallee program....then the 'family' became part of Kate Smith's variety show, was a half-hour summer replacement for Jack Benny's program and three years ago branched out on its own....but not a single member of the original cast remains....Eddie Bracken and Betty Field, the original "Dizzy" and "Mary" of the cast are now in Hollywood and Ezra Stone (Henry the First) is in the Army.

☆ ☆ ☆

● ● ● KENT-JOHNSON: Two brewers of amber-colored liquid, commonly referred to as 'beer', are bidding for a commercial spot on your WJZ all-night program, "Say It With Music"....BERT LEBHAR: Don't worry about losing your tonsils today....You'll never miss them....SAMMY KAYE: "Downbeat" the half-hour recorded program which you emceed for the Army newspaper, "Yank," will be short-waved to our fighting men all over the globe....BARRY SISTERS: Riding the elevators every day to do your broadcasts over WHN brought you to the eyes of MGM execs (their offices are in the same building)....result: you get a screen test within a fortnight....BILL NORINS: Listeners to WBYN hear 28 orchestras weekly via 'remotes' which means plenty of music....NOEL COWARD: Your classic "In Which We Serve," has been adapted for the radio by Charles Martin and will be heard on the 'CBS Playhouse' program, Friday, with Sir Cedric and Lady Hardwicke and Roland Young in starring roles.

☆ ☆ ☆

—Remember Pearl Harbor—

FOR SALE
"Make Believe Ball-Room"
FEATURING
EDDIE CHASE
Fastest Growing Daytime Show
(SEE HOOPER)
in Nation's Fastest Growing Major City
WXYZ
DETROIT MICHIGAN
PAUL H. RAYMER COMPANY
National Sales Representative

UEST-ING

RTH MITCHELL, sister of the Brig. Gen. Billy Mitchell; EN- GEORGE B. GEORGE and GEN. RALPH LOVETT, Chief perations, Adjutant General's on the "Victory Hour," today -Blue Network, 2:30 p.m.).

DINE CONNOR, Metropolitan soprano, and LARRY ADLER, mica virtuoso, on the "Cresta Carnival," tomorrow (WOR- l, 9:15 p.m.).

IL RATHBONE, on the Rudy program, Thursday (WEAF- 9:30 p.m.).

EL WATERS, PAUL LUKAS WILLIAM BENDIX, on the Door Canteen," Thursday C-CBS, 9:30 p.m.).

TH YARROLL, lyric soprano, on Air Brakes" program, Thursday —except WEAF—1:30 p.m.).

EDWARD G. BORING, profes- f psychology at Harvard, on ntures in Science," Saturday C-CBS, 1:30 p.m.).

JOSTYN and JERRY DEVINE, ellie Revell's program, Satur- WEAF-NBC, 10:30 a.m.).

NSTANCE BENNETT, on Bill s "Colgate Sports Newsreel," day (WEAF-NBC, 10 p.m.).

A RIDENOUR, assistant ex- e secretary of the New York Committee on Mental Hygiene State Charities Aid Associa- and DR. BENJAMIN SPOCK, nt pediatrician of the New City Hospital, discussing "Men- giene in Wartime," on "High- to Health," Saturday (WABC- 1:45 p.m.).

GEORGE M. DARROW, of the u of Plant Industry, Soils and eering of the U. S. Department iculture, on the "Garden Gate" m, Saturday (WABC-CBS, m.).

NTISS BROWN, director of fice of Price Administration, on emiere of Billie Burke's "Fash- n Rations," Saturday (WABC- 11:30 a.m.).

REE! Double Your Weekly War Savings Stamp Purchases!
key, "The Cowboy Caruso" (who s on pitch—sometimes) wants a ion names for a new radio pro- n. He will make phone calls pub- and double weekly War Savings p purchases—up to $25.00. Ad- se your patriotism—Hickey will e it pays to be patriotic. Send e, address and phone no. on post- to Dept. R.D.
"HICKEY'S CALLING"
505 FIFTH AVE., N. Y. C.

NEW PROGRAMS—IDEAS

Stamp Program

A red, white and blue trolley car, decorated with United Nations flags and splashed with slogans, rode the tracks of Worcester, Mass. last week, with WTAG's special events chief, Bob Dixon, aboard with a mike and broadcast the proceedings on the "Victory Special," as the trolley has been dubbed. Auxiliary members of the Veterans of Foreign Wars sold War Stamps to every passenger that came along. The event was recorded and rebroadcast in the evening.

"This Is Your World"

"This Is Your World" is a new half-hour Sunday nights over KOMO, Seattle. This is a dramatic sequence covering the week's outstanding news events, with the closing minutes focussed locally.

The program is written and produced by KOMO, sponsored by the Aeronautical, Mechanics' Lodge No. 751—the Boeing Aircraft workers.

"Bonds in Bedlam"

A zany notion that clicked was "Bonds in Bedlam" over KYSM, Mankato, Minn., which recently boosted the Blue Earth County's War Bond monthly sales by $3,000. The studio raked in 35 of the community's big shots of one sort or another and tempted listeners with what turned out to be a sure-fire challenge: Phone in a Bond Pledge and order anyone of the 35 local notables to carry out a ridiculous assignment or impersonation.

The program had to be carried 30 minutes past the scheduled time. The station credits Dick Lutes, local industrialist and story teller, with much of the program's success.

Resume WALB Case On Monday in Atlanta

Washington Bureau, RADIO DAILY

Washington — Complete agreement by all members of the Commission on the order directing resumption of hearings in the WALB case was revealed yesterday by FCC Chairman James Lawrence Fly. The motoin came last week, when after repeated postponements, WALB, owned by the Herald Publishing Co. of Albany, Ga., asked for an indefinite continuation. The reason given was the health of of C. D. Tounsley, station manager and key witness.

Frequency Shift Sought

The station seeks a frequency shift, renewal of its license and assignment of that license to the Herald Broadcasting Corp. WALB has been represented in Washington by Rep. E. E. Cox, on whose motion the House two months ago voted approval of an investigation of the FCC. The delay in getting a working organization for the committee had led many here to doubt that the investigation will ever reach the state where public hearings will be called, although it is known that the committee counsel Eugene Garey, and his associate, Fred L. Walker, have been studying Commission records and activities rather closely.

The WALB hearing will be resumed Monday in Atlanta. In the event that Tounsley's health makes it impossible for him to appear, attorneys for the station plan to proceed without him.

Frank Gillmore

Frank Gillmore, president emeritus of Actors' Equity Assn., died early yesterday morning in Roosevelt Hospital. He was 75. He was a prime mover in the founding of the actors' group. He is survived by his widow and two daughters, Mrs. Robert Ross (Margalo Gillmore) and Mrs. Ruth Sonino.

KMYR-KFBC Set Remotes From Madison Sq. Garden

(*Continued from Page 1*)

Mark Schreiber, KMYR's sports announcer and William C. Grove, KFBC station manager and chief engineer having arrived yesterday to complete details for the two remotes.

KMYR and KFBC have pooled their efforts in the mountain country to cover 40 basketball games by remote control this year including the national AAU tourney, Big 7 conference championship games, the NCAA western finals at Kansas City, Mo., last week. All of these games have been sponsored.

These stations have traveled approximately 7,500 miles by direct wire to report the progress of the University of Wyoming basketball games to their listeners which in itself is something of a record.

Issue MBS' Trade Reports

Designed to service more fully the various trades represented by commercials on its networks, Mutual Broadcasting System has begun a new trade news press release which categories its news reports as per food, drugs, tobacco, etc., with those words highlighted for easy perusal by editors.

Initial release came out yesterday. Project was instituted by Christopher Cross, assistant to Lester Gottlieb, director of MBS publicity, who is in charge of the trade journals supplementing the broadcasters' own publications.

RADIO ARTIST? Call LExington 2-1100 FIRST AND FOREMOST

AGENCIES

JOHN E. FINNERAN has joined Grey Advertising Agency, Inc. He formerly was vice-president of Benton & Bowles.

J. CLIFFORD ROBERTS and C. D. CARSON have joined the Detroit office of Ruthrauff & Ryan, Inc., the former as account executive and the latter as assistant art director.

COMPTON ADVERTISING, Inc., has been named by American Home Products Corp. to handle the advertising for Aspertane.

N. W. AYER & SON, Inc., has augmented the personnel of its copy desk by the addition of Howard Wolf, Robert H. Hodges, N. Richard Nusbaum and Marcella Jones.

JAMES P. MITCHELL, director of the industrial personnel division of the War Department, will be principal speaker today at the luncheon meeting of the Sales Executives Club to be held at the Hotel Roosevelt.

CONSOLIDATED RADIO PRODUCTS CO., Chicago, manufacturers of headsets, magnet winding, transformers and sound reproduction devices, have appointed Burton Browne Advertising, Chicago, as their advertising agency.

FACTORY ASSOCIATES, INC., Manhattan, has been incorporated in Albany to conduct a general advertising business, according to the Secretary of State's office. Papers authorized 100 shares of stock, no par value. Directors of record are Vincent Andrew Valentini, Elizabeth Kates and Harold M. Weintraub. Papers were filed by Katz, Weintraub & Tover, New York.

Heads WPTF Sales

Ollie L. Carpenter has been appointed sales manager of WPTF, Raleigh, N. C., to succeed John H. Field, Jr., who has been associated with the station since 1938. Field leaves to accept a position with CBS on the sales staff of WABC.

Carpenter has been with the sales force of the Raleigh NBC affiliate for the past nine years, acting as assistant sales manager in charge of local and regional sales since 1940.

