



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2 NO. 1

NEW YORK, N. Y., THURSDAY, JULY 1, 1943

TEN CENTS

Senate Votes OWI Funds

NBC Symphony Sold To General Motors

For the second time this season large symphony orchestra has gone commercial with the signing in Detroit yesterday of a contract whereby General Motors Corp. will sponsor the NBC Symphony Orchestra under the alternate batons of Arturo Toscanini, Leopold Stokowski and Dr. Frank Black. First broadcast under the G. M. banner will be Sunday August 1, at 5-6 p.m. EWT. Agency on the account is Arthur Tudner.

NBC Symphony Orchestra organized six years ago has been an NBC public service feature and the entire

(Continued on Page 3)

Noxzema Hiatus On WOR; Spot Goes To "Forum"

Noxzema Chemical Co., which has been sponsoring the "Battle of the Broughs" on WOR, will take a summer hiatus with the show, but will return again in the Fall, September 1, for a 52-week run. Contract was just signed through Ruthrauff & Ryan. Program's air time, Tuesday, 10:30-9 p.m., is being turned over to

(Continued on Page 2)

Aldrich Family"-Brice Get High N. Y. Ratings

In an analysis of the metropolitan area audiences listening to the "Aldrich Family" and the Fannie Brice-Frank Morgan comedy program Thursday evenings, the Pulse of New York, Inc., reports that these two shows enjoy the largest number of listeners per radio home of all programs.

(Continued on Page 2)

Latin Amer. Clients

Forty-three radio programs totaling more than 13 hours each week are currently being produced by the Buenos Aires office of J. Walter Thompson Co. The programs are made up of 14 half-hour and 22 quarter-hour shows and seven 5-minute news broadcasts. Among the programs are those for Swift, Eau de Cologne, Cutex and Duperial.

Could Be

Sid Fox, proxy and general manager of KDYL, Salt Lake City, after repeated talks, convinced Boyd Park Jewelers that radio could sell for them. Although featuring a watch specialty, Announcer Ray Ovington omitted the announcement. Nevertheless two KDYL engineers and a country lad rushed in for it. Fox said, "Maybe if we left all announcements off, the results would be greater."

Phila. Outlets At Odds With Army-OCD Rules

Philadelphia—All stations here, WFIL, WCAU, KYW, WIP, WPEN and WIBG, have notified the Army Service Commands and the Philadelphia Office of Civilian Defense that they will refuse to give the "all-clear" signal at the termination of test blackouts. The move was made to eliminate confusion to the public caused by the "failure of the military and the civilian defense authorities to inform the radio stations"

(Continued on Page 2)

Cox FCC Investigation Starts Hearings Tomorrow

Washington Bureau, RADIO DAILY

Washington—Select Committee of the House, created under the resolution of its chairman E. E. Cox of Georgia, announced yesterday that it will hold its first public session tomorrow.

(Continued on Page 2)

Lever Bros. Renews 5 On CBS Two Continuing Full Network

Cincinnati Advt. Man Heads AFRA's Local

Cincinnati—John F. Matthews, copywriter for the Ralph H. Jones Co., was unanimously elected vice-president of the Cincinnati local of the American Federation of Radio Artists at a recent meeting, to replace Ronny Mansfield, WLW vocalist, who is

(Continued on Page 3)

Domestic Radio Bureau Given \$811,000; Overseas Branch Gets \$25,003,590; Acceptance By House Seen Likely

Miller Explains Stand Of NAB On FCC Status

New note in the industry's dilemma of the powers of the FCC was injected into the picture, when Neville Miller, president of the NAB, declared that the trade association was seeking "legislation to limit the power of the Commission and not legislation to set aside the network rules" in his address yesterday morning at the early session of the war conference of the Advertising Federation of America under the auspices of the Sales Man-

(Continued on Page 5)

Erikson Assuming Duties With CBS In N. Y. July 8

Leonard F. Erikson, recently appointed CBS network sales manager, will assume the duties of this post in New York beginning July 8, William C. Gittinger, CBS vice-president

(Continued on Page 2)

NBC Luncheon Salutes Esso's 10,000th Show

To commemorate the 10,000th broadcast of the "Esso Reporter," WJZ was host yesterday at a luncheon attended by representatives of Esso,

(Continued on Page 2)

Washington Bureau, RADIO DAILY

Washington—The Senate yesterday passed the bill covering war agencies appropriations and which calls for restoration of the full \$811,000 originally recommended to the House Appropriations Committee for the OWI Domestic Radio Bureau, this sum having been recommended to the Senate by that body's Appropriations Committee.

Although sharp cuts were called for in the funds for other OWI bureaus, with elimination of some of them,

(Continued on Page 3)

AFA Pledges Co-Op To War-Problem Org.

Advertising Federation of America voted, yesterday, to collaborate and cooperate actively in the program being conducted by the Committee on Economic Development, a non-government enterprise, industry supported, which is endeavoring to meet war and post-war problems for industry to stave off government con-

(Continued on Page 6)

"For Whom The Bell Tolls" Gets Paramount Spot Buy

Paramount Pictures through Buchanan & Co. has set spots in the Metropolitan area for the premiere of "For Whom The Bell Tolls" which is scheduled for a run beginning July 14 in

(Continued on Page 2)

Secret's Out

The secret of who awakens the Texas camp buglers is revealed. Carl Moore's CBS-WEEI, Boston, network program "Coffee Club" is heard in Texas 5 a.m. The soldiers, homesick for New England humor, get up before reveille to tune in. When there aren't any portables in camp that is the only time the camp buglers can snatch a few more winks.

mary



Vol. 24, No. 1 Thurs., July 1, 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. Balin, 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, Suite 1800-A, Merchandise Mart, Phone Delaware 4950. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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FINANCIAL

(Wednesday, June 30)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include Nat. Union Radio, Farnsworth Tel. & Rad., Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit).

OVER THE COUNTER

NAB Asks WLB Reject Arbitrator Ruling

Washington Bureau, RADIO DAILY
Washington—The NAB has urged the San Francisco Regional War Labor Board to reject an arbitrator's award which stated that the job of a radio technician was the same no matter where he worked.

The award was made by George Cheney of the U. S. Conciliation Service, sitting as an arbitrator in a wage dispute between KPAS, Pasadena, Cal., and the International Brotherhood of Electrical Workers, Local 40. It was subject to review under Executive Orders 9250 and 9228 by the War Labor Board.

The NAB brief was filed at a board hearing in Los Angeles.

KWNO Takes AP Wire

KWNO, Winona, Minn., has acquired the special AP radio news wire from Press Association, Inc. The expanded news coverage, scheduled to begin today, will include telegrams and other special features of the Press Association wire, as well as AP news dispatches.

Noxzema Hiatus On WOR; Spot Goes To 'Forum'

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Two other accounts on the station have just renewed spot schedules, while a third signed a new deal. The renewals include Beechnut Gum, for 13 weeks, effective tomorrow through Newell-Emmett Company, and Vick Chemical Co., effective tomorrow for nine weeks through Morse International. New is the Blue Moon Foods Inc., participating on "Peegen Prefers" through Reincke-Ellis-Youngreen & Finn, Chicago.

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The only witness yet called from the FCC is Dr. Robert Leigh, head of the Foreign Broadcast Intelligence Service. This would indicate that the committee intends to bring out something concerning the Commission's war work, although there is no clue here as to what it might be.

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Series of one-minute announcements (transcribed) will be set on various other New York outlets about 10 days prior to the picture's premiere. When the film is released nationally, local time is expected to be bought in various key cities around the country.

'Aldrich Family'-Brice Gets High N. Y. Ratings

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grams between 9 a.m. and 10 p.m. studied for the Pulse survey from March to June via the house to house incidental survey.

Breakdown of the character of the audience showed that the "Aldrich Family" appealed, in general, to a younger audience. Sex breakdown shows that the Aldriches are one of the few regular programs listened to by more men than women. The ratio is almost two to one.

Age and sex breakdown of the audiences for both shows follow:

Table for Aldrich Family showing Age (Under 20, 20-29, 30-44, 45 and Over) and Sex (Men, Women) with Per Cent.

Table for Brice-Morgan showing Age (Under 20, 20-29, 30-44, 45 and Over) and Sex (Men, Women) with Per Cent.

Table comparing Aldrich Family and Brice-Morgan by Sex (Men, Women) with Per Cent.

"Such differences in the audience composition to programs raise questions concerning the product advertised by the program, and what kind of people constitute the market for this product," concluded the report.

Erikson Assuming Duties With CBS In N. Y. July 8

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in charge of sales, stated yesterday. At the same time Gittinger made known that William J. Fagan, an assistant sales manager for CBS, has been appointed administrative manager of the Sales Department.

Since his appointment as network sales manager, Erikson, former CBS Western sales manager, has been operating from Columbia's Chicago office, working with W. Donald Roberts, his successor in the Western sales manager post. Erikson has just completed a trip to the Pacific coast, covering accounts, prospects and agencies from Seattle to Washington. In taking over the network sales manager post in New York, Erikson fills a position vacant since January 1940.

Fagan first joined CBS in 1929 as sales service manager. Prior to coming to Columbia he was with the United Press for many years. In 1937, Fagan was business manager for the Radio Department of Benton & Bowles, Inc. He returned to Columbia in 1940 as an assistant sales manager, a position which he has occupied up until his present appointment. Fagan will begin his new duties on July 8.

KARM To Petry

Columbia's station for central California, KARM, Fresno, Calif., announced the appointment of Edward Petry & Co. as its exclusive national sales representative effective July 2.

COMING and GOING

PAUL OLIPHANT, program director of WLA Columbia outlet in Nashville, is in town for conferences at the headquarters of the network.

JAKE EMBRY, of WITH, Baltimore, has arrived from Maryland for a few days on business. Visited yesterday with the local reps.

ELMORE B. LYFORD, of NBC station relations department, leaves tonight for a week in Buffalo and other upstate points.

ALEX CAMPBELL, JR., commercial manager of WKAT, Miami, is in New York on station and network business.

RICHARD H. MASON, manager of WPTI Raleigh, N. C., and OLLIE CARPENTER, sales director of the station, are spending this week in New York.

HAROLD H. MEYER, station manager of WSRM Blue Network outlet in Stamford, Conn., called yesterday at Rockefeller Center.

MARILOU NEUMAYER, leading lady on the Chicago-originated "Captain Midnight" program, is vacationing on the West Coast.

HARRY JAMES and the members of his program troupe, including HELEN FORREST, JOHNNY McAFEE and BUDDY MORENO, leave tomorrow for Hollywood, where they are scheduled for two films.

NBC Luncheon Salutes Esso's 10,000th Show

(Continued from Page 1)
Marschalk & Pratt, the Esso agency, and the Blue Network.

Guests at the luncheon, held at the Waldorf-Astoria, were greeted by John McNeil, manager of WJZ. Mark Woods, president of the Blue Network, introduced J. A. Miller, Esso advertising director, who in turn introduced R. T. Haslam, Esso director. In speaking of Esso and its long association with WJZ, Haslam pointed out the fact that WJZ and the Blue have become "part of the Esso family."

The 12:25 p.m. "Esso Reporter," which was broadcast by Don Gardiner and Jack Fraser from the luncheon room at the Waldorf, was the 10,000th broadcast on WJZ, one of the six stations on which the "Reporter" originally took to the air October 7, 1935. Today it is presented on 35 stations from Maine to Louisiana including the six original outlets.

Representing Esso at the luncheon were: Robert M. Gray, assistant to Miller; A. Clarke Bedford, general sales manager; J. E. Skehan, assistant to Bedford, and Don O'Brien, in charge radio advertising department.

Representing Marschalk & Pratt were George L. Trimble, time buyer; Carlo DeAngelo, radio director; William Freeman, copy director; Edward Clark, publicity director, and John Allen, of the publicity department.

WJZ was represented by Slocum Chapin, acting sales manager, in addition to McNeil, and the Blue Network by Edgar Kobak, executive vice-president, and G. W. Johnstone, director of news and special features.

Renewals Prove Results

WTBO

820 Kc. Cumberland, Md.

NBC Symphony Sold To General Motors

(Continued from Page 1)
Financial burden has been carried by the network during those years. It included a substantial salary for Toscanini as well as various other conductors wielding the baton from time to time. Overhead of the orchestra has been placed at upwards of \$120,000 annually.

Package Cost \$1,000,000
Package show cost to General Motors is in the neighborhood of \$1,000,000 for both musicians and network time. Agreement calls for presentation of the orchestra on virtually the same basis as past seasons. A 24 week winter series starting October 31, will be divided equally between Toscanini and Stokowski, originally announced. Dr. Frank Black will conduct the summer series. Next winter's series will represent Toscanini's sixth full season with the orchestra and Stokowski's third.

Program format remains unchanged with Samuel Chotzinoff, manager of the NBC Music Division, continuing as commentator on the winter series. Broadcasts will originate in NBC's largest studio, 8-H which regained a year ago especially for the symphony orchestra and embracing the latest acoustical advantages.

Sloan Issues Statement
General Motors a few years ago sponsored a one-hour Sunday night series of concerts using a symphony orchestra and guest soloists, instrumental and vocal, comprising some of the finest talent in the world. The series then on an NBC network originated in Carnegie Hall.

Alfred P. Sloan, chairman of the board, said for General Motors that: "The American people have a growing appreciation of fine music and there is more reason now than ever before to make it available to them in their homes. In the emergency of war, with its pressing demands upon everyone, it is important that we retain insofar as possible those educational and cultural activities which have so enriched Americans in all walks of life."

Assurance to Customers
The assignments General Motors have been given for the production of war materials for the armed forces of the United Nations have interrupted its normal contacts with its many friends and peacetime customers. General Motors is sponsoring the symphony as a means of assuring its customers whom it cannot now serve directly that General

PROMOTION

Re "Dawn Busters"

The Dawn Busters, an array of musical talent on WLW, New Orleans, were treated to an 8-page 5 x 8-inch throw-away, picturing the talent in all sorts of ingloriously humorous positions before the WWL microphone. The inside spread lists five songs in English and French, reminding the readers that "they're all in fun . . . these boisterous ballads which you hear each morning on your 'Checkerboard Time' Dawn Busters program will never be great hits. On the contrary, they make some people fightin' mad (at 6:55 a.m.) The French in them, too, isn't what it ought to be—the French is really atrocious, isn't it? But we have a lotta fun, don't we? You'll have to admit that—the Dawn Busters are wacky—but they like it and we hope you do!"

Motors is serving them in a larger way through its wartime production—to speed the victory which will bring a resumption of our normal associations."

Speaking for NBC, President Niles Trammell said:

"Sponsorship of the NBC symphony by the General Motors Corporation is recognition of the entertainment and cultural achievements established by the orchestra since its creation in 1937. The presentation of the Symphony under the auspices of General Motors brings together a great orchestra conducted by world-renowned musicians and a great industrial organization now playing a vital role in the American victory effort."

Pacific Salute

In honor of "Southern Pacific War Service Day," Jane Lee's Woman's Magazine of the Air, heard five days weekly on San Francisco KPO and coast NBC stations originated in the lobby of the Southern Pacific's downtown office building in San Francisco. As S. P. saluted the twelve-thousandth employee to enter the armed services, it also inaugurated several new drives to aid the war effort.

As a result, the broadcast was made a part of a lobby campaign to sell war bonds, enlist Blood donors, collecting letters to ex-employees now in service overseas, and for collecting junk jewelry and trinkets for servicemen to use as barter with natives. Heading the list of special guests on the show was A. T. Mercier, new president of the Southern Pacific Railroad.

Cincinnati Advt. Man Heads AFRA's Local

(Continued from Page 1)

leaving for Hollywood. Local AFRA members recently produced and acted in the "Victory Caravan" show which toured southern Ohio, and assisted in making the Second War Loan Drive an outstanding success. Matthews was writer and producer of the "Caravan."