WBNX NEW YORK
WITH THE MOST INTIMATE AND EFFECTIVE PROGRAM APPROACH TO AMERICA'S LARGEST MARKET
5000 WATTS Directional
OVER METROPOLITAN NEW YORK

College Group Plans Shortwave Exchange

(Continued from Page 1)

of foreign lands with the customs, ideologies, curricular and extra-curricular activities of American college students and vice versa.

In making arrangements for these broadcasts IBS worked in close cooperation with the Belgian Information Center, who placed at the network's disposal the Belgian Diplomatic Cable which expedited the negotiations between the two countries. Through Henry J. Dutilleux, Commissioner of Information of the Belgian Information Center, arrangements were made to have the American programs translated into Flemmish and through an agency of the OWI the broadcasts from the 50,000 watt station, placed at the disposal of the IBS and the College of Albert I for the exchange programs, the Belgian programs will be translated into English.

No Starting Date Set

As yet no starting date has been set for the broadcasts but it is believed that since the Belgian authorities have granted permission for them the starring date will not be too far distant.

As part of the international move made by the IBS, Brown University is preparing the scripts for the first of the International programs. This first program, while not the broadcast scheduled for the Belgian Congo, is being produced by the IBS in cooperation with the OWI. It will be 15 minutes in length, and features the Brown Glee Club and three students who will speak on a different phase of Brown's activities in the war. The program will be shortwaved to Australia, England, Iceland, India, North Africa, and South Africa.

IBS has been negotiating with Army officials regarding the use of Army Overseas Transcriptions on the college stations and it is expected that in the near future the Army will provide the transcriptions to the IBS.

Montreal Trolley Strike Cuts Studio Traffic

Montreal—Reduced audiences were the order of the day at Montreal radio stations as a result of the tramways strike which took effect at 4 a.m. and forced tens of thousands to walk several miles to and from work. Most workers prodded eagerly homewards as soon as released and few met downtown again in the evening to attend radio shows or theaters.

Rita Harrigan To Red Cross

Rita Harrigan, secretary in the office of William S. Hedges, NBC vice-president in charge of stations, has reported in Washington for training preliminary to her overseas assignment with the American Red Cross. Miss Harrigan was associated with J. Walter Thompson Co., before joining NBC a year ago.

Disk Men Okay Meeting Date; Clark Sets New Probe Moves

(Continued from Page 1)

of March 25 addressed on our behalf to Mr. Lawrence Morris, accepting our proposal for a meeting as requested in our wire of March 19. It is regrettable that you find it impossible to meet with us until April 15, but since that is your earliest date, we shall arrange to meet with you on that day at 2 o'clock in the afternoon at the Hotel Ambassador, in New York."

Optimism Lacking

Because of the "uncooperative" manner in which Petrillo has been conducting his replies to the trade, as reported last week, trade observers were not optimistic about the outcome of the April 15 meeting, since the union exec has given every indication of standing by his original tax plan. Trade has no alternative proposal, other than to confine the negotiations to wages, hours and working conditions as per collective bargaining. Sooner or later, because of the war needs, the matter will have to be presented to the WLB. Attorneys for some of the companies are of the mind that the matter is fitting subject for WLB review since the courts have ruled that it is a labor dispute. However, several of the firms represented have held that the trade should not become further involved with government agencies. It is felt that already the trade is considerably burdened with reports and questionnaires for official looksees.

Washington Bureau, RADIO DAILY

Washington—Additional sessions of the Senate hearings to investigate the AFM-Petrillo recording ban are to be looked for within the next few weeks, it was learned here yesterday. Although the committee has withheld action since the middle of January, when it held three day-long sessions, it is now believed ready to give up its waiting game in order to try to speed the end of the ban.

Senator D. Worth Clark, who chairs the Interstate Commerce Sub-committee conducting the inquiry, was out of town yesterday, but is expected back today. He is almost certain to call an early meeting of the group, which includes Senators McFarland, Tobey, White, Tunnell, and Andrews.

The possibility that Petrillo will be called back for additional questioning is rather strong, although Senator Clark has put the committee on record as satisfied that the AFM head has discharged his obligation to the committee by submitting settlement proposals to the recording companies. Further hearings have been held off in order not to affect the efforts at negotiation. The current impasse is so obvious that there is little danger that additional sessions will have a bad effect on attempts to bring the ban to an end.

Recording Execs to Be Called

Representatives of the recording companies are expected to be called, with a strong possibility that broadcasting representatives — probably from the NAB—will also take the stand. Only Petrillo and his attorney, Joseph C. Padway, were heard in January.

WLBC, Muncie, Ind., Joins CBS On April 1

Effective April 1, 1943, station WLBC, Muncie, Indiana, will become affiliated with the Columbia network as a special supplementary station available with the Basic Network, H. V. Akerberg, CBS vice-president in charge of station relations, announced yesterday. WLBC operates full time with 250 watts power on a frequency of 1340 kilocycles. The base rate for Muncie will be $50.00 per nighttime hour. The station provides the only intensive primary coverage of this important Indiana market.

Established in 1926, WLBC is owned and operated by Donald A. Burton, station manager.

Fitzgerald Adopts Child

A boy, born last Christmas Day, and adopted recently at "The Cradle" in Evanston, Ill., has arrived at the Hastings-on-the-Hudson home of John D. Fitzgerald, radio director of National Association of Manufacturers. The child has been named John D. Jr.

Changes In Personnel Announced By WHOM

Joseph Lang, general manager of WHOM, Jersey City, yesterday announced that Charles Balton has been appointed new program director to succeed Jack Kelsey, effective Thursday, April 1. Kelsey has gone to the Muzac FM station as program director. Balton, who was assistant director of war activities will continue his work in that department with Samuel Vigman as assistant.

Other changes announced were: Theodore Gemp, new chief engineer, succeeding Allison Burnham; new announcer, Dann Morley, formerly of WNBF, Binghamton, N. Y., and resignation from Polish department of Karol Sobolewski, for newspaper work in Baltimore.

Becomes Funt Partner

Allen A. Funt Radio Productions announces that Dorothy Funt has been made a partner in the firm. Miss Funt, sister of Allen A. Funt, has been associated with him for over a year. She will act as general manager and will be in charge of sales for the firm.

CBC's N.Y. Offices Found Costly Set

(Continued from Page 1)

Sedgwick, director of the WIB o in New York, received no sa but was paid $8,130 in living al ance and $544 for travelling expe He is president of Standard Ra Ltd., which operates station CF Toronto. Leo Casey, former dire of publicity for the New York Wo Fair, received $13,320 salary, $2 living allowance and $748 travel expenses as "adviser" to the York office. S. A. Freifield, liste research economist at New York, paid $6,660 while H. R. Sutherla formerly of Toronto, received $5 and $2,863 allowance as distribu of feature material for broadcast and newspapers at New York. Sim salaries and allowances have b paid three officials at the Washing Bureau of the Board.

Other Salaries Listed

Miss B. Thomas, former spe events executive with the Colum Broadcasting System, received $4 to cover women's activities for ra and publications at the New Y office. Paul Reading, formerly pr attache of the Canadian Legation Washington, was paid $6,000 special assignments under the dir tion of the Board chairman."

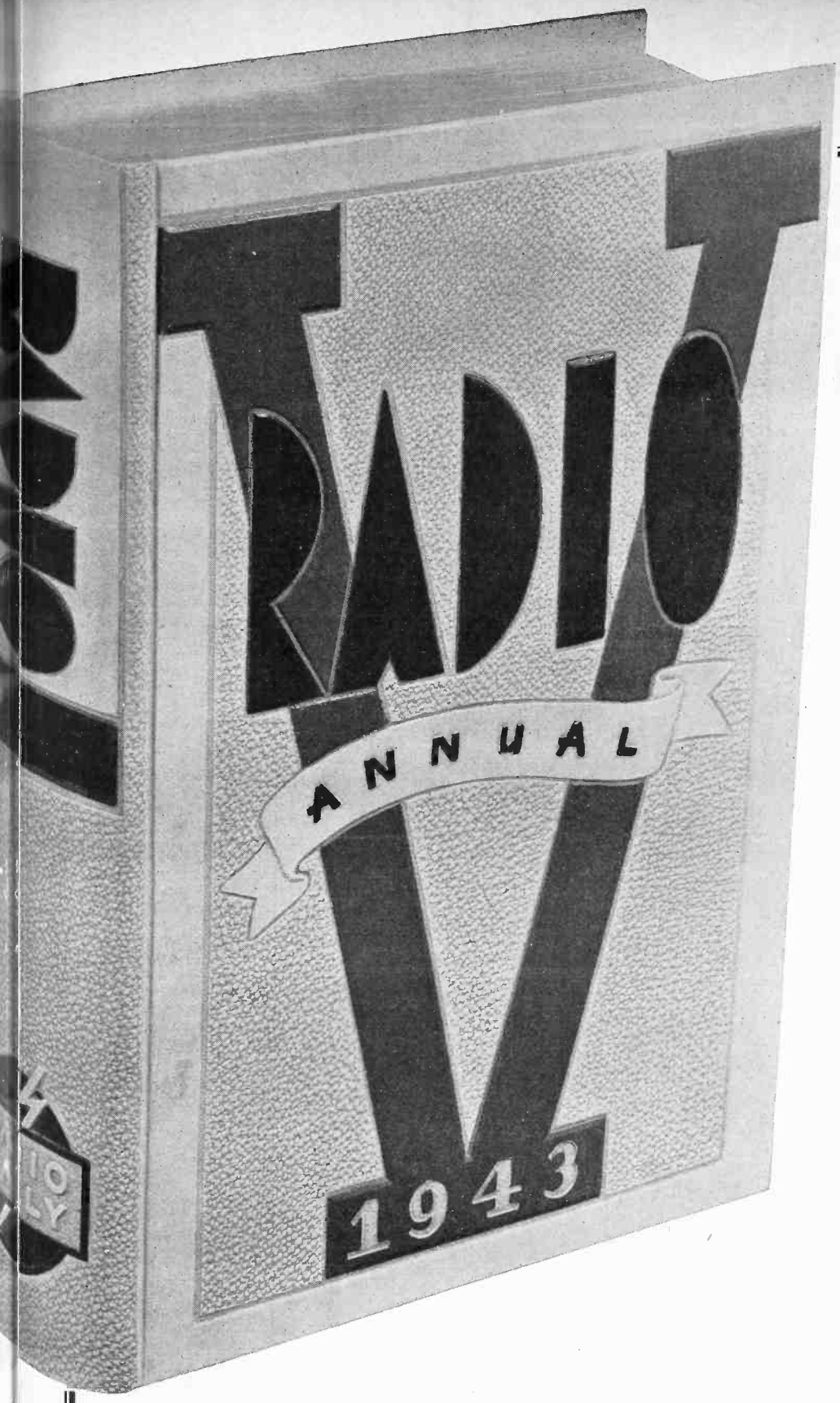
Other salaries to personnel Canada included: G. C. Andrew, w one year's experience as a repor $4,500 as "media analyst"; Miss F. King, radio reference writer, $2,5 L. L. Knott, public relations couns $4,800; G. Morin, French-Canadi broadcasting, $3,120; R. Tessier, z porting foreign broadcasting, $2,64 C. W. Tisdall, radio writer, $3,0 J. D. Ketchum, research, $6,000; A. McKenna, external news supervisi $5,200; P. Ranger, bilingual edit $3,300, and Bruce West, liaison wi National Film Board, $3,650. The are many others on the payroll w have no direct contact with rad