Roger Baker, WSAI sportscaster, is president of the local AFRA group, and Andre Carlon, WCPO announcer, is executive secretary. Carlon also acted in the "Caravan" show together with Cecil Hale, Ralph Moody, Ardeth Theders and Thomas Kane.

Senate Votes OWI Bill; Retains Radio Bureau

(Continued from Page 1)

no cut was asked for the Radio Bureau.

The overseas Branch fares better in the Senate bill than in the House bill, with the senior circuit having raised its overall appropriation from \$22,500,000 to \$25,003,590. The subcommittee had recommended \$2,000,000 more than the later figure, but the full committee of the chamber put it back.

CIAA fared pretty much the same as in the House bill, receiving \$100,000 more for the entire Inter-American agency.

The bill now goes into conference, with Senators McKellar, Glass, Nye, Lodge, Hayden, Holman and Tydings representing the Senate. It's anybody's guess as to what the House will permit, although it is likely that the junior chamber will recede somewhat from its all-out opposition to the OWI domestic branch. The Senate's recommendation of \$3,561,499 may be accepted in toto. It provides \$225,000 for the Office of Program Co-ordination, \$900,000 for the News Bureau and the full \$811,499 asked originally for the Radio Bureau.

Execs' Arguments Vital

If these appropriations are finally written into law, and it is not unlikely, the industry should be thankful to the three men who testified before the Senate committee Saturday, impressing upon the Senators the country's need for the OWI radio functions. They were: Chester LaRoche, of the War Advertising Council; Paul B. West, of the Association of National Advertisers, and President Neville Miller of the NAB.

THIS LITTLE BUDGET

WENT TO

**WORL
BOSTON
MASS.**



MICROPHONES ★ PLUGS ★ SWITCHES

GOVERNMENT SPECIFICATION ITEMS

| | | |
|--------|--------|--------|
| AR-1M | PL-54 | SW-141 |
| CU-1 | PL-55 | SW-217 |
| GU-2 | PL-291 | CD-318 |
| 1700-U | JK-26 | CD-508 |
| PL-68 | JK-48 | M-199 |

PROMPT DELIVERIES

UNIVERSAL MICROPHONE CO., LTD.

INGLEWOOD, CALIFORNIA, U. S. A.



Vol. 24, No. 1 Thurs., July 1, 1943 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

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NBC Luncheon Salutes Esso's 10,000th Show

(Continued from Page 1) Marschalk & Pratt, the Esso agency and the Blue Network.

Guests at the luncheon, held at the Waldorf-Astoria, were greeted by John McNeil, manager of WJZ. Mark Woods, president of the Blue Network, introduced J. A. Miller, Esso advertising director, who in turn introduced R. T. Haslam, Esso director. In speaking of Esso and its long association with WJZ, Haslam pointed up the fact that WJZ and the Blue have become "part of the Esso family."

The 12:25 p.m. "Esso Reporter," which was broadcast by Don Gardiner and Jack Fraser from the luncheon room at the Waldorf, was the 10,000th broadcast on WJZ, one of the six stations on which the "Reporter" originally took to the air October 7, 1935. Today it is presented on 35 stations from Maine to Louisiana including the six original outlets.

Representing Esso at the luncheon were: Robert M. Gray, assistant to Miller; A. Clarke Bedford, general sales manager; J. E. Skehan, assistant to Bedford, and Don O'Brien, in charge radio advertising department. Representing Marschalk & Pratt were George L. Trimble, time buyer; Carlo DeAngelo, radio director; William Freeman, copy director; Edward Clark, publicity director, and John Allen, of the publicity department.

WJZ was represented by Slocum Chapin, acting sales manager, in addition to McNeil, and the Blue Network by Edgar Kobak, executive vice-president, and G. W. Johnstone, director of news and special features.

Renewals Prove Results WTBO 820 Kc. Cumberland, Md.

NBC Symphony Sold To General Motors

(Continued from Page 1)
Financial burden has been carried by the network during those years. This included a substantial salary for Toscanini as well as various other conductors wielding the baton from time to time. Overhead of the orchestra has been placed at upwards of \$120,000 annually.

Package Cost \$1,000,000
Package show cost to General Motors is in the neighborhood of \$1,000,000 for both musicians and work time. Agreement calls for presentation of the orchestra on virtually the same basis as past seasons. The 24 week winter series starting October 31, will be divided equally between Toscanini and Stokowski, originally announced. Dr. Frank Lack will conduct the summer series. Next winter's series will represent Toscanini's sixth full season with the orchestra and Stokowski's third.

Program format remains unchanged with Samuel Chotzinoff, manager of the NBC Music Division, continuing as commentator on the winter series. Broadcasts will originate in NBC's largest studio, 8-H which resigned a year ago especially for the symphony orchestra and embracing the latest acoustical advantages.

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| | High | Low | Close | Net Chg. |
|-----------------|--------|---------|--------|----------|
| Am. Tel. & Tel. | 155 | 154 3/8 | 155 | + 1/8 |
| CBS A | 22 1/2 | 22 1/4 | 22 1/2 | |
| CBS B | 22 1/2 | 22 3/8 | 22 1/2 | + 1/4 |
| Crosley Corp. | 21 | 21 | 21 | |
| Gen. Electric | 39 3/4 | 39 | 39 3/4 | + 3/4 |
| Philco | 24 1/2 | 24 3/8 | 24 3/8 | |
| RCA Common | 11 1/8 | 11 3/8 | 11 3/8 | |
| RCA First Pfd. | 69 1/2 | 69 | 69 1/2 | - 3/8 |
| Stewart-Warner | 13 3/4 | 13 3/4 | 13 3/4 | - 1/8 |
| Westinghouse | 99 1/2 | 97 3/8 | 99 1/2 | |
| Zenith Radio | 34 3/8 | 34 1/4 | 34 3/8 | |

NEW YORK CURB EXCHANGE

| | Bid | Asked |
|------------------------|-------|--------|
| Nat. Union Radio | 3 3/4 | 3 3/4 |
| OVER THE COUNTER | | |
| Farnsworth Tel. & Rad. | | 8 3/8 |
| Stromberg-Carlson | | 12 3/8 |
| WCAO (Baltimore) | | 20 |
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|-----------------|----------------|----------------|--------------|----------------|
| | Men Per Cent | Women Per Cent | Men Per Cent | Women Per Cent |
| Under 20 | 42 | 23 | 35 | 19 |
| 20-29 | 7 | 27 | 12 | 10 |
| 30-44 | 40 | 42 | 49 | 36 |
| 45 and Over | 11 | 8 | 39 | 20 |
| Total Per Cent. | 100 | 100 | 100 | 100 |

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Marschalk & Pratt, the Esso agency, and the Blue Network.

Guests at the luncheon, held at the Waldorf-Astoria, were greeted by John McNeil, manager of WJZ. Mark Woods, president of the Blue Network, introduced J. A. Miller, Esso advertising director, who in turn introduced R. T. Haslam, Esso director. In speaking of Esso and its long association with WJZ, Haslam pointed up the fact that WJZ and the Blue have become "part of the Esso family."

The 12:25 p.m. "Esso Reporter," which was broadcast by Don Gardiner and Jack Fraser from the luncheon room at the Waldorf, was the 10,000th broadcast on WJZ, one of the six stations on which the "Reporter" originally took to the air October 7, 1935. Today it is presented on 35 stations from Maine to Louisiana including the six original outlets.

Representing Esso at the luncheon were: Robert M. Gray, assistant to Miller; A. Clarke Bedford, general sales manager; J. E. Skehan, assistant to Bedford, and Don O'Brien, in charge radio advertising department.

Representing Marschalk & Pratt were George L. Trimble, time buyer; Carlo DeAngelo, radio director; William Freeman, copy director; Edward Clark, publicity director, and John Allen, of the publicity department.

WJZ was represented by Slocum Chapin, acting sales manager, in addition to McNeil, and the Blue Network by Edgar Kobak, executive vice-president, and G. W. Johnstone, director of news and special features.

Renewals Prove Results

WTBO

820 Kc. Cumberland, Md.

NBC Symphony Sold To General Motors

(Continued from Page 1)
Financial burden has been carried by the network during those years. This included a substantial salary for Toscanini as well as various other conductors wielding the baton from time to time. Overhead of the orchestra has been placed at upwards of \$120,000 annually.

Package Cost \$1,000,000
Package show cost to General Motors is in the neighborhood of \$1,000,000 for both musicians and network time. Agreement calls for presentation of the orchestra on virtually the same basis as past seasons. The 24 week winter series starting October 31, will be divided equally between Toscanini and Stokowski, as originally announced. Dr. Frank Black will conduct the summer series. Next winter's series will represent Toscanini's sixth full season with the orchestra and Stokowski's third.

Program format remains unchanged with Samuel Chotzinoff, manager of the NBC Music Division, continuing as commentator on the winter series. Broadcasts will originate in NBC's largest studio, 8-H which re-designed a year ago especially for the symphony orchestra and embracing the latest acoustical advantages.

Sloan Issues Statement
General Motors a few years ago sponsored a one-hour Sunday night series of concerts using a symphony orchestra and guest soloists, instrumental and vocal, comprising some of the finest talent in the world. The series then on an NBC network originated in Carnegie Hall.

Alfred P. Sloan, chairman of the board, said for General Motors that: "The American people have a growing appreciation of fine music and there is more reason now than ever before to make it available to them in their homes. In the emergency of war, with its pressing demands upon everyone, it is important that we retain insofar as possible those educational and cultural activities which have so enriched Americans in all walks of life.

Assurance to Customers
"The assignments General Motors have been given for the production of war materials for the armed forces of the United Nations have interrupted its normal contacts with its many friends and peacetime customers. General Motors is sponsoring the symphony as a means of assuring its customers whom it cannot now serve directly that General

★ PROMOTION ★

Re "Dawn Busters"

The Dawn Busters, an array of musical talent on WLW, New Orleans, were treated to an 8-page 5 x 8-inch throw-away, picturing the talent in all sorts of ingloriously humorous positions before the WWL microphone. The inside spread lists five songs in English and French, reminding the readers that "they're all in fun . . . these boisterous ballads which you hear each morning on your 'Checkerboard Time' Dawn Busters program will never be great hits. On the contrary, they make some people fightin' mad (at 6:55 a.m.) The French in them, too, isn't what it ought to be—the French is really atrocious, isn't it? But we have a lotta fun, don't we? You'll have to admit that—the Dawn Busters are wacky—but they like it and we hope you do!"

Motors is serving them in a larger way through its wartime production—to speed the victory which will bring a resumption of our normal associations."

Speaking for NBC, President Niles Trammell said:

"Sponsorship of the NBC symphony the General Motors Corporation is recognition of the entertainment and cultural achievements established by the orchestra since its creation in 1937. The presentation of the Symphony under the auspices of General Motors brings together a great orchestra conducted by world-renowned musicians and a great industrial organization now playing a vital role in the American victory effort."

Pacific Salute

In honor of "Southern Pacific War Service Day," Jane Lee's Woman's Magazine of the Air, heard five days weekly on San Francisco KPO and coast NBC stations originated in the lobby of the Southern Pacific's downtown office building in San Francisco. As S. P. saluted the twelve-thousandth employee to enter the armed services, it also inaugurated several new drives to aid the war effort.

As a result, the broadcast was made a part of a lobby campaign to sell war bonds, enlist Blood donors, collecting letters to ex-employees now in service overseas, and for collecting junk jewelry and trinkets for servicemen to use as barter with natives. Heading the list of special guests on the show was A. T. Mercier, new president of the Southern Pacific Railroad.

Cincinnati Advt. Man Heads AFRA's Local

(Continued from Page 1)

leaving for Hollywood. Local AFRA members recently produced and acted in the "Victory Caravan" show which toured southern Ohio, and assisted in making the Second War Loan Drive an outstanding success. Matthews was writer and producer of the "Caravan."

Roger Baker, WSAI sportscaster, is president of the local AFRA group, and Andre Carlon, WCPO announcer, is executive secretary, Carlon also acted in the "Caravan" show together with Cecil Hale, Ralph Moody, Ardeth Theders and Thomas Kane.

Senate Votes OWI Bill; Retains Radio Bureau

(Continued from Page 1)
no cut was asked for the Radio Bureau.

The overseas Branch fares better in the Senate bill than in the House bill, with the senior circuit having raised its overall appropriation from \$22,500,000 to \$25,003,590. The subcommittee had recommended \$2,000,000 more than the later figure, but the full committee of the chamber put it back.

CIAA fared pretty much the same as in the House bill, receiving \$100,000 more for the entire Inter-American agency.

The bill now goes into conference, with Senators McKellar, Glass, Nye, Lodge, Hayden, Holman and Tydings representing the Senate. It's anybody's guess as to what the House will permit, although it is likely that the junior chamber will recede somewhat from its all-out opposition to the OWI domestic branch. The Senate's recommendation of \$3,561,499 may be accepted in toto. It provides \$225,000 for the Office of Program Co-ordination, \$900,000 for the News Bureau and the full \$811,499 asked originally for the Radio Bureau.

Execs' Arguments Vital
If these appropriations are finally written into law, and it is not unlikely, the industry should be thankful to the three men who testified before the Senate committee Saturday, impressing upon the Senators the country's need for the OWI radio functions. They were: Chester LaRoche, of the War Advertising Council; Paul B. West, of the Association of National Advertisers, and President Neville Miller of the NAB.

THIS LITTLE BUDGET

WENT TO

**WORL
BOSTON
MASS.**



MICROPHONES ★ PLUGS ★ SWITCHES

GOVERNMENT SPECIFICATION ITEMS

| | | |
|--------|--------|--------|
| AR-1M | PL-54 | SW-141 |
| CU-1 | PL-55 | SW-217 |
| GU-2 | PL-291 | CD-318 |
| 1700-U | JK-26 | CD-508 |
| PL-68 | JK-48 | M-199 |

PROMPT DELIVERIES

UNIVERSAL MICROPHONE CO., LTD.
INGLEWOOD, CALIFORNIA, U. S. A.

Los Angeles

By RALPH WILK

IN A shifting of organization setup at NBC's Hollywood Radio City, the network's Guest Relations department has been consolidated with the Public Service and Station Relations departments, managed by Jennings Pierce. Robert Hendricks continues as manager of Guest Relations and adds further duties in the Public Service and Guest Relations departments. Paul Gale, manager of NBC's Traffic department assumes added duties, taking over the mail room, messenger and telephonic services.

Our selection of the week of the most photogenic non-professional—Connie Stone of the Don Lee-KHJ Information Department.

Jimmy Nolan, Irish tenor, formerly heard on the Blue Network and on local stations in Seattle, will be a featured soloist with the KECA orchestra.

Rosalind Russell, Janet Blair and Brian Aherne—all from the original cast of Columbia Pictures' sparkling comedy, "My Sister Eileen," will share honors at Lux Radio Theater's microphone on Monday, July 5, over CBS network.

Matty Malneck, the former Paul Whiteman band violinist who rose to fame and acclaim as author of "Stairway to the Stars" and other fine musical compositions, has been selected as chief music arranger and band boss for the new Old Gold show, "Bob Crosby and Company," which tees off from Hollywood's NBC, Sunday, July 18, via the Red network. A "new discovery" girl singer will be given the chance each week to click with the radio listeners as a feature of the program.

The radio logs say NBC Hollywood stars like Bob Hope, Edgar Bergen and Charlie McCarthy and Red Skelton are on vacation. Here's what they've really doing: Hope is reported to have landed in England with Frances Langford for an entertainment tour of U. S. service camps overseas as Uncle Sam's fighting men poise for the long-awaited invasion of the Continent. Bergen, with his dummies, is leaving by air next week for the East to embark for Newfoundland, and at least one month of morale work among the service men stationed there. Skelton, getting a 10-day vacation from motion picture work, is taking off for Texas. He'll do three shows a day for ten days before coming back to film work in Hollywood. Other stars will do similar "loafing" though their plans can't be announced until they mature.

Awards Simplex White Star

The Simplex Radio Division of Philco Radio Corporation at Sandusky, O., received a white star to add to its Army-Navy "E" Flag. John Ballantyne, president announced Tuesday. This is the fourth star award to Philco Corporation plants, now devoted heavily to manufacture of defense equipment.

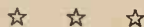


Radio Is My Beat . . . !

● ● ● Tommy Dorsey has signed a new vocalist to share singing honors with Liz (Martha's Sister) Tilton . . . the gal is none other than Mrs. T. D., the former Pat Dane . . . Adam Hats will sponsor a 15-minute comedy show to start in September . . . the program will be on the Blue Network and will feature Milton Cross, Hope Emerson and Ralph Dumke . . . J. C. Flippen will be the new emcee on the "Battle of the Sexes" show over NBC . . . The first of the "Sneak Previews" series will be heard Sunday, and will be a Mort Lewis story titled, "America the Beautiful" . . . story will feature Dean Jagger as a "Night School Principal" and was suggested by Mrs. Mort Lewis who is the Principal of a Night School . . . A new dramatic series of half-hour programs titled "Heartbeat" and starring Milton Stanley and Coral Tempest, will be launched within a fortnight over the Blue . . . Jill Stevens, femmece of "Cafe Television" claims that George Lowther's Cafe Society Television" for Dumont, is an infringement on her title . . . Jerry Wayne, Hit Parader, has written the book and score for a musical, titled, "My Dear Miss Kelly" . . . Al Jolson and his pianist, Harry Akst, are headed east, whence they'll start a Global Service-men's entertainment tour.



● ● ● Lon McCallister, who scores in the Film version of "Stage Door Canteen," expects to be inducted shortly . . . the importance of the picture to the morale of servicemen and civilians prompted his deferment . . . When "Perpetual Emotion" starts on the NBCycles July 10, the stars, Otto Kruger and Binnie Barnes will use their names in the story . . . theme is based around the stranding of this pair of thespians in a small town in the Corn Belt . . . A nostalgic touch will be added to the "Paul Whiteman Presents" program, Sunday, when that NBC show will present as a "featured stunt," the Rhythm Boys, Al Rinker, now a Radio Director, Harry Barris, who appeared in several Bing Crosby pictures and Bing himself . . . Joe Howard's Club Zanzibar, which will be opened July 8 over the Winter Garden Theater, has its rent paid for six months . . . The first month's Song Requests For Rings on Barry Wood's "Million Dollar Band," totaled 50,000 letters . . . Tim Herbert, who is "wowing them" at the Paramount, is using material especially written for him by his dad, Herman Timberg, himself a vaude headliner in the good old days . . . Loew's State, has booked for the first time, a radio program, as part of its show, starting August 12 . . . air show is Jerry Cooper's "Keep Ahead," featured Friday nights over WOR.



● ● ● In the "Definitions" program mail, was a line which was used to close the show Tuesday morning . . . the line, giving the definition for "Kansas," was "Kansas be the National Broadcasting Company?" . . . A low bow to the Barry Sisters, who will forego first vacation in eight years to visit 22 Army Camps between now and August 15 . . . Betty Hutton, who played a supporting role to Dorothy Lamour in the film, "The Fleet's In," will do the Lamour part, July 9, in Charlie Martin's radio adaptation of that vehicle for CBS Playhouse . . . David H. Harris, program production manager of WTAG was responsible for a tear-jerking, human interest scene which took place last week at this station in Worcester . . . he arranged thru the BBC to have several local army nurses, stationed in England, broadcast direct to the WTAG studios where their parents were thrilled to hear the voices of their daughters . . . The Korn Kobbler, guested two weeks ago, were asked to repeat last week, and now have been signed to appear regularly on Tom Howard's "It Pays To Be Ignorant" zany over WOR Monday nights.



—Remember Pearl Harbor—

Chicago

By FRANK BURKE

TWO WGN programs announced by John Holbrook have been renewed by their sponsors, McKesson & Robbins and the Studebaker Corporation. The McKesson & Robbins program is heard Tuesdays, Thursdays and Saturdays from 11:30-11:45 a.m., CWT, and has been renewed for 40 weeks effective July 6. The Studebaker Corporation news broadcasts heard Mondays through Saturdays from 6:30 to 6:45 p.m., CWT, will be continued for an additional 13 weeks effective July 12.

Earl A. Jackson, assistant to the auditor of WGN, reports to Camp Grant, Ill., as an army private this week, making the 56th member of the WGN staff in the armed forces.

The Blue Network crowd scored a radio scoop yesterday when Don McNeil of the "Breakfast Club" interviewed Bill Mahoney, Chicago street car motorman, who tracked down a killer following a spectacular jewelry store holdup Tuesday. Mahoney's sleuthing took front page headlines from war news and he proved to be an excellent human interest interview subject.

Lieut. Bruce Dennis, navy radio public relations, back from a week's leave.

Jack Baker, radio tenor, is still confined at Columbus Hospital following a sun stroke suffered on the golf links last Saturday.

Spike Jones and his "City Slickers" are set for a number of midwest theater dates through Art Weems of General Amusements.

The hill-billy unit from Bob Burns' NBC show will play the Opheum, Omaha, week of July 23; the Tower, Kansas City, July 30; Oriental, Chicago, August 6, and Riverside, Milwaukee, August 13.

Country Washburn and "Red" Engle, formerly of the Ted Weems band, are coming East with the band.

Joel Douglas, free lance announcer for past six years, gets the assignment to handle the Chicago "Daily Times" "Quiz Time" on WIND.

Effective Monday, July 5, and each Monday thereafter, WIND's "symphonic Hour" will be sub-titled, "Master of Tin-Pan Ailey," and will illustrate the classical origination of many of today's popular tunes.

Edith Davis, until recently commentator on WGN's program, "Women Make the News," will be the commentator for the 1943 series of free open air concerts in Chicago's Grant Park.

Distribute Dennis' Talk

How stations can cooperate with their communities in a campaign against venereal diseases, an address made by Walt Dennis, NAB News Bureau Chief before the New Jersey Federal State War Conference on Social Protection recently, is the subject of a special bulletin distributed by the NAB to the trade as a means of stimulating stations to participate in similar conferences and programs.

Miller Explains Stand of NAB On FCC Status

(Continued from Page 1)

Division of the NAB. Lewry, director of the NAB's Department of Broadcast Advertising chaired the session which featured, a presentation via slides and a description of the changing audience trends since 1940 to the effect of war. Presentation made by Fred H. Kenkel, vice-president of C. E. Hooper Inc. Miller's talk traced the establishment of FCC and the definition of its powers from 1927. He reviewed the recent Supreme Court decision which "upon the Commission the burden of determining the composition of 'traffic' and reiterated its implications on freedom of press and radio democratic institutions. Throughout his address, he stressed the plight of the stations and the works under the trade's interpretation of the FCC's power, making it clear that the present trade pressure mustered through the White-Heller bill is not an attempt to re-establish the network option pact. The network rules are involved in the present dispute merely because it is the case involving those rules in which the Court gave the FCC its full grant of power. It is only this kind of power which concerns us."

Asks Advertising Support
Miller appealed for the support of the advertising, selling and promotion personnel in securing the sought for legislation which would confine the station's powers to technical regulation in conformity with the decision in the *Winters* case.

"The man or group of men who control radio control the future of the country. . . . We ask your help in getting the needed legislation so radio may be kept free," he said. Mr. Hooper studies reiterated that there are close relations between wartime regulations as gasoline rationing, daylight saving time, travel restrictions, night work, etc., and the radio industry's studies of ratings, sets-in and available audiences. For the future, it was noted, that the rationing and gasoline restrictions may increase radio audiences, but that the trend lines may be the other way if victory garden and more evening employment are pushed by the war program.

Miller presented a brief comparison of the growth of radio as an advertising medium during the past 10 years, nothing that whereas radio had 10 per cent of the total advertising expenditures in 1932, it increased its share over 70 per cent to achieve 80 per cent, and supersede both newspapers and magazines, in 1942.

WANTED

Equity Actor to play lead in new play to be presented outside commercial zone. Phone LO. 7-1197 before 8 P.M. or CI. 5-7672 between 8-10 P.M.

☆ ☆ GUEST-ING ☆ ☆

GENE KELLY, featured in the film, "For Me And My Gal," on "Stars Over Hollywood," Saturday (WABC-CBS, 12:30 p.m.).

JESUS MARIA SANROMA, Puerto Rican pianist, on the program of the Boston Pops Orchestra, Saturday (WJZ-Blue Network, 8:15 p.m.).

ROLAND YOUNG, on the "Hobby Lobby" program, Saturday (WABC-CBS, 8:30 p.m.).

BOBBY SHERWOOD, as guest conductor on the "Million Dollar Band" program, Saturday (WEAF-NBC, 10 p.m.).

RAMONA, on the "Brazilian Parade," Saturday (WOR-Mutual, 4:30 p.m.).

VERONICA LAKE, on Groucho Marx's "Blue Ribbon Town," Saturday (WABC-CBS, 10:15 p.m.).

WALT DISNEY, discussing his latest film, "Victory Through Air Power," based on the book by Maj. Alexander P. de Seversky, on the "March of Time" program, tonight (WEAF-NBC, 10:30 p.m.).

HI, LO, JACK AND THE DAME, at the "Stage Door Canteen," today (WABC-CBS, 9:30 p.m.).

JOAN MERRILL, on the Mary Margaret McBride program, tomorrow (WEAF-NBC, 1 p.m.).

DOROTHY LAMOUR, on the "Philip Morris Playhouse," tomorrow (WABC-CBS, 9 p.m.).

SARAH McBRIDE, assistant foreman in the inspection department of the Dowty Equipment Corp.; **PHILIS BEARDSLEE**, machine operator; **IOLA McGOVERN**, shop steward; **W. H. HAYES**, of the Radar equipment department of Sperry Gyroscope Company; **DANIEL KASSMAN**, lathe operator, and **JOHN DAULMAN**, ship fitter, on the Crumit-Sanderson quiz program, Saturday (WABC-CBS, 8 p.m.).

WILLIAM WOODSON, juvenile of the play, "Harriet," on "Armstrong's Theater of Today," Saturday (WABC-CBS, 12 noon).

KPO Opens Garden Meeting

The California State Federation of Garden Clubs, scheduled to hold its annual meeting, was induced by KPO, San Francisco, to hold its opening session at the KPO "Vegetables For Victory" broadcast in Radio City there. The program, not usually an audience show, presented Catherine Sibley, new KPO public service chief; Norvell Gillespie, victory garden director of the Office of Civilian Defense and traveling emcee of the coast network show; and James Kerr production chief of the Ferry-Norse Seed Company, a recognized international seed expert.

DR. SAMUEL C. PRESCOTT, of Massachusetts Institute of Technology, discussing "Food Technology," on "Adventures in Science," Saturday (WABC-CBS, 1:30 p.m.).

SEN. JOSEPH HURST BALL, Minnesota Republican; **CLARK M. EICHELBERGER**, director of the Commission to Study the Organization of Peace, and **CLYDE EAGLETON**, professor of international law at New York University, discussing "Making the World Secure," on "For This We Fight," Saturday (WEAF-NBC, 7 p.m.).

DR. ANTHONY BASSLER, consulting physician for digestive diseases at St. Vincent's Hospital, New York City, discussing "The Summer Diet," on "Highways to Health," Saturday (WABC-CBS, 145 p.m.).

SHERMAN BILLINGSLEY, of the Stork Club, and **JAMES MONTGOMERY FLAGG**, artist, on the Ellery Queen program, Saturday (WEAF-NBC, 7:30 p.m.).

RICHARD V. GILBERT, economic adviser to the OPA; **REP. WILL ROGERS, JR.**, Democrat of California; **REP. JOE STARNES**, Democrat of Alabama, and **JUDGE JOE D. MONTAGUE**, general counsel for the Texas and Southwestern Cattle Raisers Assn., on Theodore Granik's "American Forum of the Air," Sunday (WOR-Mutual, 8 p.m.).

JUDY GARLAND, on the Coca-Cola program, Sunday (WABC-CBS, 4:30 p.m.).

DONALD MONTGOMERY, consumer counsel for the United Automobile Workers of America, and **GEORGE STIGLER**, of the department of economics, University of Minnesota, discussing "Prices and Your Pocketbook," on the "University of Chicago Round Table," Sunday (WEAF-NBC, 1 p.m.).

SGT. BARNEY ROSS, **RALPH BELLAMY**, **MIRIAM HOPKINS**, **CAPT. HERSHELL ABBOTT**, of the U. S. Army Air Corps, and **GENEVIEVE SULLIVAN**, sister of the "Five Sullivans," on "Stars from the Blue," Sunday (WJZ-Blue Network, 1230 p.m.).

McIver Directs CBC Choir

Montreal—The orchestra and Modern Choir of Montreal's Sunday Night Show will take their cues this week from Alan McIver, who alternates with Lucio Agostini in directing proceedings. The show is to be heard over the CBC National Network Sunday, July 4, at 10:15 p.m., EDT and 11:15 p.m., ADT.

Conductor-composer McIver is well known in Canada and the United States as a radio personality and through a series of successful concert tours. He and his orchestra were engaged as an essential part of the Jack Benny entourage.

Lever Bros. Renews 5 Programs On CBS Net

(Continued from Page 1)

"Lux Radio Theater," presents "Burns and Allen" for Swan Soap, Tuesdays from 9:00 to 9:30 p.m., EWT. The program's summer hiatus starts after the July 29 broadcast, and Columbia will present "The Colonel," a sustaining program starring Colonel Stoopnagle, in its place.

"The Mayor of the Town," a dramatic program featuring Lionel Barrymore, Agnes Moorehead, and Claire Trevor, is broadcast from 9:00 to 9:30 p.m., EWT on Wednesdays, with rebroadcast at 12:30 a.m., EWT. In addition to being heard on the full U. S. CBS network, the program is also carried by CBS outlets in Honolulu and Hilo. Lifebuoy Soap and Rinso are the products advertised.

"Aunt Jenny" is heard over a network of 51 outlets, while 71 CBS stations carry the "Big Sister" program. In addition, both of these daytime serials are broadcast over 30 stations of the Canadian Broadcasting Corporation. "Aunt Jenny," dramatizations of real life stories, heard Monday through Friday from 11:45 to 12:00 Noon, EWT, has been presented by the client since January 1937. "Big Sister," broadcast Monday through Friday from 12:15 to 12:30 p.m., EWT, for Rinso, made its CBS debut in August, 1936.

46 Carry "Bright Horizon"
"Bright Horizon," aired for Lever's Swan Soap, is carried by 46 CBS stations and is heard Monday through Friday, from 11:30 to 11:45 a.m., EWT. The program was first presented in August 1941, and has an unusual origin, revolving around a character introduced in "Big Sister." The character, Michael West, created so much audience interest that a complete program about him was offered by Levers.

"The Mayor of the Town," "Big Sister," and "Aunt Jenny" are handled by Ruthrauff & Ryan, Inc. Young & Rubicam, Inc. is the agency for "Burns and Allen" and "Bright Horizon." Lever Brothers also presents "Lux Radio Theater" over the full Columbia network.

Singiser Subs for Heatter

Frank Singiser, newscaster of WOR, New York, is now substituting for Gabriel Heatter, Mutual commentator, who is now on vacation.