Apart from the WIB, the Canadia Government employs 135 press agen for writing and broadcasting, ma with the armed forces in Canada an Overseas, and other publicity spe cialists are numbered with th CBC and National Film Board.

Stephens College Arrange For NBC To Take Grad

Columbia, Mo. — An arrangeme whereby radio students from Steph ens College for Women here ma transfer to the Speech Division o Northwestern University and thence to the National Broadcasting Com pany's workshop in Chicago was an nounced by Sherman P. Lawton head of Radio and Visual Educatio at Stephens. Under this plan, Law ton said, exceptionally talented stu dents would be better assured o positions in the radio industry upon completion of their radio training.

Approximately 15 senior radio stu dents at Stephens will transfer to Northeastern next Fall, he said.



1943 EDITION

OUT TODAY

NOW BEING DISTRIBUTED TO RADIO DAILY SUBSCRIBERS EVERYWHERE

☆

✓MORE THAN 1000 PAGES

✓HARD COVER CLOTH BOUND

✓COVERS RADIO COMPLETELY

YOUR check for $10 will bring you a copy of the 1943 RADIO ANNUAL plus the next **260** *issues of RADIO DAILY (full year's subscription).*

☆ ☆ Coast-to-Coast ☆ ☆

MARY CONLON, bass violinist and "sweet blues" songstress currently featured with the orchestra of WTAG, Worcester, Mass., conducted her own band at one time at the Barclay Club in West Falmouth, Mass., and toured the East with a girl trio.

* * *

Richard M. Leonard, associated with radio news for the past five years, has joined the news staff of KLZ, Denver, Colo.....Station has signed Red & White Food Stores for noon-time news series. This is the second large food store chain to be signed up in the past few weeks. The new account has lined up a heavy promotional schedule....Patsy Hartzell, wife of the orchestra leader, now with the Marines, has joined the talent staff. She recently led her own orchestra in a Denver night club.

* * *

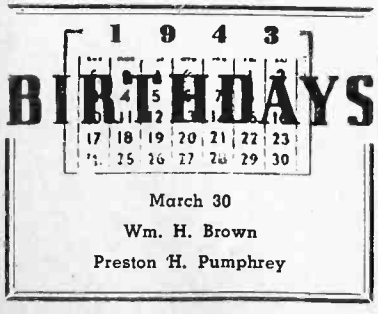
WNYC, N. Y., will present scenes from Sidney Kingsley's play, "The Patriots," to celebrate the 200th anniversary of Thomas Jefferson's birthday, on Friday, April 2, at 4 p.m., instead of the actual birthday, April 13, to permit tie-in with school system's current studies....Raymond Edward Johnson will play Jefferson; Edwin Jerome, Washington; House Jameson, Alexander Hamilton.

* * *

A Jubilee Program over WAAT, Jersey City, last week marked the 13th year, and the 3,745th consecutive broadcast on that station by Broadway Hosiery Shops, operators of 10 stores in Northern Jersey. Steven Wittman, owner of the shops, accepted a Treasury Dept. Certificate of Award in recognition of War Bond purchases by store employees, 90 per cent of whom buy bonds through payroll deductions.

* * *

Julia Gwin, emcee of the "Straws in the Wind" program aired over WWRL, Woodside, N. Y., on Mondays, held an open forum discussion yesterday morning from 11:05-11:30 on the subject of the Army and Navy College Training program. The forum was conducted under the guidance of Lt. W. B. Adams, member of the Naval Aviation Cadet Selection Board, and Howell H. Gwin, of the teachers staff of Pace Institute. Students from Bryant High School and Forest Hills High were participants in a quiz that was part of the forum.



At WJTN, Jamestown, N. Y., Du Bois Beers have started United Press war commentary nightly at 7 p.m.....Clark Hardware has added a three-time weekly program entitled "Your Victory Gardener" to their schedule....Nelson's Department Store has inaugurated a new morning feature, "Women of Today," with Stella Unger by transcription....Iroquois Beverages has signed for 28 minute announcements weekly....Field and Wright Furniture Company will sponsor "Roy Porter and the News" cooperatively from the Blue.

* * *

Chief announcer Harvey Olson of WDRC, Hartford, is observing his eighth anniversary with the station this month. Olson joined the station in 1935, and is emcee on the early morning "Shopper's Special" program.

* * *

Charles E. Seebeck, U. S. Signal Corps Reserve, in charge of national sales for WAIR, Winston-Salem, has resigned to enter State College, Raleigh, N. C., where he will be on a government assignment studying advanced radio engineering.

* * *

To keep the home front abreast of governmental decrees, Universal Cooler Corporation and Ohio Locomotive Crane Co. present each night over WMRN, Marion, Ohio, the "Civilian Defense Calendar." The show, voiced by Lou Marsh, program director, has been used a number of times for civilian defense test mobilizations.

* * *

Stranded while on a speaking engagement recently in a small West Virginia town that lacked a hotel and transportation facilities, Gregor Ziemer, news commentator of WLW, Cincinnti, spent a restful night, he says, on a bed in the town hospital....G. C. Biggar, program director, cooperating with Howard Tooley, special events director of Indiana War Bond Sales Staff, will air a special show, "Buy the New Vincennes," on March 31, to raise money to replace the cruiser sunk in the Solomons. Show will feature former Vincennes Commander G. H. Bowman....Gordon Graham, assistant to James Cassidy, special events director, will interview Arthur H. Tandy, British Vice-Consul in Cincinnati, over WSAI on April 2.

* * *

Jimmy Woodworth, music library chief at WHK-WCLE, Cleveland, has written a Swedish-type polka, "Yumpin' Yiminy." In month or two it will be introduced by Dick Kuhn's Hotel Astor orchestra in N. Y. and by Claude Sweeten's band over KHJ, Los Angeles....Lois McCullough, service department, is writing continuity for "Symphony Hall," WCLE Saturdays, 4-6 p.m.

* * *

Rosemary Wolfe has been engaged as a full time announcer of WWNY, Watertown, N. Y., to fill spot left open when Robert D. Mowers went to WTRY in Troy, N. Y.....Elma Bond has become women's program director, replacing Anne Alicia Jones.

KXOK, St. Louis, Mo., reports: That the postal employes of rural Illinois hanker for poems and household hints in Arthur T. Jones' "Homemaker Club of the Air" and that Jones obliges....Nick Lucas, the troubador, appearing in a local night club, was first in a series of guests scheduled by Emmett Schuster's Swing Sextette....All fit members of the station's program and sales staff have signed to donate blood to the Red Cross. Some members have donated four and five times.

* * *

KWK, St. Louis, Mo., announces that Martin Tobin and Hugh Chambers have joined the announcing staff. Tobin was formerly with WKBW-WGR, Buffalo, N. Y.; Chambers, a writer as well as an announcer, comes from WIP, Philadelphia... The "M.J.B. Show," emceed by Ed Wilson since M.J.B. went into the Army, now has seven sponsors, the latest being Human Brothers Hardware Co., plugging supplies for Victory Gardens.

* * *

Jay Heitin, program department of WHYN, Holyoke, Mass., calls attention to the fact that recently the station carried exclusively a broadcast by Mrs. Franklin D. Roosevelt, when she reviewed the WAVE's at Smith College, Northampton. With almost no advance notice, the special events department got permission from Mrs. F.D.R. to broadcast her speech, a 20-minute account of her personal experiences, and the post-war blessings of war-time training in the WAVE's. Mrs. Roosevelt spoke from the college.

* * *

WCCO, Minneapolis, Minn., broadcast on Saturday 3-3:30 p.m. the transcription of "A" awards made to Minnesota farmers by Gov. Harold E. Stassen the previous Wednesday. Commercial commitments necessitated the recording for subsequent airing. Larry Haeg, station's farm editor, was emcee....Captain G. X. Collier, former staffman, writes from British Isles that the BBC programs have variety and entertainment.

* * *

An Alphonse-Gaston act was recently played by Tom Wheeler, farm director, and Jane Weston, conductress of the "Modern Home Forum," both of station WOWO, Fort Wayne. It all started with Wheeler's remark on his "Farm Hour" program that baking bread was a lost art. He was immediately swamped with mail from women who still baked their own bread. The whole thing grew so large that Wheeler invited Jane Weston to the "Farm Hour" to read recipes. And she in turn invited him to guest on the "Home Forum."