KLZ

DENVER'S STANDOUT STATION

Favorite of local advertisers
—for a very good reason:
RESULTS!

CBS-560 Kc.

Representative: The Katz Agency, Inc.

NEW BUSINESS

WHEB, Portsmouth, N. H.: Hotel Roosevelt, New York City, 78 anns., through Kelly Nason, Inc., N. Y.; William H. Wise & Company, New York City, 3 programs weekly, thru Huber Hoge & Sons, N. Y.; New Hampshire Association of Insurance Agents, 13 anns., direct; Hotel Bellevue, Boston, 26 transcribed anns., thru Albert Frank-Guenther Law, Boston; Gospel Broadcasting Assn., Los Angeles, 1 hour weekly, for 52 weeks, thru R. H. Alber Company, Los Angeles; Pepsi-Cola Bottling Co., N. Y., 147 transcribed anns., thru Newell-Emmett Co., N. Y.; Coheco Bottling Company, Rochester (Orange Crush) 24 anns., weekly, 13 weeks, direct; Duchess D'Andre Perfume Co., Chicago, 3 anns. daily, TF, thru J. L. Stewart Agency, Chicago; Gardner Nurseries, Osage, Ia., 6 programs weekly, thru Northwest Radio Advertising Company, Seattle; Morley Button Manufacturing Co., Portsmouth, N. H., seven news programs weekly, 52 weeks, direct; Moxie Co., six anns. weekly, 13 weeks, thru Alley & Richards Company, N. Y.; Thayer-Diggery Company, Sanford, Me. (Palm Beach Suits) six anns. weekly, 13 weeks, direct; Western Stationery Company, Topeka, (Religious Statues) three programs weekly, thru Shaffer Brennan Margulis Co., St. Louis.

WFIL, Philadelphia: Bell Telephone Company, Philadelphia (telephone service) three five-minute studio programs weekly, thru Gray & Rogers, Philadelphia; George Gorson, Philadelphia (used cars) one announcement weekly for 13 weeks, thru Philip Klein Advg. Agency, Philadelphia; Walsh, Philadelphia (Department Store) 10 announcements weekly for 13 weeks, thru Harry Feigenbaum Advg. Agency, Philadelphia; Sun Shipbuilding & Dry Dock Company, Chester, Penna. (Sun Shipbuilding) one half-hour studio program weekly for 13 weeks; Lit Brothers, Philadelphia (Department Store) three 15-minute transcribed programs weekly, for indefinite period; Lit Brothers, Philadelphia (Fur Storage and Hollanderizing) 15 announcements weekly for three weeks; Irvin Sachs, Philadelphia (used cars) six 15-minute news programs weekly, for 13 weeks, thru H. M. Dittman Advg. Agency, Philadelphia; Irvin Sachs, Philadelphia (used cars) 23 announcements weekly, for 26 weeks, thru H. M. Dittman Advg. Agency, Philadelphia; Shore Brothers, Philadelphia (used cars) one announcement weekly for 13 weeks, thru J. M. Korn Co., Inc., Philadelphia; Irvin Sachs, Philadelphia (used cars) three five-minute studio musical programs weekly for 13 weeks, thru H. M. Dittman Advg. Agency, Philadelphia; Super Pet Shop, Philadelphia (pets) five announcements weekly, for 13 weeks, thru Wellman Advg. Agency, Philadelphia.

NEW PROGRAMS—IDEAS

Air Help Wanted

Introducing their new help wanted column of the air with a stirring march WTRY, Troy, was immediately besieged with a volume of sponsors to reach the Troy area for help in the war industries. Firms such as Cluett, Peabody & Co. purchased all available time.

The two-a-day, six-day a week program, timed for those who are free to listen during their lunch and supper hours, is broadcast by Bob Mowers, WTRY announcer, who puts the script together, selects the music and presents it over the air with a fast pace.

"Singing Airmen"

Inspired by the singing habits of the 53rd College Training Detachment of Air Corps Students stationed at Fenn College in Cleveland, WGAR, Cleveland, launched a series of 15-minute Tuesday night shows under the title of "Singing Airmen." Reception by radio editors has been complimentary.

Well-paced and inspirational, the program features a 50-voice glee club, quartet, soloist and its own emcee, Harry Fritz, a Philadelphia cadet who had previous experience on WIP, Philadelphia, and KYW, Philadelphia. The show is staged in the auditorium of the Central YMCA with the visual audience restricted to Air Corps students. The

House Repeats Its Vote Hitting Watson And Dodd

Washington Bureau, **RADIO DAILY**
Washington—The House yesterday voted once again not to recede on the Urgent Deficiencies Bill, thereby putting it up to the Senate again. No Senate action was taken yesterday. The bone of contention in the bill is the House's insistence upon the Kerr Amendment calling for discharge of FCC Employees Goodwin B. Watson and William E. Dodd, Jr., and Governor Robert Morris Lovett of the Virgin Islands.

G. H. Payne Nominated For Another FCC Term

Washington Bureau, **RADIO DAILY**
Washington—The Senate has received the nomination of George Henry Payne, Republican, for another seven-year term as a member of the FCC. No vote has yet been taken but a ballot is expected today.

CBS' "Flash-Gun Casey"

"Flash-Gun Casey," a series of dramatic adventures of a press photographer, makes its debut as a weekly sustaining feature on the CBS network, Wednesday, July 7, 11:30-12 midnight. The broadcasts with each episode complete in itself, is based on the character created by the novelist George Harmon Cox. Chester Renier is the producer while Albert Ward is the director.

"Produce Swap Shop"

With food at a premium these days KGVO, Missoula, Mont., has inaugurated a program to aid its listeners who have a surplus of produce harvested from their victory gardens. In a daily five-minute period Lillian Stone, country home demonstration agent, through the title program "Produce Swap Shop," makes it simpler for a gardener who has too much spinach to make a trade with another with too many tomatoes, etc.

"Women On Home Front"

"Women on the Home Front" is the title of the new series of women's interviews broadcast over WHIO, Dayton, weekly. The theme of the weekly broadcasts will enlighten the listeners on the type of work which women are contributing to the war. The program will present women of all branches of the armed services as well as those in the various branches of the war industry. The interviews are conducted by Fran Fillmore who recently joined the WHIO staff.

entire outfit joins the glee club in one number on each broadcast.

Effective July 2, now that the "Singing Airmen" have surpassed expectations, will be moved to the spot vacated by Kate Smith, Fridays, 8 p.m. The show is written and produced by Sid Adorn, WGAR head of special events.

AFA Pledges Co-Op To War-Problem Org.

(Continued from Page 1)
tral and operation. Gesture was adopted at the closing session and luncheon of its three-day war conference at the Waldorf-Astoria, and followed an exuberant address by Paul G. Hoffman, chairman of the CED and president of the Studebaker Corporation. John E. Wiley, vice-president of Fuller & Smith & Ross, Inc., accompanied Hoffman on the program, with a talk on "Advertising's Place in the Post War Era." He endorsed the CED and explained how advertising would fit into the picture, enumerating its duties in the changing society and economic world.

Hoffman showed the need for industry's self-analysis, declaring that the small business man must be preserved, and that the nation must think of post war in terms of production rather than employment per se. If industry will depend upon government assistance in meeting unemployment problems, the nation will head for regimentation in Germany and Italy when the government made capital of unemployment. The country must plan now, he urged, to establish a "security of opportunity" for the returning warriors, and reported on how the CED through research and an elaborate field organization was providing small business with the "now how" culled from the larger enterprises.

With the Colors!

ALBERT MORGAN, WABC writer and producer joined the Army on June 25.

—VVV—
GEORGE BRANDON, Sammy Kay sax player, has taken his place in the armed forces.

—VVV—
TOR TORLAND, KOA, Denver, announcer who returned from North Africa several months ago after driving an ambulance for the American Field Service has entered the Army by invitation of his draft board.

—VVV—
ROGER FORSTER, with WNEV New York, as announcer for the past two years, leaves June 30 for France work before induction in the army early August. He is father of a girl.

—VVV—
Report received from the Southern Pacific indicates that ALPHONS MIGLIARO, former news editor WELI, New Haven, has been promoted to the rank of corporal.

—VVV—
BOB STEVENSON, CBS announcer has finally landed in the Army after several mishaps. After enlisting OCS last year he broke his leg and was rejected when his call came. After several trials, they have pronounced him o.k. and he's in.

—VVV—
RUDY VALLEE, who has held the rank of chief petty officer in the 11th Naval District, U. S. Coast Guard, has been commissioned a lieutenant, senior grade.

—VVV—
JACK HORNER, of KSAL, Salt Lake City, Kansas, announcer was inducted in the Army Air Corp on June 21, bringing the KSAL Honor Roll to eleven.

—VVV—
PAT SEARS, KYA, San Francisco, salesstaffer, is the first radio lass in the vicinity to join the WAAFs. (Women's Auxiliary Air Force).

—VVV—
JACK HEINTZ, WCBS, Springfield, Ill., general manager has taken leave of absence to report as a Lieutenant (j.g.) in the USNR.

Jane Cowl Carroll Sub

Madeleine Carroll, of Columbia network's "Madeleine Carroll Reads" and official representative of the United Seamen's Service, has been called out of town for one week beginning Monday, July 5. In her absence, CBS has obtained as a replacement the services of the American actress, Jane Cowl. The program will thus be titled—for one week—"Jane Cowl Reads."

Poultry Firm On WLS

Chicago—WLS, Chicago, announced that a weekly 15-minute program, featuring the Prairie Ramblers, will be sponsored by the George H. Lee Company (poultry remedies), beginning July 10. The new show, which will be placed for 52 weeks through Allen and Reynolds, Inc., will be aired Sunday mornings from 6:30 to 8:00 p.m. Dr. V. C. Fretz, poultry expert of the Lee Company, will discuss various poultry problems.

TO HIT 'EM H-A-R-D-E-R



THE year 1943 promises to be the grimmest, hardest year this country has ever faced. Every effort, and every dollar of national income not absolutely needed for existence, should go into war work and War Bonds.

In the Pay Roll Savings Plan, America finds a potent weapon for the winning of the war—and one of the soundest guarantees of the preservation of the American way of life!

Today about 30,000,000 wage earners, in 175,000 plants, are buying War Bonds at the rate of nearly half a billion dollars a month. *Great as this sum is, it is not enough!* For the more dollars made available now, the fewer the lives laid down on the bloody roads to Berlin and Tokio!

You've undoubtedly got a Pay Roll Savings Plan in your own plant. But how long is it since you last checked up on its progress? *If it now shows only about 10% of the gross payroll going into War Bonds, it needs jacking up!*

This is a *continuing* effort—and it needs *continual* at-

tention and *continual* stimulation to get fullest results.

You can well afford to give this matter your close personal attention! The actual case histories of thousands of plants prove that the successful working out of a Pay Roll Savings Plan gives labor and management a common interest that almost inevitably results in better mutual understanding and better labor relations.

Minor misunderstandings and wage disputes become fewer. Production usually increases, and company spirit soars. And it goes without saying that workers with substantial savings are usually far more satisfied and more dependable.

And one thing more, these War Bonds are not only going to help win the war, they are also going to do much to close the dangerous inflationary gap, and help prevent post-war depression. The time and effort *you* now put in in selling War Bonds and teaching your workers to save, rather than to spend, will be richly repaid many times over—now and when the war is won.

★ ★ ★
You've done your bit  **Now do your best!**

This space is a contribution to victory today and sound business tomorrow by RADIO DAILY



Coast-to-Coast



DON DOUGLAS, announcer and actor, who is the announcer and part player on the transcribed show "Victory is Our Business," has replaced Lowell Thomas as narrator while the prominent news analyst is on his way to Africa.

Trade paper editors, who are autograph fans, will receive personalized greetings from stage, screen and radio stars who visit WTAG, Worcester, Mass. The first autograph mailed in the new service was Virginia Weidler's, movie starlet. . . Pvt. Hubert Valentine, former featured vocalist on WTAG, paid the studio a visit recently. . . Phil Brook, chief announcer of WTAG's "Gardening for Victory," will spend his vacation in his own victory garden.

Jane Weston, femcee of the "Home Forum" on WOWO-WGL, Fort Wayne, Ind., interviewed the WAACs at the Baer Field aviation base, asking the feminine contingent just about how they compare mass mess with individual preparations. Clair Weidenaar assisted Miss Weston.

WING, Dayton, has scheduled several personalities in the entertainment field to inaugurate the July stamp drive for the Retail Merchants' Association.

Philip Sharkey assumed the post of office manager of WCAU, Philadelphia. For the last six years he had been a member of the staff of public accountants at Price-Waterhouse. Sharkey is a native Philadelphian and a graduate of the University of Pennsylvania.

Ruth Lyons of WSAI-WLW, Cincinnati, has been asked to serve as mistress of ceremonies for the big outdoor show which the Cuvier Press Club of Cincinnati will present at Crosley Field in the interests of their "Smokes for Service Folks drive on July 3.

A large delegation of registrants at the Trinity Music School Conference in Boston recently journeyed to the Yankee network quarters to see and hear Frank Cronin play the largest organ in radio. Cronin gave a brief recital for the delegates and described the Aeolian Skinner organ which he designed.

Lois Wilson and Eddie Nugent, stars of stage and screen, currently featured in the stage play "Junior Miss," will make their New England radio debut today as guest stars on the WMEX, Boston. "The Devil's Henchmen" heard Thursdays.

Hal McIntyre, who got his start on WNBC, Hartford, visited the studios to talk of old times with the personnel while he's in town on a personal appearance at the State theatre.

Bob Hannon, tenor who subbed for Lanny Ross a year ago, will join Diane Courtney's twice weekly song sessions regularly on WJZ, New York.

Curt Demmy, who formerly announced over Harrisburg's WKBO, is now executive director of WSBA, York, Pa.

Floyd Farr, who broadcasts the news 7 a.m., on KPO, San Francisco, for Seaboard Finance, is completing four years on the air. His delivery has earned him a post as instructor in announcing on the KPO-Stanford Radio Institute.

Alice Mason, formerly of WHAR, Morgantown, West Va., joins the promotion staff of WFIL, Philadelphia, replacing Claire McCuilen on a leave of absence. . . Ed Obrist, WFIL program director, will return July 7 after an extended tour. . . Francis Ralph Ward, who served as master control engineer for WFIL, is now a lieutenant in the Signal Corps.

According to a catalogue WDRG, Hartford, through some investigation in their disc file, realize that they have some records valued at about \$150. An auction will be planned in the next few days to sell the records and donate the proceeds to some charity. . . Alice Fraser, singer, has joined the program department of WDRG to be trained for announcing. Walter Haase, program manager, announced Miss Fraser will replace Announcer Russell Naughton who recently joined the Army.

Swing shift workers at the Rockola Manufacturing Corp., Chicago, which converted from the manufacture of coin-operated machines and furniture to carbines, was honored over WGN, Chicago "Hep! Hep! Hooray" program, Wednesday night. . . Butch Davis has replaced Jim Poole as WGN market reporter and livestock news analyst.

WHIO, Dayton, July 7, will observe the 6th Anniversary of the Japanese attack on China. A special program is being arranged inviting Col. Wong, military attache at Wright Field and John Ahlers, head of the local Chinese Relief Society. Wm. Sanders, who spent four years in the Orient, and now a news commentator for WHIO, will also be heard.

Barging into Studio "A" during a recorded program, the staff of WHEB, Portsmouth, N. H. presented departing Announcer Keith Boss with a leather bill fold containing \$3.00. Co-incidentally, as the gift was unwrapped, the turntable played "I Cried For You!" Boss, is enrolling in the engineering school of the University of New Hampshire.