* * *

Appealing to the Southern hospitality of their listeners, staff members of WSLI, Jackson, Miss., succeeded in collecting for the new clubrooms of the soldiers at Ordnance Depot at Flora a pile of radios, card tables, lamps, desks, books and games.

General manager Ronald B. Ward, of WING, Dayton, and W Springfield, announced that start April 21, both stations will carry baseball games of the Cincinn Reds, with Waite Hoyt at the mi The entire series has been sold to Bruger Brewing Company of C cinnati. In conjunction with series the Midland Advertising Agen of Cincinnati has worked out an e tensive promotion program.

* * *

KROW, Oakland, Cal., is now air Sundays at 1:15 p.m., PWT, the "Fam Fathers," dramatized transcribed ser conducted by Howard Lindsay, star a co-author of the play "Life With Fathe The quarter hour program presents ea week a special guest father, among wh have been Dave Elman of "Hob Lobby"; Deems Taylor, and Explore Admiral Richard E. Byrd.

* * *

Alan Hale, sportscaster of "Hale Tones" over KJR, Seattle, Wash., h been appointed to succeed Chuc Baillie, retiring research-advertisin manager of KOMO-KJR. Hale, Un versity of Washington grad and for mer FBI agent under Melvin Purv in the gangster era, covered, wit Red Barber, Brooklyn baseball an N. Y. Giants football last year.

* * *

Chet Petersen, former sales executive KRKD, Los Angeles, and KFOX, Long Beach, associated with Hollywood Asso ciate Producers, has been appointed sales and production manager of KTFI, Twin Falls, Idaho. He will continue to serve as manager for Hollywood Associate Producers in an advisory capacity.

Canada In Strict Control Of Radio Manufacturing

Toronto—The Wartime Prices and Trade Board has proclaimed regulations governing the wartime manufacture of radio receiving sets, broadcasting equipment and parts under a recent Order-in-Council of the Dominion Government, a ban being placed on the production of radios and appurtenances. There was a scurry on the part of the trade to secure the official information, only to find that the new order consolidated various edicts issued during the past year. According to a trade spokesman, there was "nothing new" in the new code and all the excitement was for nothing.

The Government explained that jurisdiction over metal products had been transferred from the Federal Controller of Supplies to the direct authority of the Wartime Prices and Trade Board and officials of the latter had decided to issue a new set of regulations which "carried through" the provisions of previous enactments. Comment in trade circles reflected the thought that the board could find something else to do but re-issue old orders.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 22, NO. 61 NEW YORK, N. Y., WEDNESDAY, MARCH 31, 1943 TEN CENTS

FM Rules Again Relaxed

Duration - Suspension By FCC Of Two Regulations Seen As Broadcasting Aid And Conservation Move

Washington Bureau, RADIO DAILY

Washington—Indicative of an apparent trend toward the relaxing of FCC rules as a means of promoting further the development of FM broadcasting as well as the conservation of materials, the Commission yesterday decided to suspend temporarily Sections 3.229 and 3.261 of its regulations, thus ruling out for the duration field intensity checks for FM broadcasters and the requirement that they split their minimum of six hours

(Continued on Page 3)

Buy More War Bonds and Stamps

U.S. Post-War Radio To Re-Educate Axis

ashington Bureau, RADIO DAILY

Vshington—A major post-war ole in the rehabilitation of Axis eo es now under the heels of dic- a will be played by radio broad- sg and also by motion pictures, s stated here yesterday by John tudebaker, U. S. Commissioner f ucation.

D Studebaker said that the details r re-education program have not een worked out but that consid- le thought has been given to or- a national features for a framework n which the program may be a d on.

Buy More War Bonds and Stamps

Bond Sales Still Soar On "Consequences" Tour

More than two and a half million o rs in three broadcasts with the u promising to zoom that figure b e $9,000,000, is the accomplish- e to date of "Truth or Conse- u es," as the NBC quiz program o westward in a four-month, o -to-coast bond selling tour.

Toledo residents shelled out $1,025,- 5 or war bonds to see the Satur- a night madcap show, which, due

(Continued on Page 2)

Buy More War Bonds and Stamps

Nat. Spot Accounts Renew Time On WABC

Studebaker Corporation has an- o ced the signing of its twelfth re- e l with WABC, CBS's New York i outlet; Beech-Nut Packing Com- a renews its current series on W BC for the second time, and Gen-

(Continued on Page 2)

Recognition!

Rye High School, Rye, New York, hich has been conducting a course contemporary music appreciation, is now planning to treat of usical programs on radio, with ecial emphasis on recorded music. hool authorities, in writing to NEW for material and details regarding its recorded shows, manifested keen interest in the disc key.

Likes The Show

War Secretary Stimson is pleased with CBS's three "Church of the Air" programs broadcast from Army chapels. In a letter to CBS President Paley, Stimson states: "Participation by Catholics, Protestants and Jewish soldiers in religious worship of their own choosing will reflect the spiritual liberty in our Army and our Democracy."

Fly Letter Asks McNutt To Rule On Manpower

Washington Bureau, RADIO DAILY

Washington—FCC Chairman James Lawrence Fly spent about half an hour Tuesday with President Roosevelt, but later refused to disclose the purpose of his visit. Questioned during his press conference, he remarked that he and the Chief Executive had simply discussed wartime communication problems generally. Later he remarked that the visit was "purely social."

Asked if he had discussed the man-

(Continued on Page 7)

Buy More War Bonds and Stamps

NAB Group Meets Today On Standard Coverage Map

NAB Research Committee is meeting today, in Washington, D. C., to discuss the draft of recommended standards for determining coverage maps. Draft was approved recently, in New York, at a meeting of the

(Continued on Page 2)

BMI Program Heads Discuss Future Plans

Importance of the program manager's position in the industry during wartime keynoted the fourth BMI Program Managers' Meeting held here Monday and yesterday at the offices of the music company. Representatives were present from 21 stations from Maine to Oregon.

M. E. Tompkins, vice-president and general manager of BMI presided and with Neville Miller, NAB and BMI

(Continued on Page 3)

Buy More War Bonds and Stamps

Meservey Quitting OWI; Leaves Bureau April 17

Washington Bureau, RADIO DAILY

Washington—Douglas W. Meservey, assistant chief of the OWI Domestic Raido Bureau since its inception, has resigned effective April 17.

Formerly manager of program sales

(Continued on Page 2)

Buy More War Bonds and Stamps

WIB Status In New York Clarified By Sedgwick

Harry Sedgwick, director of the New York office of the Canadian Wartime Information Board, told RADIO

(Continued on Page 3)

WEAF Business Rose 48% In First Quarter

Commercial business of WEAF for the first quarter of 1943 showed a 48 per cent increase over the same period last year, Sherman D. Gregory, general manager of the station, stated yesterday.

This was the first quarter under a station reorganization of WEAF which became effective on Jan. 1

(Continued on Page 2)

Buy More War Bonds and Stamps

Borden Sets Commentators For Ice Cream Spot Drive

The Borden Company, for its three ice cream brands, has already purchased two name commentators on New York outlets for major networks, and is negotiating for the third sta-

(Continued on Page 2)

NAB Retail Promotion Setup Still Lacks Necessary Fund

No action, other than to arrange a session at the NAB War Conference in Chicago next month, was taken at the meeting here on the NAB Retail Sales Promotion committee. Approximately another $25,000 in station pledges are needed before the project can be started, in as much as the NAB had limited its share of underwriting expenses to $20,000. Approximately $80,000 has been pledged up to now,

(Continued on Page 2)

"Spotlight Bands" Salute For Industrial Concern

Coca-Cola Company's "Victory Parade of Spotlight Bands," heard Monday through Saturday on 140 stations of the Blue Network, will salute the personnel of the Bausch & Lomb Optical Company in its broadcast of Friday, April 2, originating at the com-

(Continued on Page 2)

"Intuitive Timing"

St. Louis—The program planning board of KWK, here, rehearsing the script of "The Funny Money Show," couldn't clock the organ solo—because Organist Rich Hayes was unavailable. Undismayed at the absence of a musician, the planners put into effect their "Intuitive Timing" and assigned 1:45. Next day at rehearsal, Hayes was clocked at one minute 44 seconds.

RADIO DAILY

Vol. 22, No. 61 Wed., March 31, 1943 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. Merserreau, 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

(*Tuesday, Mar. 30*)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	142½	141	142½	+ ½
CBS A	18⅞	18½	18¾	+ ¼
CBS B	18¾	18½	18¾	+ ⅜
Crosley Corp.	16⅞	16¾	16¾	.....
Gen. Electric	37¼	36⅞	37	.....
Philco	19⅝	19⅛	19⅛	— ⅜
RCA Common	8½	8¼	8¼	— ⅛
RCA First Pfd.	63	63	63	.....
Stewart-Warner	11½	11¼	11¼	— ⅛
Westinghouse	94⅛	93½	93¾	.....
Zenith Radio	29½	29¼	29½	.....

NEW YORK CURB EXCHANGE

Hazeltine Corp.	30½	29½	29½	— 1½
Nat. Union Radio	2½	2⅜	2⅜	.....

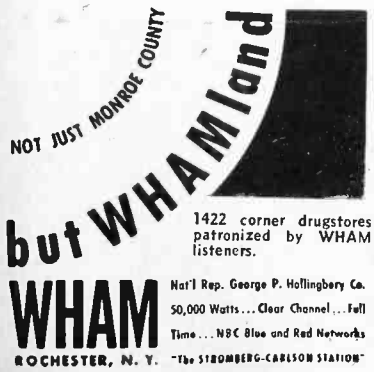
OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	7⅜	7⅝
Stromberg-Carlson	9⅛	10⅛
WCAO (Baltimore)	18	21
WJR (Detroit)	23	..

Meservey Quitting OWI; Leaves Bureau April 17

(*Continued from Page 1*)

for NBC, Meservey came to Washington late in 1941, serving several months with the OFF before OWI was formed. His plans for the future are still uncertain, Meservey said, refusing to discuss them in detail. "First on the agenda," he added, "is a nice long rest—the first in two years."



3 Nat. Spot Accounts Renew Time On WABC

(*Continued from Page 1*)

eral Baking Co. signs its first renewal of its fifth campaign over the station effective March 26.

With its renewal effective April 5, Studebaker continues to sponsor "Eric Sevareid and the News" Monday and Wednesday from 6:10 to 6:15 p.m., EWT and Sunday evenings from 11:00 to 11:10 p.m., EWT. Institutional copy is used on the programs. Roche, Williams & Cunnyngham, Inc. handles the account.

Re-signing effective April 3, Beech-Nut Packing Company advertises its Beech-Nut Coffee on "Music for Today," Tuesdays, Thursdays and Saturdays. The program is heard from 8:15 to 8:20 a.m., EWT. The business was placed through Newell-Emmett Company.

General Baking has signed the first renewal of its current series on WABC. Through BBD&O, the client is advertising on the Monday, Wednesday and Friday "Music for Today" programs.

WEAF Business Rose 48% In First Quarter

(*Continued from Page 1*)

when station operations were separated from those of the network itself.

The first quarter report shows the following new advertisers on WEAF who were not advertising during the same period a year ago: Curtis Publishing Co., General Baking Co., Quaker Oats, Benson and Hedges, Flag Pet Dod Food, Fanny Farmer Candy, Continental Baking Co., Dry Goods Retailers, P. Lorillard, RKO Pictures, Bond Clothes, Knox Gelatine and Allen V. Smith.

"Spotlight Bands" Salute For Industrial Concern

(*Continued from Page 1*)

pany's plant in the city of Rochester, N. Y.

The "Spotlight Bands" salute will be a part of a three-day celebration, "Vision for Victory," which will be staged by the company as a tribute to its employes for their contribution to the war effort. Practically every facility of Bausch & Lomb is devoted to the production of a wide variety of military optical instruments, and 1,641 of its employes are members of the armed services.

The Coca-Cola program is heard from 9:30 to 9:55 p.m., EWT. D'Arcy Advertising Company is the agency.

NAB Group Meets Today On Standard Coverage Map

(*Continued from Page 1*)

sales managers. Approval by the research committee, chairmaned by Roger Clipp, WFIL, Philadelphia, will be followed by the setting up of a sample map.

Borden Sets Commentators For Ice Cream Spot Drive

(*Continued from Page 1*)

tion. Set are Reid's ice cream on WEAF, with H. V. Kaltenborn, and Pioneer ice cream on WABC with Quincy Howe. The third brand, Horton, may be set on WOR which has had Pioneer sponsoring its "Bull Dog Drummond" series.

Placement of a local sponsor with Kaltenborn represents a departure of policy on the part of that commentator who heretofore has limited his commercials to regional or network scopes. Deal is a 26-week pact, starting April 12, for Mondays, Wednesdays and Fridays, 7:45-8 p.m. The spot has been vacant inasmuch as the Pure Oil sponsorship at that hour does not take in the local outlet on NBC. Sponsor had sought a year's contract, but the commentator was hesitant about the long term commitment. Pedlar & Ryan handle the account.

Pioneer's contract on WABC starts today, on "Quincy Howe and the News" Mondays, Wednesdays and Fridays from 6 to 6:10 p.m., through Young & Rubicam, Inc. Y & R are also handling the Horton brand.

Bond Sales Still Soar On "Consequences" Tour

(*Continued from Page 1*)

to a special war talk, was not aired on the network. Cincinnati, where the broadcast originates this coming Saturday, reports advance sales over the $6,000,000 mark, believed to be a new record in bond sale tickets to a radio program. Several box and front row seats have been acquired through the purchase of $10,000 to $100,000 Bonds.

Following its appearance in Cincinnati, "Truth or Consequences" appears in the city of Indianapolis on April 10.

NAB Retail Promotion Still Lacking "Budget"

(*Continued from Page 1*)

and the committee, headed by Paul Morency, WTIC, Hartford, Conn., will make a final sales drive to line up stations at the conference. Returns at that time will determine the committe's course of action from there on. Lew Avery is director of the project.

COMING and GOING

FRED M. THROWER, Blue Network vice-president in charge of sales, is expected back today from Chicago, where he conferred with executives of the network's central division.

WALTER J. BROWN, vice-president and general manager of WSPA, Columbia outlet in Spartanburg, S. C., is in New York for a few days on station and network business.

CHARLES B. BROWN, director of advertising and promotion for NBC, to Baltimore, where he will address the Advertising Club today on the subject "Tomorrow Is Here."

AL W. MARLIN, general manager of WMAS, has arrived from Springfield, Mass., for talks with the station reps and transcription people.

ALLAN B. MILLER, director of Clear Channel Service, Washington, a caller at WLW, Cincinnati, earlier in the week. He is on a 10-day tour covering clear channel, independently operated stations.

DICK BARTLETT, former news editor of KGVO, Missoula, Mont., and now serving with the Bomber Ferry Command, made a brief visit to the station this week while on furlough.

GEORGE B. STORER, president of WWVA, Wheeling, West Va., outlet of the Blue Network, is in town. Called yesterday at Rockefeller Center.

DICK POWELL plans to arrive in New York on Friday instead of Thursday, as previously announced.

CHARLES E. DENNY, general manager of WERC, Erie, Pa., is here for conferences with the New York representatives of the station.

J. B. CLARK is in New York. He is the program-publicity director of WDNC, CBS affiliate in Durham, N. C.

KAY KYSER is in San Francisco for the broadcasting of tonight's "College of Musical Knowledge" program from the U. S. Navy Yard at Mare Island.

ANTHONY ROSS, formerly of the announcing staff at WKBN, Youngstown, Ohio, has arrived in Washington, D. C., to take up his duties in a new post with WJSV.

KAY OWSLEY GLASS, continuity editor at WBT, Charlotte, N. C., spent last week-end at Wilmington, N. C., where her husband is in Officer Candidate School.

JOHN B. HUGHES, Mutual's West Coast commentator, is expected in New York tomorrow. His broadcasts while in the East will originate at WOR and at WOL, Washington, D. C.

AUSTIN WILDER, concert manager, off on a booking tour to Chicago and the Southwest.

RICHARD FIELD LEWIS, owner and general manager of WINC, Winchester, Va., on a short business trip to New York. The station is an affiliate of the Blue Network.

MARY BERTHOLD, traffic manager of WTOL, Toledo, is back at her desk, having been away about a week because of illness.

★ Food Sales gain 16% in 1942

State gain totals 9%

A MUST Market in MASSACHUSETTS

WTAG
WORCESTER

Further Relaxes FM Broadcast Rules

(Continued from Page 1)

...y between day and night broad-...g.

Section 3.229—Provided that "with-... year of the date of first regu-...eration of a high frequency ...ast station, continuous field in-... records along several radials ...be submitted to the Commis-...which will establish the actual ...ontours, and from which operat-...nstants required to deliver ser-... the area specified in the license ...termined. The Commission may ...extensions of time upon show-... reasonable need therefor."

The rule permitted a check of the ... service area with the pre-... area at time of license issuance ...ll as data upon which to base ... adjustments if required. This ...f survey, however, requires the ...erable time and services of ...l personnel and the use of suit-...measuring equipment installed ... auto or truck. No substitute ...ion was adopted.

Text of Sec. 3.261

Section 3.261 (a)—Required licen-...f high frequency (FM) broad-...tations to maintain a regular ...operating schedule except Sun-...f at least 3 hours between 6 a.m. ... p.m. and at least three hours ...en 6 p.m. and midnight, local ...ard time.

Sub-section (b)—Of this rule re-...l the licensees to broadcast dur-...ach of the daytime and night-...scheduled periods at least one ... program service not duplicated ...aneously in the same area by a ...ard broadcast station or another ...ation.

The suspension of yesterday applies ...h sub-sections. In lieu thereof, ...ommission substituted a more ...le requirement, which will per-...M operators a minimum service ... except Sunday, of six hours ...g any portion of the broadcast ...nd that the transmission of two ... of unduplicated programs be ...g any part of the broadcast ...ule.

Tice To CBS, N. Y.

On Tice, recently announcer at ..., Washington, D. C., has joined ... announcing staff in N. Y. In ...ion to regular duties, he airs ... P Food News Roundup."

WARTIME PROMOTION

Honolulu Market

KGU, Honolulu, recently sent out a promotional mailing piece that covers the market values offered by the station for the Hawaiian area.

The promotion, a folder, is restricted to a factual presentation of percentage figures showing the increase in volume business done in Hawaii for the past several years.

The folder is a single-spread type which carries on its cover in the upper right hand corner a picture of KGU, housed in the Honolulu Advertiser Building. The rest of the cover is made up of Hawaii's business record for 1942.

The inside of the folder is devoted to a breakdown of the "Amazing Vitality of the Hawaiian Market Under War Conditions." The breakdown is presented in good-sized white squares placed on a gray background. The breakdown shows the percentage increases for 1942 over 1941 and 1939 and includes Retail Volume, Wholesale Volume, Payroll Increases, Newspaper Circulation of the Honolulu Advertiser, Postal Receipts, and the number of Rapid Transit Passengers.

The back page covers the vital necessities of the Island Territory and the part radio is playing to assuage the lack of certain accustomed things because of the war.