Jim Frieling, of the WBEN, Buffalo, Three Treys, has sufficient training and credits to be a high school teacher of music. . . Carl Coleman finally learned the 202 gadgets to play the Hammond organ. . . Sally Work, also, purchased a lamb "to mow" her lawn and have a reserve meat supply on the hoof.

Jon Arthur, recently of WIBC, Indianapolis, has joined WLW-WSAI, Cincinnati. He formerly free-lanced on KDKA, Pittsburgh. Whereupon he moved to WJLS, Beckley, West Va.; program director of WSLB, Ogdensburg, N. Y., and WAJR, Morgantown, West Va.; and WMMN, Fairmount, West Va.

"Sing With Your Favorite Band," contest for amateur singers heard over KGO, San Francisco, for the past six months, has been renewed for 26 weeks beginning July 4. The program is sponsored by Standard Beverages makers of Par-T-Pak. The account was placed by Brischacher, Davis & Van Norden of San Francisco. The program is produced by Watson Humphrey.

Presented by Bonne Bell, Inc., KHJ, Los Angeles, will present a new series of programs on fashion and grooming every Monday, Wednesday and Friday morning.

The Duquesne Brewing Company of Pittsburgh distributed free handy ration book holders to the listeners of KDKA, Pittsburgh. The offer was carried six weeks during the 10 minutes of "War and Ration News" sponsored by the brewing company. 38,243 replies have been received to date with requests for the holders maintaining its pace. The newscaster is Don Hirsch while Walker and Downing placed the account.

A three-way wartime promotional show has been started by NBC outlet KPO, San Francisco, with a tri-weekly audience program from the Telenews Theater titled "Box Score of the War," and with the Hearst daily "Examiner" publishing the radio box-score thrice weekly, on the days following the program. Conducted by Clarence Leisure and Zizz Black, the show features a large diagram of the world, showing principal areas of war action. Audience participants receive plus or minus scores, and money prizes, depending upon correctness of the answers they give to questions put by Leisure and Black. Show is aired in mid-afternoons on Tuesday, Thursday and Saturday.

H. E. Fellows, manager of WEEL, Boston, announces expansion of the station news coverage through acquisition of a special AP radio news wire from Press Association, Inc. Service is scheduled begin today and will include all special features of the Press Association wire.

Another nightly program of outstanding transcribed music has been sold on Coast airlines, with H. Brothers' department stores, located in San Francisco, San Jose and Sacramento, sponsoring the "Hour of Melody" between nine and ten o'clock over KSFO, seven nights each week. Program was launched with full paid ad in the Shopping News, and quarter-page ads in local and Bay area dailies.

Pat Flanagan and John Harrington of the WBBM, Chicago, announcing station will record short features devoted to Chicago sports news to be sent to Chicago men overseas. Details are being arranged by the Army Service Radio Section.

Seven Disk Features Listed By Kasper-Gordon

Kasper-Gordon, Inc. lists seven series of feature transcriptions as follows: "Imperial Leader," "Songs of Cheer and Comfort," "Uncle Jimmy," "Dan Dunn, Secret Operative No. 48," "One I'll Never Forget," a sports feature; "Famous Mothers," and "Victory Nursery Rhymes."

"Imperial Leader," 52 one-quarter hour ETs, is produced in Australia with an all-star British cast. Winston Churchill opens the series dramatizing the life of the Prime Minister. "Uncle Jimmy," 156 ¼-hour program stars William Farnum, the celebrated Hollywood actor. The Dan Dunn series is a juvenile feature of 78 recordings of ¼-hour each. However, "Famous Mothers" runs only five minutes of 78 discs, while "Victory Nursery Rhymes" stars Irene Wicker, the Singing Lady, on 30 ½-minute spots. "Songs of Comfort" presents William Wirges at the console, starring Richard Maxwell on 26 recordings of ¼-hour periods.

CIO Buys WAAT Time

Local 16 of the CIO shipyard workers' union will sponsor a half-hour program this evening, 8:30-9 p.m. on WAAT, Newark, N. J., to present workers' grievances. Union members has prepared the script entitled, "Day at the Shipyards."

Hosiery Firm On WOY

Emily Smith—distributor of Goldmark Wearlon No-Seam hosiery, has placed a test program on WOY through Erland Advertising Agency. I. R. Rill is account executive. This is the first time that the account has used radio.

| | | | | | | | | | | | | | |
|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|
| 1943 | | | | | | | | | | | | | |
| BIRTHDAYS | | | | | | | | | | | | | |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 |

July 1

Paul Girard Arthur Hull Hayes
John Lair Inna Phillips
Bernice Preshold Bill Stern
Betty Jane Tyler



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 24, NO. 2

NEW YORK, N. Y., FRIDAY, JULY 2, 1943

TEN CENTS

AFM's Conciliation Off

NAB Forwards Brief On NLRB Wage Boost

Washington Bureau, RADIO DAILY
Washington—Wage differentials for similar work in broadcasting have been a part of the industry since its birth, Joseph L. Miller, NAB Labor Relations Director, told the NLRB in a brief filed yesterday in the matter of arbitration between KPAS, Pasadena, Calif., and Local 40 of the BEW. An NLRB arbiter recommended pay increases for technical workers at the station on the grounds that employes doing similar work at larger stations in the Los Angeles

(Continued on Page 3)

Buy More War Bonds and Stamps

BIR Will Okay Increases For Salaried Employees

The United States Bureau of Internal Revenue will approve pay increases for salaried employees, it was announced yesterday, provided the employers can show that the increases are necessary to maintain efficiency throughout the longer work week. The BIR jurisdiction extends only to salaried employees receiving over \$5,000 per year and to executive, administrative and professional em-

(Continued on Page 3)

Buy More War Bonds and Stamps

NBC Opens War Bond Drive To Buy Cruiser Los Angeles

West Coast Bureau, RADIO DAILY
Los Angeles—Through the facilities of NBC Edward G. Robinson and Secretary of Navy Frank Knox at the Hollywood Bowl officially opened this week the \$40,000,000 war bond drive to build the cruiser "Los Angeles." The hour-long broadcast, heard at 9

(Continued on Page 5)

Dream Stuff

When the WAVES and Women Auxiliary Marines stationed at Hunter College, Bronx, N. Y., were asked which celebrity they would like to invite to spend the day with them, they voted unanimously for Frank Sinatra. When Sinatra will visit the training school July 9, he will entertain them at a special concert and in appreciation the girls will show him the school.

No Paper Monday
Independence Day being legally observed on Monday, July 5, there will be no issue of Radio Daily on that date.

Union Yanks Remotes; MBS Backs Affiliate

Remote bands on Mutual were pulled yesterday, effective 6 p.m., by James C. Petrillo, president of the AFM, after the breaking off of negotiations between union's upstate local and MBS affiliate, WSAY, Rochester. Petrillo, in announcing the order, stated that the local had been negotiating for a new contract for 8 months, asking for a staff of five musicians. Station had one up to now.

Spokesman for management at MBS told RADIO DAILY that the network's present policy is to stand by the affiliate. What the network will do later, if Petrillo adds further pressure as he did in the case of WSIX, Nash-

(Continued on Page 4)

Buy More War Bonds and Stamps

Auchincloss To D'Arcy As Executive Producer

Gordon Auchincloss, who has been producing the Bourjois show on the Blue for Foote, Cone & Belding; "Home Front Reporter" for Owens Glass on CBS for D'Arcy agency, joins the latter agency next week as executive producer, succeeding Paul Dudley who joins the armed forces. Auchincloss will give up the Bour-

(Continued on Page 2)

New Move To Reduce Budget Of OWI Domestic Radio Bur.

'Breakfast Club' On Blue To Kellogg Starting Mon.

Chicago—Blue Network has confirmed sale of Don McNeill and the "Breakfast Club" to the Kellogg Company of Battle Creek, Mich., four days a week, Mondays through Thursdays, beginning Monday, July 5 for a 15-minute period. The contract calls for 165 stations. J. Walter Thompson is the agency.

Negotiation With Transcription Firms Collapses 15 Minutes After Start; Petrillo Now Blames Radio

Roosevelt Withdraws Nomination Of Payne

Washington Bureau, RADIO DAILY
Washington—President Roosevelt yesterday threw a bombshell into radio circles when he withdrew his renomination of Commissioner George Henry Payne for another seven-year term on the FCC. He had sent the nomination to the Senate Wednesday, then withdrew it yesterday without

(Continued on Page 6)

Buy More War Bonds and Stamps

'The Labor Reporter' Starts Series Over CBC

Montreal—CBC announces a new series of labor programs titled "The Labor Reporter." The first program was heard over the National network Wednesday evening and the next will be presented on Wednesday, July 7 at

(Continued on Page 4)

Buy More War Bonds and Stamps

All-Star Baseball Game Goes CBS For Gillette

Gillette Safety Razor Co., will sponsor the annual All-Star Baseball Game exclusively over the full U. S. Columbia network, J. P. Spang, Jr., president of the Gillette Company,

(Continued on Page 2)

Conciliation meeting between the AFM and the transcription companies collapsed completely and within 15 minutes yesterday when James C. Petrillo, president of the union, told the U. S. Conciliator and the transcribers that "the AFM will make no more records or transcriptions," and disclosed that the real thorn in his side is the

(Continued on Page 6)

Buy More War Bonds and Stamps

WOKO Stock Situation Explained By Smith

Washington Bureau, RADIO DAILY
Washington—Sam Pickard, former Federal Radio Commissioner and later a CBS vice-president, asked for 24 per cent of the stock in WOKO, Albany, N. Y., in return for helping the station to "get over hurdles." Harold E. Smith, secretary, treasurer of WOKO, Inc., and station manager,

(Continued on Page 2)

Buy More War Bonds and Stamps

Institute Hears OWI Exec Laud Radio's War-Effort

Chicago—The outstanding achievements of the radio industry in conveying the government's wartime messages to the people, in its own way, were lauded by Philip H. Cohen,

(Continued on Page 2)

Grapevine

Perry Como, CBS singer, ran the stork a close second Wednesday afternoon, and Tony Mattola, guitarist with Raymond Scott's orchestra, achieved the distinction of having his parenthood claimed from coast to coast two minutes after baby's arrival. Mattola became the papa of a girl at 4:28 p.m.; Como announced the event on his 4:20 p.m. show.

(Continued on Page 5)



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

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FINANCIAL

(Thursday, July 1)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Net Chg. |
|-----------------|---------|---------|--------|----------|
| Am. Tel. & Tel. | 155 3/8 | 154 1/2 | 155 | |
| CBS A | 22 7/8 | 22 3/8 | 22 1/2 | |
| CBS B | 22 3/4 | 22 3/8 | 22 3/4 | |
| Gen. Electric | 39 7/8 | 39 1/2 | 39 3/8 | - 1/8 |
| Philco | 24 5/8 | 24 | 24 | - 3/8 |
| RCA Common | 11 7/8 | 11 1/2 | 11 5/8 | |
| RCA First Pfd. | 68 5/8 | 68 1/8 | 68 1/4 | - 1/4 |
| Stewart-Warner | 13 7/8 | 13 3/4 | 13 3/4 | |
| Westinghouse | 100 | 99 1/2 | 100 | + 1/2 |
| Zenith Radio | 35 1/2 | 35 | 35 3/8 | + 1/2 |

NEW YORK CURB MARKET

| | | | | |
|------------------|----|-------|-------|-------|
| Hazeltine Corp. | 31 | 31 | 31 | - 1/2 |
| Nat. Union Radio | 4 | 3 3/4 | 3 3/4 | |

OVER THE COUNTER

| | Bid | Asked |
|------------------------|--------|--------|
| Farnsworth Tel. & Rad. | 8 3/4 | 9 3/4 |
| Stromberg-Carlson | 12 1/2 | 13 1/2 |

Talent-Pool Committee Sets Conference Agenda

The National Entertainment Industry Council last night completed plans for the conference to be held at the Waldorf-Astoria on July 14 and 15. The program follows:

First day: 10:30 a.m. to 12:30 noon, a general business meeting. At 12:30 luncheon with speakers representing the Government, the Army outlining their respective needs from the entire industry. At the 2:30 p.m. session there will be three major speakers, one of whom at least will represent the Government, and the national organization will be set up.

Second day the sessions will be thrown open for a discussion of what the Council members will do to meet the needs of the Army, the Government, the production front and the civilian front.

Hagg-Dodds Race On Blue

The two-mile race between Gunder Hagg, Swedish track star, and Gilbert Dodds, ace American distance runner, at Soldiers Field, Chicago, will be broadcast by Harry Wismer over the Blue Network tonight at 11:15 p.m., EWT.

All-Star Baseball Game Goes CBS For Gillette

(Continued from Page 1)

announced yesterday. This marks the first commercial airing of the baseball classic.

This year the All-Star Game, the annual contest between the best players in the National League against the finest of the American League, will be broadcast from Shibe Park, Philadelphia on July 13 at 8:55 p.m., EWT. In case the game is called off because of weather, the full CBS chain of stations will carry the event exclusively on July 14 beginning at 1:15 p.m.

Broadcast for Gillette products, the play-by-play description of the game will be given by Mel Allen and Red Barber. Bill Corum will broadcast the summary of the classic. In addition to being carried on CBS' full network, Columbia outlets in Montreal, Toronto, Honolulu and Hilo will broadcast the game. Various stations of the Canadian Broadcasting Corporation will also be included in the network. The All-Star game will be shortwaved to the troops overseas, too. In former years the Columbia Broadcasting System has broadcast the game on a sustaining basis.

Proceeds go to the Major Leagues Baseball Equipment Fund for servicemen. Maxon, Inc. handles the account.

Institute Hears OWI Exec Laud Radio's War-Effort

(Continued from Page 1)

deputy chief of the Radio Bureau, Office of War Information, in an address before students of the NBC-Northwestern University Summer Radio Institute.

Cohen cited particularly the NBC "Fibber McGee and Molly" program which, he said, "explained with utmost simplicity such a complex subject as the governments anti-inflation program." The speaker went on to say that "Don Quinn" used infinite skill in bringing out all of the seven basic points in the anti-inflation drive without detracting from entertainment value of the broadcast.

Other accomplishments enumerated by Cohen, in which radio acted almost alone, included boosting the use of V-Mail from 500,000 to 1,250,000 letters per week as the result of a three-week campaign, getting 33,000 Grade A glider pilots for the Civil Aeronautics Authority in two weeks and enlisting 20,000,000 victory gardeners for 1943.

Auchincloss To D'Arcy As Executive Producer

(Continued from Page 1)

joins program and handle the D'Arcy programs which include all of the Coca-Cola programs such as "Spotlight Bands" on the Blue, Morton Downey on the same web and the Andre Kostelanetz Sunday afternoon musical on CBS. "Spotlight Bands," Downey show and "Home Reporter" are all strip shows.

WOKO Stock Situation Explained By Smith

(Continued from Page 1)

told the FCC yesterday. This request was made before WOKO received its CBS contract, in 1931.

The occasion was the license renewal hearing before the FCC, ordered to permit the Commission to inquire into the details of stock ownership in WOKO. The issue is whether or not WOKO concealed Pickard's ownership of the stock from 1932 until the present.

Smith and his partner, Raymond M. Curtis, were to hold 375 shares each of the 1,000 shares issued in the station, with the Press Co., Albany newspaper firm holding an option to buy the other 25 per cent. Smith went to see Pickard, then in charge of station relations for CBS, to arrange an affiliation for WOKO. Told to move his station from Poughkeepsie to Albany and apply for full time, he did so. Then he had a conversation with Pickard which he recounted thus:

Pickard: "Harold, I would like to have some sort of a financial interest in the station."

Smith: "About what amount?"

Pickard: "About 25 per cent."