For the Employees

Upward of a million war workers will find in their pay envelopes an announcement that "Men, Machines and Victory" will be aired Tuesdays 7:15 to 7:30 p.m., EWT, over the Blue. The announcement, about the size of a postal card, carries a message in red ink, "Stop Accidents Now," and in blue ink, details of the broadcast. All the printed matter is imposed of a light blue background showing a sea of upturned faces of men in an industrial plant.

The notice is being distributed by the National Safety Council's War Production Fund to Conserve Manpower, sponsors of the program.

WIB Status In New York Clarified By Sedgwick

(Continued from Page 1)

DAILY yesterday that the "expenditures" of the organization which were attacked in Parliament earlier in the week, were for a full year, time of which has yet to elapse and therefore the figures had not yet been actually paid out. Sedgwick pointed out that the expenditures which would total approximately $119,209 at the end of the year is a correct figure but for a complete year; this was not indicated in the Parliamentary squawk.

In regard to himself, Sedgwick stated that it is true he is serving without salary and where his name is connected with the $8,130 figure, this sum is his living allowance and certain estimated operational expenses which he must take care of, but which also represents sums yet to be paid him out of this total sum. This also it appears was not brought out in Parliament. Thus as far as the New York office is concerned, its personnel has served six months and actually received 45 per cent so far of the figures quoted in Paraliament. Another angle to be taken into consideration is that the figure is reduced by 10 per cent via American exchange. At this rate, half of all monies mentioned is undrawn by WIB. The CBC, incidentally, is not connected with the WIB.

'Town Meeting' From Cinn.

"America's Town Meeting of the Air" will originate in Cincinnati, Ohio on April 15 and will be relayed to the NBC network by station WSAI. Under auspices of the Cincinnati Board of Education, four local outstanding high school students will discuss "Should the Voting Privilege Be Extended to Eighteen-Year-Olds?"

Geo. Lowther Leaves NBC For Superman, Inc. Post

George Lowther, NBC writer-director, yesterday resigned to take the post of production executive with the Radio Division of Superman, Inc., specialists in juvenile entertainment, it was announced by Bob Maxwell, general manager of Superman. In his new post Lowther will continue as writer-director-narrator of "Superman," heard five times a week on the Mutual network under the sponsorship of Kellogg's, and will act in an advisory capacity for three other serials produced my Superman, Inc.—"Hop Harrigan," an aviation thriller on the Blue Network; "Highway Patrol," which will be heard in Mutual at 5:30 p.m. Monday through Friday starting April 5; and "Mystery House," a new children's mystery program, which is now being prepared for sponsorship.

Lowther's arrangement with Superman, Inc., will permit him to freelance in any field but juveniles. During his employ by NBC, with which he has been associated since 1927, Lowther was allowed to free-lance, in which capacity he has worked on "Superman" for the past two years. He has also written "Dick Tracy," "Terry and the Pirates," "Smilin' Jack" and 'Tom Mix."

Conti Extends Program

Conti Products, through Bermingham, Castleman and Pierce, New York, has extended its sponsorship on Mutual of the "Treasure Hour of Song" three weeks, expiration date falling on May 6 instead of April 15. Series, which has been co-starring Licia Albanese, Francesco Valentino and Alfredo Antonini's orchestra, has been heard Thursdays, 9:30 p.m., EWT.

BMI Program Heads Discuss Future Plans

(Continued from Page 1)

president welcomed the guests who were addressed by Sydney Kaye, executive vice-president; Carl Haverlin, station relations; Roy Harlow program director and Robert Burton, staff counsel.

The great contribution of music to public morale and the service made possible through BMI was emphasized by those present and plans for extension of this work was discussed and formulated. Next BMI conference of program managers will be held April 19 and 20.

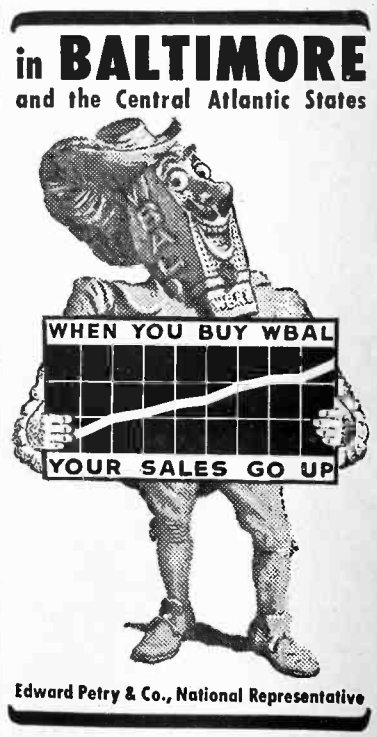
Attendants Listed

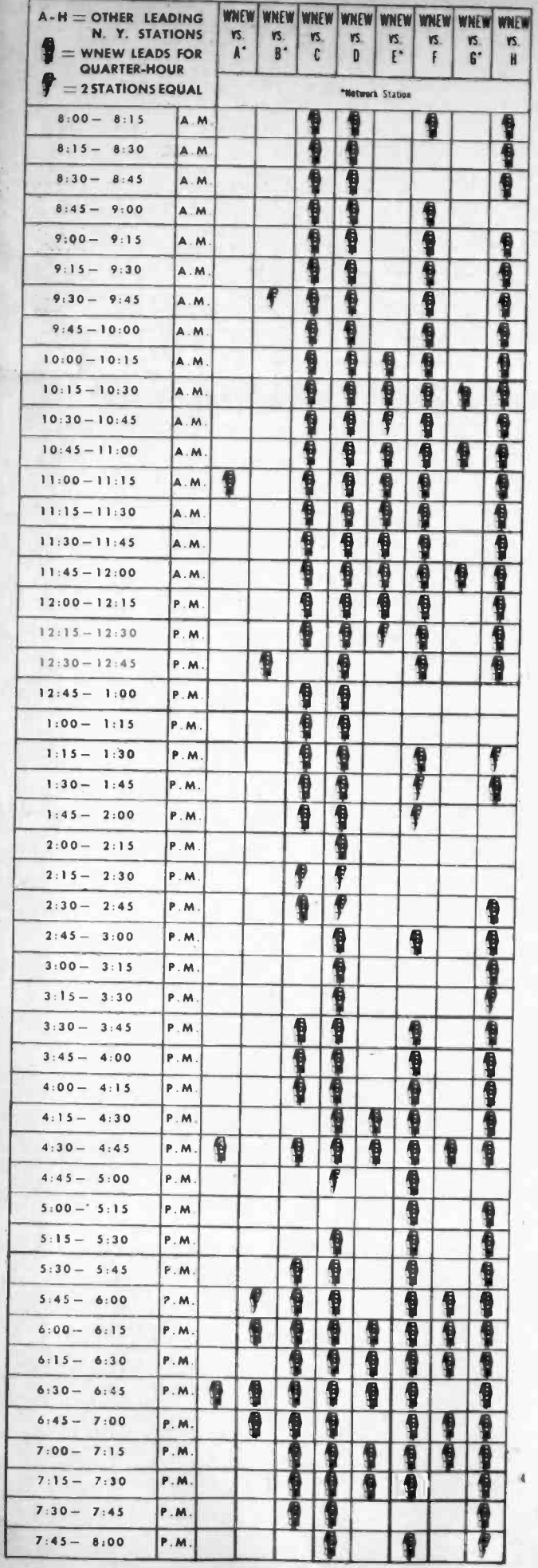
Those present at this week's meeting included.

WEBR, Peter Krug and Ed Wegman; WHBF, J. Woodrow Magnuson; WWJ, Forrest Wallace and Don DeGroot; WGAN, Richard E. Bates; WBIG, Miss Margaret Banks; WEAN, Malcolm T. Parker; WJSV, Martin D. Wickett; WERC, Chas. E. Denny; WITH, R. W. Baker; WMAQ, Don Marcotte; KDKA, Robert E. White; KFI, John I. Edwards; WSB, A. A. McMillan; WINC, J. B. Clark; KOIN, Henry M. Swartwood; WKBN, Gene Trace; WOAI, Jack Keasler; WICA, W. W. Walrath; WHO, Harold Fair, and Mutual, Paul Jonas.

Bivens-Valentino On Blue

Adam Hat Stores, Inc., will sponsor the broadcast of the 10-round heavyweight bout between Jimmie Bivens and Pat Valentino, Monday, April 12, on the Blue Network. Glicksman Advertising Company handles the advertising account of Adam Hat Stores, Inc.





Each "Mike" WNEW

Take your choice of surveys for a picture of New York radio

NO MATTER what brand of impartiality you use—*Hooper* or *The Pulse of New York*—WNEW is the most solid buy, hour-by-hour, available in New York radio today.

This comparison is made by quarter hours from 8:00 A.M. to 8:00 P.M., Monday through Friday. Each column compares the size of the WNEW audience with that of another leading New York station

SOURCE:
C. E. HOOPER JAN.—FEB. '43

Means . . .

leads!

or the quarter hour indicated at ne left.

Wherever a microphone ap- ears, WNEW holds a *greater* au- ience for the quarter hour. The alf-microphone indicates that the udiences of the two stations are *qual* for the quarter hour period.

FOOTNOTE: WNEW likes the impartiality of *The Pulse of New York* even better than the impartiality of *Hooper.* (We show up better.) A more impersonal reason is that *The Pulse of New York* survey includes both telephone and non-telephone homes . . . *Hooper* only telephone homes. And in New York only 39.7% of homes have telephones—60.3% do not.

WNEW SERVING NEW YORK AND NEW JERSEY 24 HOURS A DAY
10,000 WATTS DAY AND NIGHT—1130 KILOCYCLES
REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

SOURCE:

THE **PULSE** OF NEW YORK, MARCH, 1943

A-H = OTHER LEADING N. Y. STATIONS = WNEW LEADS FOR QUARTER-HOUR = 2 STATIONS EQUAL		WNEW VS. A*	WNEW VS. B*	WNEW VS. C	WNEW VS. D	WNEW VS. E	WNEW VS. F	WNEW VS. G	WNEW VS. H
		*Network Station							
8:00 – 8:15	A.M.								
8:15 – 8:30	A.M.								
8:30 – 8:45	A.M.								
8:45 – 9:00	A.M.								
9:00 – 9:15	A.M.								
9:15 – 9:30	A.M.								
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6:45 – 7:00	P.M.								
7:00 – 7:15	P.M.								
7:15 – 7:30	P.M.								
7:30 – 7:45	P.M.								
7:45 – 8:00	P.M.								

Los Angeles

By JAC WILLEN

DURING his visit in New York with the Burns and Allen show, Clarence Nash, the "voice" of Herman, the duck, signed for a lecture tour which he will start in the late fall.

Carl Hoff, musical director at various times for such network shows as "Your Hit Parade," "Watch the Fun Go By," "Al Pearce and His Gang," and many others, took over the baton on the Gracie Fields' "Victory Show," effective last Friday night. Hoff replaces Harry Sosnik, who returns to New York. The show is heard over the Blue, Monday through Friday at 7:15 p.m., PWT.

George Riley, who is starred on the "Gilmore Furlough Fun" show Friday nights at 9 o'clock over KFI and other NBC Pacific Network stations, has set what appears to be a record for playing camp shows for service men. His recent appearance at San Diego with Marlene Dietrich and other topflight Hollywood names marked his 150th stint. Riley started this routine in 1941, before America entered the war.

L. O. Hatfield, one-time radio amateur and for two years chief inspector at Universal Microphone Co., is now supervisor of their plug Dept.

Dick Joy is back on the job in fine physical condition following his ordered rest at Palm Springs. He begins announcing the Groucho Marx program at once.

J. Howard Pyle, program manager of station KTAR, Blue affiliate in Phoenix, Arizona, planed in and out of Hollywood for conferences with Robert Moss, Blue production manager, and to attend the Biltmore Hotel meeting of the OWI.

White's Minneapolis Talk

Minneapolis—Each citizen has a responsibility to become his own "mind raid warden" against propaganda from the enemy, Paul W. White, CBS director of news and public affairs, told some 1100 bank officials attending a meeting here to plan the Northwest's participation in the April War Bond sale.

Explaining CBS's shortwave division studying and offsetting Axis propaganda, White discussed the German government's current rumors based on fears, prejudices and fanciful untruths concocted to arouse suspicion or impair confidence in our government.

WANTED...

RADIO DEPARTMENT ASSISTANT

Man or woman experienced in time buying and general radio dept. routine wanted by large southern agency. This is real opportunity and chance to prove executive ability for right person who is capable of keeping ahead through initiative and performance. Secretarial experience helpful. Send complete details of experience, education, draft status, etc. in first letter. Write Box 137, RADIO DAILY, 1501 Broadway, N. Y. C.

Notes From A Ringside Seat. . .!

● ● ● It never rains but it pours, if we may be permitted to use the cliche for the umpteenth time....and the liquid made Quizzer Bob Hawk's head swim....it happened on the "Thanks to the Yanks" program last Saturday over CBS....When contestant Mason L. Penfield of Camden, N. J. told Hawk that he was the father of five sons now serving in Uncle Sam's Armed Forces, Bob thought that was something....but as it turned out, Hawk hadn't 'heard nothin' yet' as the saying goes....came a few moments later and with them Miss Helen Van Coutren of the Bronx, who stepped up to the mike and proudly informed the Hawk'shaw' that she has nine brothers and sisters in uniform and that she shortly would join the WAAC's....she was at a loss as to which member of her family should receive the carton of 1,000 cigarettes so Bighearted Quizzer Bob simplified matters by deciding to send each of the nine members of the Van Coutren family that 'grand' prize....Such is fame: Barry Wood was seated in Reuben's recently when a lovely creature stepped over to his table and greeted him with a great deal of warmth and loving enthusiasm. ...Barry, returned the favors in like manner and after the lady left, said. "If she'd only take off those smoked glasses, I'd know who she is"....No one in show business can deny that Ben Alexander is entitled to the "Squatter's Rights" to that famed corner, Sunset & Vine....28 years ago, at the age of three, Ben, toddled before the motion picture camera, when he appeared in the old silent film titled, "Every Pearl A Tear," filmed by Famous-Players Lasky Co. which at that time had its studios upon the terrain where NBC's Radio City now stands, and where Alexander now does four different shows weekly.

☆ ☆ ☆

● ● ● Harry Frazee, former Eastern Production head of the Blue Network, leaves today for Hollywood and a new Radio connection....Three movie offers may decide Jerry Lester to change his plans about starring in Clifford Fischer's "Priorities" to trek back to the coast....The Fresco Club, composed of musicians, who are members of Local 802, AFM, will hold its 31st annual Entertainment and Ball at the Hotel Edison, next Monday....British composer, Richard Addinsell, has given permission to Carmen Cavallero to broadcast "Warsaw Concerto," when Carmen's orchestra makes its second appearance, Sunday on the "Fitch Bandwagon"....Tobe Reed will emcee....Jean Ellyn, emotes regularly each week on "Dr. Karnac," "Philip Morris Playhouse," "Famous Jury Trials," "Sea Hounds," "Manhattan At Midnight," "Counterspy," "Gangbusters," and "Mr. District Attorney" and has now become a regular on George Lowther's WOR "Superman"....we get it....a 'Supergirl' for 'Superman'....20th Century-Fox will screen test songstress Vera Barton this week.

☆ ☆ ☆

● ● ● Howard M. Loeb's trade paper teaser cartoons plugging WFDF, has provided this scribbler with many a chuckle....just thought he'd like to know....Guy Lombardo's vocalist Billy Leach just became a new papa....the new Leach 'peach' is named Hannah....NCAC has booked Hope Emerson, Eccentric Comedienne, for a guest shot this Thursday on the new Camel show over NBC....She should prove a perfect foil for funny-guy, Garry Moore....When Bernie Estes, new Director of Public Relations and Special Events took over, he received congrats from all his contemporaries but one....and that 'one' just forgot, that's all....Bob (Believe It Or Not) Ripley, will be the guest star, April 7, on the Milton Berle CBSouperduper.

☆ ☆ ☆

—Remember Pearl Harbor—

Chicago

By FRANK BURKE

MARY HOWARD, movie star making her first cafe appearance as a singer at the Mayfair Room of the Blackston Hotel next Friday, will be guest star of WGN's "Ahoy Americas" from the Navy Pier on Thursday, April 1, at 7:30 p.m. Show is produced by Morrison Wood of WGN under U. S. Navy sponsorship.

Sid Harris, of the William Morris Agency, passing out cigars celebrating the birth of a daughter, Hope Joy, 7 pounds, 15 ounces, at Michael Reese Hospital. Mother is professionally known as Selma Marlowe, dancer.

Don McNeil takes his Blue Network "Breakfast Club" show to Toledo for an engagement on April 10.

Les Tremayne, who has co-starred with Barbara Luddy on the WGN-Mutual "First Nighter" has left the show to go to Hollywood with his wife, Eileen Palmer, for screen tests. Miss Palmer gave up roles in "Ma Perkins," "Lonely Women" and "The Lone Journey" to join her husband.

Franklin Ferguson of Detroit is a new WBBM staff announcer.

Buddy Franklin and his orchestra are slated for a May appearance at the Aragon, Chicago, with a WGN-Mutual wire.

Lieut. Comm. Eddie Peabody of the U. S. Navy, who features banjo solos on the Blue Network's "Meet the Navy" and the "National Barn Dance" shows, broke a finger on the right hand yesterday. He'll be off the air for some weeks.

Miles Shoes On WNEW; Gen. Baking Also Signed

Miles Shoes, which has been using spots on metropolitan outlets, has just signed up for a quarter-hour program, "Musical Mile Stones" on WNEW, weekdays and Sundays, through the Grey Advertising Agency. Sponsor has arranged an elaborate promotion tie-up for the program, having used newspaper ads earlier this week to announce its new commercial. Firm is using stuffers in all packages, window displays and posters plugging the WNEW program.

Other business this week on the station takes in a 52-week deal for a variety of spots by the General Baking Company for its Bond Bread, through BBD&O, and a 26-week renewal by the Denver Chemical Co. for its antiphlogistine, through Badger, Browning & Hersey Inc.

FREE! Double Your Weekly War Savings Stamp Purchases!

Hickey, "The Cowboy Caruso" (who sings on pitch—sometimes) wants a million names for a new radio program. He will make phone calls publicly and double weekly War Savings Stamp purchases—up to $25.00. Advertise your patriotism—Hickey will prove it pays to be patriotic. Send name, address and phone no. on postcard to Dept. R.D.

"HICKEY'S CALLING"

505 FIFTH AVE., N. Y. C.

GUEST-ING

ORGE MOLLETT, ALBERT and JOHN SIROVY, American ns of the Tunisian campaign, ten of the Land, Sea and Air," (WJZ-Blue Network, 4:30

UL O'LEARY, chief of the ra- g division of the OPA, on Mary aret McBride's "Home Front ," today (WEAF-NBC, 1 p.m.).

CEDRIC HARDWICKE, on ble or Nothing," Friday (WOR- al, 9:30 p.m.).

DDA HOPPER, on the Groucho "Blue Ribbon Town" program, day (WABC-CBS, 10:15 p.m.).

RY ASTOR, on "Stars Over wood," Saturday (WABC-CBS, p.m.)