In order that Smith and Curtis might retain control, Pickard agreed to take 24 per cent, offering in lieu of financial support, said Smith, to loan the company the services of CBS engineers to help install the new transmitter, etc., a grand piano for the studio and publicity for the opening. He asked for the stock with no intention to pay, said Smith.

All Shares Transferred

Pickard asked that 140 shares be issued to him and 100 to Lawrence Lowman, another CBS officer. This was done, with Lowman later turning his 100 shares over to Mrs. Pickard. When, in 1932 the Federal Form first required complete listing of stock ownership in licensee corporations, said Smith, he told Pickard either to get rid of the stock or have his ownership of it recorded with the FCC. Pickard stalled him for two years, complaining that listing his ownership would be "most embarrassing" at CBS, but in 1934 the full 240 shares were transferred to the name of his brother-in-law, R. K. Phelps, now an assistant U. S. District Attorney in Kansas City, and thereafter listed in WOKO reports. The Commission apparently doubts that Phelps was ever beneficial owner of this stock. Some justification for that doubt seems to be provided by the fact that WOKO is now interested in buying the stock, but has dealt with Pickard rather than with Phelps.

Attorney George Sutton, for WOKO, said at a motions hearing last week that "The Alleged" owner of the stock, obviously referring to Pickard, is now trying to dispose of it. Its present value is reported to be in the neighborhood of \$125,000. Pickard will take the stand today.

To Talk For China On CBS

James G. Blaine, director of United China Relief, will discuss "China's Importance to America" on CBS Wednesday, July 7, from 4:45-5 p.m., EWT.

COMING and GOING

FRED M. THROWER, Jr., vice-president of the Blue Network in charge of sales, is expected back tomorrow from a trip to Detroit and Chicago.

KENYON BROWN, station manager of KOMA, who has been in New York for conferences at CBS, is leaving on the return trip to Oklahoma.

STANLEY L. STEVENS, publicity manager of BBC, left yesterday for Chicago, Detroit, Cincinnati and Pittsburgh to contact newspapers regarding their reactions to BBC programs and policy. He'll be away about two weeks.

SHELDON B. HICKOX, Jr., manager of NBC station relations, is visiting outlets in Norfolk, Va., and the vicinity.

CHARLES BARRY, eastern program manager of the Blue Network, back today from Detroit.

CARLOS V. DEL MERCADO, of the Zenith Corp., will spend this month in Mexico on his annual vacation. WALTER WADSON, Bermuda representative of the company, is in Chicago for talks with Zenith officials.

JAMES REPPERT, program director of WORD, Spartanburg, S. C., outlet of the Blue Network, a caller yesterday at Rockefeller Center.

RICHARD MASON, manager of WPTF, Raleigh, S. C., a caller yesterday at the office of William S. Hedges, NBC vice-president in charge of stations.

JOHN HARRINGTON and VAL SHERMAN, of the WBBM-CBS announcing staff, have left on their vacations. EDDIE DUNN plans to start on his annual holiday July 12.

JOSEPH A. ECCLESINE, BARRY T. RUMPLE and KEN E. GREEN, of the NBC advertising and promotion department, have returned from a business trip to Chicago and Minneapolis.

CLEMENTINE HALL, a reader on the continuity acceptance staff of the Blue Network, is back at her desk following a honeymoon. Her husband is Miles Kastendieck, music critic of the Brooklyn "Eagle."

MILDRED CARLSON, director of the "Home Forum" program on WBZ, Boston, is visiting the NBC studios in Chicago, and calling on clients and agencies in the area.

VERONICA LAKE and GROUCHO MARX, off to Oceanside, Cal., for tomorrow's "Blue Ribbon Town" show on which the actress will guest and which will be broadcast from Camp Pendleton.

ROBERT GLASS, commercial manager of WFBC, NBC's affiliate in Grenville, S. C., is in town on station and network business.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

Summer Sales Are Up!

Sales Management magazine forecasts a 15.5% increase in Hartford's retail sales for July. Match this trend with an appropriate spot campaign on WDRC, Basic CBS, Hartford. Write Wm. Malo, Commercial Mgr., for availabilities.



NAB Forwards Brief On NLRB Wage Boost

(Continued from Page 1)

area are paid more than those at KPAS. Establishment of this principle said Miller, would hasten the collapse of many small stations.

NAB's interest in the matter, Miller said, springs from the danger that such grounds for pay increases might be applied elsewhere in the industry, working hardship on many small stations. NAB insists that the differential does not provide a gross inequity and therefore should not be "remedied" under the terms of the OES salary stabilization rules.

Latest FCC figures, for the week of Oct. 12, 1941, show average weekly pay for operating technicians in the 67 clear-channel stations to be \$1.06, in 315 regional stations \$43.31, and in 435 local stations only \$29.13, Miller's brief pointed out "these differential between large and medium and medium and small broadcasting stations," he said, "have been a part of radio broadcasting's wage structure since the industry's birth. They are in some measure due to the differences in ability to pay on the part of the employer... but they are mainly due to the differences in the services rendered by the technicians and to the differences in requirements."

Illustrates Difference

"When the arbiter said that 'evidence discloses that the work of regular technicians is substantially the same in all stations' and that, 'those intra-industry differentials cannot be rationalized on any basis whatever,' he displayed only a superficial knowledge of the work of the craft," Miller continued, "saying that the work of a technician in a small station was the same as that of a technician in a large station would be the same as saying that the work of a street car motorman was the same as that of the engineer on the Pennsylvania electrified Congressional Limited because both operated on electrically driven conveyance."

Miller said that larger stations have recruited their technical personnel from smaller stations for many years, smaller stations serving as training schools. "The usual radio technician, after a brief study course, gets a job in a smaller station to gain the experience he knows is necessary for work in a larger station," he said. "While at the smaller station he frequently continues outside study to supplement this experience. In many larger stations a degree in electrical

PROMOTION

KFXJ On The Job

KFXJ, Grand Junction, Colo., received considerable commendation for its handling of the Grand Junction shelling last Monday. Two carloads of munitions collided at the yards there, touching off a series of explosions that lasted more than two hours. With shrapnel and shells bursting over the city, citizens of Grand Junction, thinking an air raid was on, were panicked. Within a few minutes the telephone circuits were hopelessly jammed.

Rex Howell, KFXJ manager, warming up his transmitter, contacted the military authorities for permission to broadcast the story of the explosion. Within a few minutes of the ensuing explanatory broadcasts the telephone company reported a 75 per cent drop in traffic. The broadcasts continued throughout the day, cautioning listeners against picking up any unexploded shells as souvenirs, warning them of danger areas, and urging that they report the location of all shells found. Howell was publicly cited by the military and the local police for outstanding public service — and United Press scored a clean beat on the story. KFXJ is a UP client.

engineering, as well as experience in a smaller station, is frequently required. The work in a smaller station is not so exacting. Frequency deviation or even very brief shut-downs, owing to technical failures, are not regarded as of nearly the same importance in a smaller station as in a larger one.

"In a smaller station technicians ordinarily are not required to be able to meet any technical problems which may arise, while in larger stations each technician on the staff is ordinarily supposed to be able to meet any emergency. In other words, although 'radio technician' is used to describe certain duties in both large and small stations, the jobs are usually different and usually require different classification when salaries are fixed.

"The NAB is of the opinion that your board would be exceeding its authority even under executive Order 9250 if it should adopt the principles stated by the arbiter that, 'to grant continued existence will most certainly injure morale and militate against the effective prosecution of the war by a most important industry.' To the contrary a great many smaller stations are now operating at a deficit while many others are on the verge of writing their balance with red ink. Local advertising is off in many places. The Federal Communications Commission and the Office of War Information are concerned lest the end of this year finds a great many smaller stations, vital to the war effort, off the air because of financial difficulty. Establishing the principle that all technicians should be paid the same salary no matter where they work would hasten the financial collapse of many smaller stations."

KMYR Distributes Speech

KMYR, Denver, is now mailing 5,000 copies of its third broadside in the past six weeks to clients, agencies and prospects. The present booklet is a 14-page black and white print of "Arming America," a copy of a talk delivered by Ralph W. Carney, of the Coleman Lamp and Stove Company, Wichita, Kans., before the sales manager's council of the Denver Chamber of Commerce and aired by ET over KMYR.

Throw-away Advertising

The United Retail Merchants of America stores not only advertised their products in a four-page elongated tabloid format but also utilized the remaining three pages for radio news of WGBF, and WEOA, Evansville, Ind. Issued weekly "Listen" presents the highlights of radio news over both stations, using pictures to dress the pages. The third page is used to list the radio schedules while the fourth page is invariably used for the URMA advertising specialties.

BIR To Okay Raises For Salaried Workers

(Continued from Page 1)

ployees earning less than that figure but not represented by a union. An executive employee, however, must receive over \$30 per week, and an administrative or professional employee over \$200 per month.

The maximum increases which will be permitted by the BIR's salary stabilization units will be those amounts necessary to retain minimum differentials between wage earners and the salaries of their supervisors.

Complete regulations for workers in the higher pay brackets are still awaited.

Chason In "Printers Ink"

Herbert Chason, promotion director of WHN is taking an active part in trying to smooth out the present conflict now in progress over Spot announcements on independent stations. Chason has cracked "Printers Ink" for the second time in two months with an article called "Spots and Showmanship" which is a constructive piece on station-agency relationships.

AGENCIES! SPONSORS!
HERE'S BIG NEWS

New Rules of the Federal Communications Commission* Permit You to Place Your NBC, Blue or CBS Network Programs

on . . .

IF THE NETWORK THEY ARE ON CANNOT FURNISH COVERAGE HERE

\$54 Per 1/4 Hour
(26 Time Night Rate)

Until Now Many of your programs could not be brought to this Major Market due to Network policies, prohibiting your program being fed to stations not affiliated with your network



* FCC Rule 3,102 Territorial exclusivity

THE THIRD LARGEST MARKET IN THE COUNTRY'S GREATEST STATE

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

5000 WATTS Directional
OVER METROPOLITAN NEW YORK

411296

Los Angeles

By RALPH WILK

DIANA BOURBON has joined the A & S Lyons Agency as head of the Radio Dept. She was formerly manager of radio for the Ward Wheelock Advertising Agency and has been on loan-out with Transamerican in charge of all radio production. Major network shows produced or directed by Miss Bourbon include: Hollywood Hotel, Orson Welles, Campbell Playhouse, and Radio Readers Digest.

Billie Burke's weekly CBS Saturday morn stanza called "Fashions in Rations," the other day had as guest with a joint interview by Miss Burke and Gayne Whitman, Mrs. Florence Hillstead. Mrs. Hillstead is pretty good, too, at time rationing. She works a 48-hour week as company inspector for the Universal Microphone Co., manages her family of four (all of whom work in defense plants) and runs the PX board in the Civilian defense communications corps in Los Angeles. She was awarded a \$25 war bond for her participating part in the quarter hour.

Sid Singer, a playwright and former free-lance radio writer, has joined the CBS—Hollywood writing staff.

Kay Kyser took his "College of Musical Knowledge" to the Maritime Officers' Training School in Alameda, Calif., for yesterday's show. While in the Bay Region, Kay, at the special request of Henry J. Kaiser, made his third appearance before the workers of Kaiser's shipyards.

"The Labor Reporter" Starts Series Over CBC

(Continued from Page 1)

8:30 p.m., EDT, with Allan May as CBC's reporter. Travelling coast to coast, May will gather facts of interest to labor and management alike. Towns and cities in Canada, where such industries as coal and asbestos mining, steel production, lumbering, shipbuilding, munitions and armaments and oil production are located, will be visited. From these points it is planned to present the positive, constructive side of labor production to the war effort, in terms of production and war supplies. May will also tell about achievement of labor-management committees, and contribution of both management and labor to the improvement of industrial relations.

The first program on June 30, has entitled "New Industry and a Young Union" was broadcast from Toronto, and showed the growth of good relationship between management and labor in a large industrial concern.

"War Industries Transform an Old Town" from Brantford, Ont., June 7, will tell how living conditions have changed with the advent of new war industries, and the problems with which management and labor are confronted. From Brantford it is proposed that the labor reporter will go East to Glace Bay and Sydney, Nova Scotia, where the important producers of coal and steel are produced.



Reporter At Large. . . !

● ● ● As exclusively reported here, Bob Hawk's "Thanks to the Yanks" giving, when it takes over the Friday night at 10 CBSpot, which the Camel Caravan leaves tonight, will be ethered from Columbia Playhouse No. 2 so that a larger studio audience can be accommodated. . . . The NBCantor program will return Sept. 29. . . . the format of the show will remain unchanged. . . . "but," adds the pop-eyed comic, "on my show, there always is room for talented newcomers". . . . Willie Howard will have a busy time tonight. . . . he'll guestar on Charlie Fury's fast-moving WORevue, "Keep Ahead" and later will try his luck on the "Double Or Nothing" MBSHow. . . . The "Everything Goes" NBCast, including Marie Greene, Brad Reynolds, the Escorts & Betty and Irving Miller and his orchestra, will travel to Camp Shanks, Orangeburg, N. Y., Monday, July 12, to put on a show for the servicemen. . . . Last Wednesday, was the birthday of Frank Gallup, ace announcer of the "Cresta Blanca" CBSHow. . . . a plan to surprise Frank with a huge birthday cake, more than succeeded. . . . for when Eric Hatch, just prior to the broadcast, announced the fact to the audience, followed by a presentation of the cake to red-faced Frank, that dynamo of dialogue, that spell-binder of speech, for once was absolutely at a loss for words. . . . While WHN "Disc'iple, Dick Gilbert, spends his vacation the hard way, touring the hinterlands to obtain donations of records to be sent to our fighting Yanks, the "Gloomdodgers" emcee, Mort Lawrence, will take over.

★ ★ ★ The following item is a Must. . . . and for two reasons. . . . first and vastly more important of the two is this. . . . it is for a wonderful cause. . . . secondly, by "focusing on the retina of the mind" a picture of sleigh bells, jingling merrily over the crisp, frost-bitten snow, it brings surcease (at least mental if not physical) from the eccentric (the word is used advisedly) weather, which these past few weeks, has kept the mercury hovering at the top of the thermometer. . . . the Southernaires will make a special "Christmas Carols" recording to be used by the National Tuberculosis Ass'n. on its annual "Buy Christmas Seals" radio campaign which will start in November. . . . Ted Steele, radio "triple-threat man," (he's announcer on the Guy Lombardo-Ballentyne CBSHow, actor on the "Laura Lawton" daytime serial and emcee of his WNEW program), owns and personally supervises one of the largest rabbit farms in the East, commuting daily to the farm in Orangeburg, N. Y. . . . Victor Bay, maestro of the CBSeries, "Calling America," was once concert master and assistant Conductor for a Travelling dance troupe, headed by the great Pavlowa.

★ ★ ★ The unique distinction of ringing down the curtain on two radio programs in one week, falls to Fred Allen, who, last Sunday, "made his last visit to Allen's Alley" on behalf of Texaco, and tonight will help the Camel Caravan sponsors, "leave them (both CBS audiences) with a smile" Now that transportation difficulties preclude trips to "hillocks green" and the golf-links scene, (with apologies to John Milton) Ben Grauer, maintains that healthy tan, swinging a tennis racket at Rip's Sutton Place Courts "Round the World in Color," which will be presented on the "Manhattan at Midnight" program next Wednesday over the Blue Network, is the 120th script authored by Jay Bennett. . . . Cliff Rian, sales promotion manager of WTCN, has rigged the mikes in every studio with signs on which are printed revolving discs, carrying the local audience figures for each period of the day. . . . to remind the staff announcers "to make your sales story Sell" Maestro Johnny Gart knows a conscientious radio actor, who was drafted and from his first G I check, he sent his draft board ten per cent for having gotten him the job.

—Remember Pearl Harbor—

Chicago

By FRANK BURKE

FLORENCE WARNER, formerly of the press department of WBBM-CBS has succeeded Duffy Schwartz as educational director at WBBM. Miss Schwartz is now regional radio director for OWI in the midwest. Ed Erenberg, former Central Illinois newspaperman, has taken Miss Warner's place in the press department under Shep Chartoc.

Pat and Hazel Flannigan celebrated their 13th wedding anniversary yesterday. Pat is WBBM's baseball announcer.

Dorothy Campbell, 23-year-old WAVE from San Francisco, Calif., will be the featured artist on the "Meet Your Navy" tonight over WENR-Blue. Miss Kelly, an accomplished violinist, will play, "Ah, Sweet Mystery of Life."

When Gunder Haag, Swedish runner, appeared at Soldier's Field on Friday, July 27. The event was short-waved by NBC's international division by special request to Sweden and Northern Europe.

Burton Ravins, 15-year-old Buffalo boy winner in the WEBR, Buffalo, contest to pick a "Quiz Kid," will come to Chicago this week-end to appear on the "Quiz Kids" show over the Blue on Sunday, July 4, from the Glenview Naval Air Base.

Union Yanks Remotes; MBS Backs Affiliate

(Continued from Page 1)

ville, and WGRC, Louisville, when the chain had to drop the affiliates or have a strike throughout its sustaining programs, is something management will have to decide when faced with the issue. However, it is reported that the new web president, Miller McClintock, in talks with Petrillo during the past week, gave the impression that the chain would stand by the affiliate no matter what. Adolph Opfinger, program manager for MBS, also sat in on the talks during the past week when the issue was turned over by the local musicians union to its national body here. WSAY's contract expired yesterday.

Order to withdraw the remote service does not affect local band remote broadcasts for the individual stations on Mutual. Order actually went into effect 8:30 p.m. last evening with the first remote band schedule. That was Vincent Lopez. Other band remotes whose services to the affiliate were cancelled included Chuck Foster, Neil Benschu, Tommy Tucker and Benny Goodman.

Miller McClintock's official statement issued late last night follows: "Due to the labor situation at WSAY, Mutual has cancelled as of 6 p.m., the transmission of remote pick up orchestras which is in accordance with normal network practice in such conditions. Mutual is not a party to the dispute. Any information should be obtained from Gordon Brown (owner of WSAY) or Mr. Petrillo."

GUEST-ING

SE FERRER, master of ceremony "Brazilian Parade," as guest star of "The Saturday Night wagon," tomorrow (WOR-Mutual, 10:15 p.m.).

LEN HAYES, MAE LOWRY, and **ANDRÉ ARTO**, guest stars of "The Saturday Night wagon," tomorrow (WOR-Mutual, 10:15 p.m.).

ANETTA WELCH, executive secretary of the National Council of Women, on "Wings Over Jordan," Sunday (WABC-CBS, 10:30 a.m.).

BING CROSBY, AL RINKER and **FRY BARRIS**—"The Rhythm Boys" in "The 1920's—on 'Paul Whiteman's Hits,'" Sunday (WEAF-NBC, 8 p.m.).

MUT. COMM. CORYDON WAS— who saw service in the action of Java, as speaker on Philby's "Hour of Charm," Sunday (AF-NBC, 10 p.m.).

Y FRANCIS, on the "Silver Serenade" program, Sunday (WABC-CBS, 6 p.m.).

GEORGE SZELL, as conductor on program of the New York Philharmonic Symphony, Sunday (AF-NBC-CBS, 3 p.m.).

GEORGE W. CASEY, U. S. chaplain, on "The Catholic Hour," Sunday (WEAF-NBC, 6 p.m.).

JOHN ROBBINS HART, of the Washington Memorial Chapel, on Coe's "Church of the Air," Sunday (WABC-CBS, 10 a.m.).

CHA HEIFETZ, on the Great Series of the "Telephone Hour," Monday (WEAF-NBC, 9 p.m.).

RY COOPER and **RUTH HUSKIN**— in an adaptation of "Tennessee on the program of "The Guild Players," Monday (AF-NBC-CBS, 10 p.m.).

SALIND RUSSELL, BRIAN STONE and **JANET BLAIR**, in an adaptation of "My Sister Eileen," on "Lux Radio Theater," Monday (AF-NBC-CBS, 9 p.m.).

GREGORY RATOFF, on "Informa-Please," Monday (WEAF-NBC, 9 p.m.).

GEORGE E. SOKOLSKY, news-columnist, and **JOSEPH SIZOO**,

New Move To Reduce Budget Of OWI Domestic Radio Bur.

(Continued from Page 1)

\$3,561,499, leaving the branch with \$2,750,000.

The total allowed for the Domestic Branch was in no way allocated among the various bureaus. Elmer Davis, OWI director, is thus put on the spot, and it is now necessary for him to arbitrate the claims of the various bureaus, for funds. The Senate had provided a specific breakdown for the appropriation—including all the Radio Bureau had originally sought. The field service and other bureaus eliminated by the Senate remain eliminated. Only the Book and magazine Section, "liquidated" in the Senate Wednesday, was restored.

Davis has already stated that he will maintain the News Bureau at the expense of other bureaus, and a sharp cut in the Radio Bureau funds seem certain. There is no word as to how sharp the cut will be.

The only thing on which the conferees failed to agree was the McKellar amendment calling for Senate confirmation for all employees earning over \$4,500 per year. That will go to a separate vote in the House. Aside from that, it is expected that

the \$2,750,000 will finally be appropriated for the Domestic Branch—exactly half the sum originally recommended for the branch by the House Appropriations Committee, but considerably more than was voted by the House.

They may whittle the Senate's "generosity" down further.

Obviously, the Radio Bureau stands to receive less than the \$811,000 originally asked for it by the Budget Bureau. The Radio Bureau itself has employees in only four cities—New York, Washington, Chicago and Los Angeles. All script clearance and other field activities were carried on by personnel attached to the field section of OWI—which was killed by the Senate yesterday.

Thus even restoration of the Radio Bureau with all the funds it asked for would permit only working with networks and transcriptions. Field offices throughout the country—in every state but Nevada, Wyoming and Idaho—will be closed by July 15, with more than 300 workers either transferred to other government agencies or dropped from the payroll.

NBC Opens War Bond Drive To Buy Cruiser Los Angeles

(Continued from Page 1)

p.m., presented popular and prominent entertainment personalities, including Bing Crosby, Dinah Shore, Burns and Allen, Betty Hutton, Hazel Scott, Kathryn Grayson, Cecil B. De Mille and Lieut. Rudy Vallee. A combined Navy, Marine and Coast Guard band was conducted by Rudy Vallee with Miss Grayson closing the program with a rendition of the "Star Spangled Banner."

"Point Sublime" and "Scramby Amby" were cancelled for the day to clear the airwaves for the patriotic program.

Wedding Bells

Polly Walter, secretary to Lewis Allen Weiss, vice-president and general manager of the Don Lee Broadcasting System, was married June 26 to Sgt. Edward Lane.

Cincinnati—Mildred Gausing, auditor at WKRC, has returned from her honeymoon-vacation with the name of Mrs. Ray Mueller. She is the bride of Pvt. Ray Mueller, Cochran Field, Macon, Ga.

president of the Greater New York Federation of Churches, on A. L. Alexander's "Mediation Board," Monday (WOR-Mutual, 9:30 p.m.).

ETHEL BARRYMORE, on "Cavalcade of America," Monday (WEAF-NBC, 8:30 p.m.).

COMMANDER MAX LAPHAM, director of the procurement and assignment service of the War Manpower Commission, on Theodore Granik's

Reorganization Completed In Web Advertising Dept.

With the appointment of Parmelee W. Gusack as Art Director of NBC's advertising and Promotion department, the departmental reorganization is complete, with the several divisions now functioning as a unit, Charles B. Brown, director of the Advertising and Promotion department announced yesterday.

NBC's new Art Director formerly held similar position with the Baker Advertising Agency and the Elizabeth Arden Sales Corporation. Most recently he has been vice-president and Art Director of Onyx Studio, Inc.

Louise Lentz Blue Script Head

Louise Lentz has been appointed head of the script routing division of the Blue Network by Dorothy Kemble, continuity acceptance editor, effective July 6, Miss Lentz succeeds Marcella Garvin, who is resigning.

Margaret deBary will shift from her position as a reader on Miss Kamble's staff to fill Miss Lentz's position as assistant script routing head.

"Manpower, Ltd.," Monday (WOR-Mutual, 9:15 p.m.).

ZOLTAN FARKAS, photographer, on Alma Kitchell's "Meet Your Neighbor," Monday (WJZ-Blue Network, 12:15 p.m.).

SIDNEY ASCHER, president of the "Society for the Prevention of Disparaging Remarks About Brooklyn," on "The Better Half" quiz show, Monday (WOR-Mutual, 8:30 p.m.).

AGENCIES

S. DUANE LYON, INC., has been appointed to place the advertising of Robert Reiner, Inc., Weehawken, N. J., manufacturers and importers of knitting and embroidery machines. The same agency has been appointed to handle the account of Nutri-Cola Company, Long Island City. The Reiner account incidentally had been erroneously credited to another agency.

INDUSTRIAL ADVERTISING ASSN., through its president, Gordon Tuthill, announces the following committee chairmen for 1943-1944: membership, Bernard Dolan, advertising manager of Peter Frasse & Co.; program, John Wiley, vice-president of Fuller & Smith & Ross; publications, Rufus Choate, vice-president of Donahue & Coe; employment, Charles Neighbors, Babcock & Wilcox; publicity, Robert Sutherin, of Western Electric Company; victory promotions and hospital service, Robert Ware, of Western Electric Company, and post-war planning, Kenneth Hopkins, of Graybar Electric Company.

CHESTER SLAYBAUGH, time buyer on Batten, Barton, Durstine & Osborn, Inc., will assume a similar position with Morse International Inc., July 6.

PUBLIC UTILITIES ADVERTISING ASSN. has elected as president Thomas H. Spain, of Public Service Electric & Gas Company, Newark, N. J.

Stork News

Henry Demuth of the CBS art department is receiving congrats of all and sundry. He's the father of a girl born Tuesday.

When daughter No. 3 joined the John B. Hughes (Mutual commentator) family, the six-pound thirteen-ounce arrival increased the roll-call to five.

Ray Baker, Mutual network sales representative in San Francisco, passed out cigars and candy recently when Mrs. Baker presented him with an eight-pound six-ounce girl.

George Snell, production chief of KDYL, Salt Lake City, is the proud father of a son.

THIS LITTLE BUDGET WENT TO



WORL BOSTON MASS.

BALTIMORE'S BLUE NETWORK OUTLET
W C B M
Sole Representatives:
SALES, INC., New York - Chicago - San Francisco

AFM-ET Conciliation Collapses; Petrillo Suddenly Blames Radio

(Continued from Page 1)

broadcaster. (Last February, when he first made his demands for the tax plan to set up a union unemployment fund, he specifically declared: "We have no quarrel with radio." RADIO DAILY, February 15, 1943.)

He announced, further, that he had sent notice to all locals, Wednesday instructing them to prohibit all classes and types of membership from making records and transcriptions. This was aimed, especially, at arrangers, copyists, etc., to block the choral productions which firms have been producing to circumvent the original ban on recordings.

Wrote Elmer Davis

He also released a letter, just sent to Elmer Davis, head of OWI, wherein the union offers to donate services of musicians gratis to make all records needed by the armed forces, provided the service men do not have to drop nickels in the juke boxes to hear the records.

The transcription companies, following the collapse of the session, wired John R. Steelman, director of the U. S. Conciliation Service, reiterating their request of June 15, that the case be certified for the WLB.

Explaining the union's stand, Petrillo said: "I just told the transcription companies that we are not going to make any transcriptions for you, at all or any more because you haven't got anything we want. There will be no more negotiations for the future."

Calls Tax Plan Futile

He repeated the estimated grosses for the transcription industry, as he had done last week, to show that from the point of view of his tax plan the industry could offer him very little "even if they gave us their entire gross it would still be peanuts to the Federation. They haven't got enough money to put our people to work."

As last week, he said kind things for the transcribers as a group of employers. "They are nice fellows. They aren't even making a lot of money. Why should they pay? The people who should pay for this are the guys who are making the money. They are the broadcasters, but we as a Federation can't reach them, so the only thing we can do is go to the source. Now, the record companies too are making a lot of money. If they came to us and said they would give us so much money, so we could put our unemployed musicians to work. But they won't make us a proposition."

Gives Ban Chronology

Petrillo reviewed the ban from its inauguration last August 1, 1942, to show that from the start he had never wanted to negotiate or make recordings.

"We met with them eight months after I told them there would be no more recordings only because the Senate committee asked me to and I promised. Now these people have gone to the WLB. So we met with

them today, but we cannot negotiate. I told them that." He said too, that the transcription companies did not make any proposals at this conference either.

Through their attorney, A. Walter Socolow, the transcription companies issued the following statement:

Transcription Statement

"At a meeting today with the transcription companies arranged by James William Fitzpatrick, a Conciliator appointed by Dr. John R. Steelman, of the United States Department of Labor, James C. Petrillo, president of the American Federation of Musicians, stated that he would not at any time permit the manufacture of recordings of any type under any circumstances. In thus openly declaring that it was the Union's purpose permanently to deprive the entire American public of all recorded music, Mr. Petrillo repudiated his testimony before a special committee of the United States Senate headed by Senator Clark of Idaho last January, at which time, in answer to a question from Senator Wheeler, he stated that it was not his purpose to stop the manufacture of recordings and agreed with Senator Wheeler that the American public would not stand for any such attempt to put an industry out of business and thereby deprive the general public of good music throughout the United States.

Decision for WLB

"Mr. Petrillo's complete refusal to negotiate with the transcription companies upon any basis whatsoever brought to an end the process of conciliation instituted at the request of the transcription companies and the latter will now press for a certification of the dispute to the National War Labor Board.

"This issue will bring before the National War Labor Board an attempt by a labor union to abolish an existing industry and arbitrarily to deprive the public of a long-established invention which brings education and enjoyment to everyone."

Text of the telegram which the group sent yesterday to Steelman follows:

Wire To Steelman

"At joint conference with American Federation of Musicians today, Mr. Petrillo flatly informed my clients and your representative, Mr. Fitzpatrick, that his union had no intention of permitting the manufacture of recordings of any kind at any time and under any circumstances. In view of this unambiguous statement and the announced intention of the union to destroy long-established businesses, Mr. Fitzpatrick has advised that he will report to you his unsuccessful attempts to conciliate the dispute. Joint conference arranged after more than three weeks delay and my clients anxious for governmental relief, would appreciate your relieving this intolerable situation by prompt certification to National War Labor Board.

Thank you for your cooperation."

Petrillo's Letter to Davis

Copy of Petrillo's letter to Elmer Davis follows:

"The American Federation of Musicians is desirous of enlarging its contribution to the war effort. As you well know, despite the discontinuance of commercial recordings by the American Federation of Musicians since last August 1, 1942, there has been no interference with the continuous flow of recorded music made gratuitously by members of the American Federation of Musicians at the behest of and in cooperation with several departments of the Federal Government. This of course, was in line with our pre-stated policy that nothing we do should in any way interfere with the successful prosecution of the war.

"However, a great deal of this recorded music is and has been used over radio stations for both local and foreign propaganda purposes. Thousands of our members are donating their services daily in the camps, canteens and service centers.