WN Shifting Programs Preparatory For Baseball

eral reshuffling of program les along with program experi- ng will go into effect the end of eek as WHN opens its baseball . Major victim of the bat and roadcasts is station's two-hour y program, "Gloom Dodgers" though losing out on its p.m. will gain added time while g the morning hours. Show is extended from two to four for airing 9 a.m. to 1 p.m., six a week. Tiny Ruffner, Irving nan and Mort Lawrence will the emcee honors. Station ork, d by Don Bestor, along with personnel of Barry Sisters, Singer, Don Saxon, Tony Sher- and Adrienne Ames go along move. Mary Small has been for a guesting, Friday, April he initiation of the early hour asting. Sid Walton will handle r-hour news periods each hour. n's execs regard the four-hour ction as an innovation in pro- ning in metropolitan indie sta- peration.

ainder of schedule shifts, in- g station's nine leading pro- has cleared the decks between nd 5:45 every day in the week baseball programs.

Stork News

W. Kelly, general manager of Strong, Inc., recording firm, father of a girl born to Mrs. yesterday morning.

Memo to Radio Executive:
He has been employed at an independent Radio Station, also a leading audience-research organization and is now in the Radio Division of a top Government Agency. She has a Vassar A B and can take over a man-sized job in Production or Script-editing. If you have a lot at your Radio Station or Advertising Agency, contact her immediately.
RADIO DAILY, Box 138
1501 Broadway New York City

Fly Again Writes McNutt For Ruling On Manpower

(Continued from Page 1)

power question with the president, Fly said "I don't remember." His bearing, his frequent smiles and general good humor seemed ample evidence that whatever he had discussed with the President, the discussion had not been unpleasant.

Fly revealed that he has sent another letter to the WMC head, Paul V. McNutt, in an effort to clarify the manpower situation for the broadcasting industry. He has not yet received a reply to the letter he sent two weeks ago, seeking some indication from the WMC as to how it felt about having local draft officials state that although broadcasting is an essential activity, that does not mean that all stations are essential.

Reaction "Quite Satisfactory"

Fly sent McNutt also copies of earlier correspondence he had had with WMC on a similar matter. The two recent letters were inspired by the difficulties of WLIB, Brooklyn, with a local board. The earlier correspondence dealt with somewhat similar difficulties experienced by WOLF, Syracuse. The sum of the earlier correspondence was "quite satisfactory," he said.

The chairman made it plain that he was not interested in engaging the WMC in any controversy over the matter. This remark was occasioned by an incident during McNutt's press conference earlier yesterday, when the manpower chief became quite annoyed at a question as to whether he had received Fly's letters. He scolded reporters for "picking on the WMC." The WMC, he said, is trying to do a job and could do it better with more co-operation from the press.

Fly made it plain that he was not complaining over the delay in replying to his note, at which point one reporter remarked, "Mr. Chairman, I think you have a great deal more faith in McNutt than most people if you expect to get an answer before a year."

Mills Heads K. E. Radio; Dunne Made Time-Buyer

Dwight Mills, executive vice-president of Kenyon & Eckhardt, Inc., has been appointed radio director of the agency. He takes over the duties of J. R. Stauffer, who is on leave of absence, serving as a Major at the U. S. Military Academy, West Point, N. Y.

Richard Dunne, formerly of Kenyon Research Corp., has become radio time buyer of Kenyon & Eckhardt, following the resignation of Hilda Lucey. Jayne Shannon, of the time buying department, has been appointed Dunne's assistant.

Doescher To MBS Sales

Ted Doescher, formerly assistant to the president of the Guiberson Diesel Engine Company, Dallas, has been appointed to the Mutual sales staff in Chicago, as of this week. Doescher succeeds Tom Harker who switched to the Blue Network.

Curtis-Wright Shot On Mutual April 11

Aimed at reducing absenteeism, and inspiring quality of work, Curtiss-Wright Corp., through Landsheft, Inc., Buffalo, N. Y., will sponsor a one-time program, a cavalcade of aviation, on seven Mutual stations, Sunday, April 11, 3:30-4:30 p.m., EWT. Program will be designed to bring to the attention of the public and Wright employes, the importance of "backing up our own battle lines," and will be labelled, "He Does Not Fly Alone." Stage, screen and radio names will be cast for the production.

Labor and industrial leaders will be invited as special guests to the broadcast which will originate at the WOR Playhouse, New York. Other stations carrying the feature are KWK, St. Louis; WGN, Chicago; WGR, Buffalo; WHKC, Columbus; WGRC, New Albany, Ind.; WKRC, Cincinnati.

Ascap And NBC Reply To Suit Re "On, Iowa"

Holding that Ascap acquired copyright rights to the song, "On, Iowa," Ascap and NBC yesterday asked for a dismissal of an infringement suit filed against them recently by William B. Law in the N. Y. Federal Court. Law's suit sought royalties on the ground that moneys had been collected by Ascap for the use of the song on NBC.

Yesterday's replies denied all of Law's allegations on infringement and, in addition, stated that Law had assigned his rights to Melrose Brothers Music Co., Inc., of Chicago, on Aug. 12, 1929, and that the Melrose firm had been members of Ascap since Sept. 29, 1937, giving that Society the licensing rights to the tune.

Ascap admitted licensing NBC for the use of the song.

Fox On 12 N. Y. Outlets To Plug Fur Storage

I. J. Fox, furriers, is setting a six-week spot campaign on a dozen metropolitan stations, plugging its fur storage services, starting this week. New York stations already signed for business are WOR, WNEW, WMCA, WINS and WLIB. In addition there are WPAT, Paterson, N. J.; WHOM, Jersey City; WFAS, White Plains; WGBB, Freeport, L. I. Time buying has been placed directly, with a few more stations slated to receive Fox business within the next few days. Additions will likely be the higher powered stations.

Danish Services On WGEO

Third anniversary of the German occupation of Denmark will be commemorated Saturday, April 10, with a devine service at the First Presbyterian Church in New York, which will be shortwaved to Europe by station WGEO at 3:15 p.m., EWT. The feature, during which Henrik de Kauffmann, Danish Minister to the United States, will speak, was arranged by the Danish Section of NBC's International Division.

AGENCIES

TOM EVERITT, has been made assistant to Tom Harrington, director of radio for Young & Rubicam. Everitt has been with the agency for several years as a member of the talent division.

PAN-AMERICAN COFFEE BUREAU, through J. M. Mathes, Inc., is inaugurating a new campaign having for its purpose the protection of the public against adulteration. It will be built around the theme that "one cup of pure, unadulterated coffee is better than two cups of unsatisfying brew. The home economics type of radio program is among the media which will be used widely.

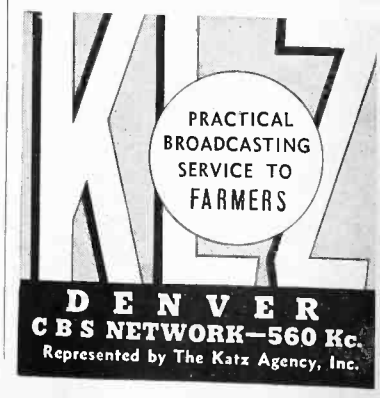
PILLSBURY FLOUR MILLS CO., through McCann-Erickson, Inc., has planned a campaign to introduce its new wheat-soy-rice pancake mix. Radio programs are included in the schedule.

Philco's Net Income Shows Drop From 1941

In a comparison with 1941, the net income of Philco Corporation for 1942 was off $303,577 or 22 cents a share, according to the firm's annual report just released. Figure for 1942 after federal income and excess profits taxes, and after providing a Reserve for Contingencies of $1,000,000, totaled $2,209,992 or $1.61 per share, as compared with $2,513,569 or $1.83 per share for the year 1941. Included in the earnings for 1942 is the post-war refund of excess profits taxes amounting to $538,792 as provided for by the Revenue Act of 1942.

Refunds to Army and Navy

Philco Corporation's total sales of civilian products and war goods before voluntary refunds amounted to $73,505,979 in 1942, as compared with $77,073,636 in 1941. As manufacture of military equipment progressed, and increased efficiency was achieved, costs were lowered and the Company voluntarily reduced its prices by refunds to the extent of $5,000,000 to the Army and Navy on the work done for them in 1942. Sales of the company last year, giving effect to this adjustment, were $68,505,979.



☆ ☆ Coast-to-Coast ☆ ☆

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1943 BIRTHDAYS

MARCH 31

Fred W. N. Crouch Lester Damon
Dwight E. Rorer William Carley
Grace Breene

TODAY-12:30

Luncheon of the

RADIO EXECUTIVES' CLUB

OF NEW YORK

at the Loyale
521 Fifth Ave., New York City

IRVING T. MacDONALD

(CBS—New England News Commentator)
will discuss
"So You Think We're Winning"

Come on down. All radio people welcome—every Wednesday at 12:30. Bull Ring Bar. Members $1.00—Guests $1.50.

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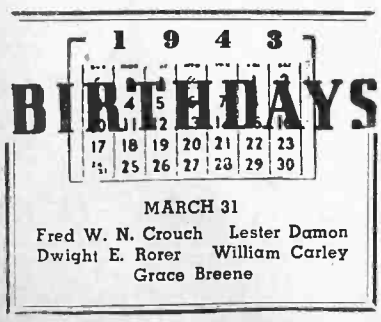

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Luncheon of the

RADIO EXECUTIVES' CLUB

OF NEW YORK

at the Loyale

521 Fifth Ave., New York City

IRVING T. MacDONALD

(CBS—New England News Commentator)

will discuss

"So You Think We're Winning"

Come on down. All radio people welcome—every Wednesday at 12:30. Bull Ring Bar. Members $1.00—Guests $1.50.