"We, therefore, propose to you a plan which will continue these donated services and in addition thereto, furnish the services of any or all of the Federation's 138,000 members, gratuitously, for the purpose of making records which in turn will be shipped both locally and to the far flung camps of the world for the enjoyment of the armed forces of the United Nations, and to enable the use of those records in juke boxes or other similar mechanical devices which may be assigned to or may be located now in or adjacent to army camps, service centers, etc., coupled with the one reservation and condition, that the records so made will not be used in any way directly or indirectly commercially or for profit and that such juke boxes or other similar mechanical devices may be used by the armed forces of the United Nations free of charge. We do object to the use of these recordings in juke boxes if the soldiers have to deposit a nickel to hear same.

"We realize that this plan will require the cooperation of recording companies and juke box manufacturers and operators, but feel sure that because of its patriotic character, the plan should and will receive their whole-hearted cooperation."

James William Fitzpatrick, represented the Conciliation service at yesterday's meeting, having arranged for the session. Meeting was held at the AFM offices.

ET Firms Represented

Transcription companies represented were: Associated Music Publishers, Inc.; Empire Broadcasting Corp.; Lang-Worth Feature programs, Inc.; C. P. MacGREGOR; Radio Recording Division of NBC; Standard Radio and World Broadcasting System, Inc.

Union delegation included Petrillo, Tom Gamble, treasurer; Leo Cluesmann, secretary; Joseph Padway, attorney for the AFL and AFM, and Henry Friedman, also union attorney.

Durante Show To Coast

Beginning August 12, NBC's Durante-Moore-Cugat show (Thursday, 10:00 p.m., EWT), sponsored by R. J. Reynolds Tobacco Co., will originate in Hollywood. Besides the three principals, Georgia Gibbs, singing vocalist, and Hope Emerson ("Toodles Bongschnook") will make the trip with three writers and the show's producer, Phil Cohan. While the troupe is on the West Coast, Durante will make a movie.

Roosevelt Withdraws Nomination Of Payne

(Continued from Page 1)

explanation. At a late hour last night there was only speculation, not a definite known about the Presidential action. White House reporters were under the impression that the original nomination had been signed by the president, but this could not be confirmed. RADIO DAILY learned on authority, however, that FCC Chairman James Lawrence Fly, who is known not to favor Payne's renomination, was at the White House yesterday morning. It could not be determined whether he went there on his own initiative or per request of the White House.

The name of Comdr. William Webster, USCG., former assistant chief engineer of the Commission on a Republican, has been mentioned for the post. Comdr. Webster mentioned for the job three years ago also, when Ray C. Wakefield finally received the appointment. News men here are trying to determine if a Republican Congressman who lost his seat in the last election whom the President might be nominated.

Since it has been rumored that the post had been promised such an individual.

Cox Angle Cited

Another report is that Payne's nomination was withdrawn after the President was informed that he had volunteered information to the Cox Committee investigating the FCC. It is known that Payne has been closeted with staff of the Cox Committee, and that not subpoenaed, but nothing definite is known of what transpired.

Payne, it is also recalled, had been brought on an investigation of the FCC in 1938, when he charged that other members of the Commission were bending under pressure from the "Broadcasting Lobby." He failed completely, however, to substantiate his charges when quizzed by the House Rules Committee. After the hearing he was attacked on the floor of the House by Congressman E. J. Cox, present quizmaster whose public sessions get under way today. Cox declared that Payne's attacks seemed inspired by personal motives, and said he could find nothing irregular in the actions of the rest of the Commissioners.

Jeri Sullivan Guesting

Jeri Sullivan, CBS vocalist, has been scheduled for two guest appearances, the first today on the V. Department's "G. I. Jive," broadcast to United Nations troops overseas, and the second on the dance program which will be conducted tomorrow on the Mall in Central Park.

"Snow Village Changes Product

"Snow Village" on NBC has changed its product on most of the stations from P. & G. laundry flakes to Ivo Flakes. Show heard five times week on NBC is handled by Compton Advertising.

1943 RADIO ANNUAL

**CONTAINS
A COMPLETE
LIST OF
VOCAL ARTISTS
AND
THEIR WORK
DURING 1942**

PAGES 739-752



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★ ★ Coast-to-Coast ★ ★

WITH an unexpected surge of volunteer talent crowding the 15-minute feature of the Army's variety salute broadcast to women of the Auxiliary Aircraft Warning Service, the WMCA, New York, program will be expanded to a half-hour beginning Tuesday, July 6 at 10:30 p.m. . . . A singing (?) quartet of Brooklyn Dodgers, Mgr. Leo Durocher, Pitchers Kirby Higbe, Buck Newsom and Max Macon, will join Mrs. Clarence in a war song on the "Women Can Take It" program, WMCA, Wednesday, July 7.

Waverly Root, WINS, New York, news analyst, will be the principal speaker at the Bastille Day Dinner, July 14, in Boston. The New England Council of France Forever, "in appreciation of his constancy to the cause of French liberation," invited him.

Ann Connolly, show-girl of the "Ziegfeld Follies" and daughter of the late Walter Connolly, stage and screen star, will be the guest of Maxine Kieth on WOR's New York, "Sophisticated Lady" program July 2.

Carl Nielson, formerly of KJBS, has replaced Don Staley as sales rep of KPO in San Francisco. Staley has gone for Navy training to receive his commission. Ray Baker, of KPO's sales staff, is passing out cigars after birth of a daughter, second child in the family. . . . Floyd Farr, just completing four years at KPO, is now chief announcer and assistant program manager.

Captain Robert Young, former KOA, Denver, announcer, was visiting old friends around the station this week. On leave from his Army post in Virginia, the captain met a former co-worker, Lt. Ed Brady, now stationed in Denver.

| | | | | | | | | | | | | | |
|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|
| 1943 | | | | | | | | | | | | | |
| BIRTHDAYS | | | | | | | | | | | | | |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 |

July 2

Myer Alexander Jane Courtland
George C. Castleman Allan Grant
Barry Gray Robert Longnecker
Jack Hylton Edward Lonstretch
Joan Irene Perrin

July 3

Al Perrin Dorothy Kilgallen
John Lake John E. McMillin
Jerry Vogel Russell Walker

July 4

Mary Patricia Alicoate Al Jarvis
Irving Caesar Michael Chimes
Adelaide Klein Julia Mahoney
John F. Royal J. George Sundel
J. Dudley Saumenig Alec Templeton

July 5

Millon Biow Don Dunphy
Thomas K. Neely Tim Ryan

Bessie Blackman, secretary to Sky Fields, general manager of WMAN, Mansfield, O., received war stamps as her reward for the first prize in the Richland County Victory Gardens contest for the first broccoli in the section.

Rosamond Jordan has joined the staff of studio control engineers at WIOD, Miami, Fla. She is the first woman engineer to be hired by the station. . . . George Williams, Jr. also joined the WIOD engineer staff, replacing Selden McCabe who resigned to take a commission in the Army. . . . Francis I. Harr replaces George Sprague as transmitter engineer. Sprague accepted a commission in the Navy recently. . . . Frank J. Mallants, who for the past two years, has been radio editor of the Miami Daily News, joined the staff of WIOD as promotion manager. He replaces Roland W. Richards who resigned.

Recognizing the increased importance of sports and sports reporting, Roger W. Clipp, vice-president and general manager of WFIL, Philadelphia, has named Tom Moorehead, former Germantown Academy athlete and sports authority, as director of sports activities for WFIL.

Dud Connolly, for five years program director of WWRL, New York, joined the engineering staff of NBC in New York July 1. Fred Barr becomes full-time program director.

The voice of former WIP, Philadelphia, program director Murray Arnold was heard on a souvenir recording sent to the WIP staff. . . . The present shortage of available announcers has prompted WIP to open classes for announcers beginning July 6, under the direction of program director Edward Wallis.

Ruth Howard and Bob Howell have been signed by WBYN, New York, to present a series of programs based upon the activities of women at war. The new series is scheduled to begin sometime this week. . . . Gerry Root, the Swedish journalist and news commentator, who has been conducting the WBYN Scandinavian Hour, has temporarily resigned to become the personal representative of Gunder Haegg, the long distance track star now in America.

For the fourth consecutive time the Capital City Products Company has renewed their contract with WAYS, Charlotte, N. C., calling for six announcements per week for 26 weeks. . . . Manager of WAYS, Harold H. Thoms announced that Lucielle's, Charlotte specialty shop, has signed an all-week series, sponsoring "Women In the War," on Mondays for 15 minutes; "Lucielle's Lady About Town" for 15 minutes on Tuesdays, Wednesdays, Thursdays and Fridays; and 45 minutes for "Lucielle's Dancing Party" of transcribed music on Saturdays and sponsorship of the network show "Bulldog Drummond" on Sundays.

George Lowther, radio supervisor for Superman, is planning a series of programs translated into respective foreign languages, as a medium to educate the younger generation in countries released from Nazi occupation to acquire the principles of democracy.

To devote more time to the war effort programs, WBNX, New York, is dropping several recording listings effective July 5, replacing them with "This Is Our Enemy," and Drew Pearson's "Other Americans." The "Jazz University of the Air," conducted by Ralph Berton is one of the disc spots to be suspended.

Bessie Beatty, heard Mondays through Fridays on WOR, New York, has been judged the most popular woman in the country by 1,000 employees of McKettrick-Williams, Inc., dress manufacturers. Mme. Chiang Kai-Shek and Mrs. Eleanor Roosevelt were rated second and third respectively.

WDRG, Hartford, announcers reciprocate courtesies with the local newspaper radio columnists. Whenever local newspaper columnists mention them in their stories, the WDRG boys mention the columnists on the air, calling the attention to the column in which WDRG was mentioned.

The policy of training its own local crop of radio performers and station personnel is paying war-time dividends to WCSC, Charleston, S. C., Beverly Messervy, former member of WSCS's "kiddie show" is now a control operator, while Betty Sturken, a colleague of the show, is a featured vocalist, filling in for vacationing employees.

WALB, Albany, Ga., has been informed by the Dougherty county bond committee (Albany is located in the county) that it has issued more bonds than any other agency, such as banks, post office, etc. in the county during the month of May.

Donald Gaynor has joined the announcing staff of WBTM, Danville, Va. . . . R. Sanford Guyer, manager of WBTM, has been appointed associate representative of the Treasury Department of the war bond staff for the state of Virginia.

Bill Lerner, former staff announcer in 1937-38 on WELI, New Haven, rejoined the station in the same capacity. In the interim, Bill has been with WTBO, Cumberland, Md.; WCHS, Charleston, West Va.; national radio director for Clarence Streit's "Union Now" and liaison for the U. S. Dept. of Agriculture on a mission to Ecuador to discover sources of rubber and other strategic war materials.

Mutual's "One Man Family," Jimmy Scribner, since his success at the Earle theater in the Capital, has been signed to appear at the Hippodrome in Baltimore for a personal appearance during the week of July 29.

WING, Dayton, has just completed arrangements with the National Association for Greek Relief to handle war aid at WING's stamp booth in the downtown area, on behalf of the organization. The atlas sells for \$1 and the entire proceeds are referred to the Greek Relief.

Jan Miner, WNBC, Hartford, Md., July 5, begins a new series of women programs on women's rationing, canning, shopping with menus, recipes and interviews with prominent Connecticut women. Greg Brown, who has been filling week-ends on WNBC has been signed by general manager Richard W. Davis to fill in during the vacation period.

The annual Barber Shop Quartet series' event on WNYC, New York, recall Tuesday, July 6 the familiar time tunes of "Sweet Adeline," "Dar Nellie Grey," "Down by the Old Stream," "When You And I Were Young, Maggie," and others.

One of WAAT, Jersey City, announcers, Stan Kramer, has scripted a special show with music to recruitment by the Maritime Service titled "Your Merchant Marine." It will be heard tonight, at 7:30 p.m.

The "Victory War Bond Festival" presented from the Lane Bryant department store in Brooklyn, arranged a special store for today through the WLIB, Brooklyn special events department with the operation of the Erland advertising agency, handling the account, invited Henny Youngman, Vivian Della Chiesa, Waldo Mayo and the WLIB orchestra. Roger Sweet, tenor; Marylyn Schaub, 16-year-old coloratura soprano, Cliff Evans, news commentator; AWVS speakers and business leaders.

Davidson Greene has joined the staff of KQW, CBS affiliate in San Francisco. He formerly was with Frankfort Distilleries. . . . Mary St. Hill, formerly with Rhodes and Davidson advertising agency, has joined KQW to handle program schedule logs, the traffic dept. . . . Jeanne Park, KQW head phone operator and receptionist, has taken leave of absence and is being subbed by Ethel Vent

Fur Company On WMAQ Universal Buys Pic Sp

Chicago—Evans Fur Company through the State Advertising Agency, will sponsor on WMAQ a transcribed daytime serial, "Dear Mother," under a 52-week contract beginning July 19. The new drama will replace the serial "Sweet River" and will be heard Mondays through Fridays from 12:45 to 1 p.m., CWI.

Other new business includes a series of live spot announcements placed by Universal Pictures, through J. Walter Thompson, advertising the film, "Big."



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 24, NO. 3

NEW YORK, N. Y., TUESDAY, JULY 6, 1943

TEN CENTS

Garey's Probe Testimony

emme Director Assn. Studies Publicity Data

Survey of publicity material sent women directors and program producers throughout the country has been completed and compiled by the Association of Women Directors of the National Association of Broadcasters, under the direction of Mrs. Brothly Lewis, Coordinator of Listener Activities, and Ruth Chilton, president and director at WSYR, Syracuse. Association is continuing research to ascertain the regularity and proficiency with which its

(Continued on Page 6)

D. Bates, Attorney Joins CBS Legal Dept.

Lounsbury D. Bates joined CBS as Attorney in the legal department, was announced over the week-end by Julius Brauner, CBS' General Attorney. Prior to coming to Columbia, Bates was a partner in the law firm, Paul C. Whipp and Lounsbury Bates. Most recently he was on the legal staff of the British Ministry Supply Mission.

Bates received his LL.B. from the

(Continued on Page 2)

Station Stock Acquisition Not Unusual, Says Pickard

Washington Bureau, RADIO DAILY—Washington—Sam Pickard, former member of the FCC and later a vice-president of CBS, admitted Friday that he had received a 24 per cent interest in WOKO, Albany, at the time he arranged its CBS affiliation, a return for services which he would

(Continued on Page 2)

Fussy

When Wally Butterworth's "Take-A-Card" quiz was broadcast recently over Mutual, a six-pound duck waddled and quacked to its heart's content until its fate could be decided by the principals. When a contestant "muffed," he was offered the duck as a "booby prize." However, he indignantly refused, giving the fowl to Announcer Jimmy Wallington.

Fly Caustic

Washington — FCC Chairman James Lawrence Fly, answering the charges hurled at him and at the commission on Friday by Garey, said: "We have grown accustomed to Cox announcing conclusions in advance of a hearing. These charges are entirely untrue. They will be wholly disproved if anything like a fair hearing committee constituted and motivated mittee constituted and motivated as is this one."

MBS Up 65% In June; Two Meetings Called

Mutual network gross billings for the month of June totaled \$1,100,481 which represents an increase over June 1942 of 65.4 per cent when the gross was \$665,372. Cumulative total for the first six months of the year is \$5,902,918 which is a rise over the same period last year of 10.6 per cent; the 1942 six-month cumulative total was \$5,335,103.

An Executive Committee Meeting of MBS has been called for July 13, in New York, by President Miller McClintock. On July 14, a meeting will be held of the board of directors and shareholders.

Radio Group In Commons Lauds CBC News Policy

Ottawa—Members of the radio committee of the Canadian House of Commons has commended the Canadian Broadcasting Corporation for the im-

(Continued on Page 7)

Cox Committee Attorney Reads Lengthy List Of Accusations Against FCC; Cites "Danger To War Effort"

NEIC Seeks Big 4 Nets For Flag Raising Fete

Arrangements to have the "Big 4" networks broadcast the flag raising ceremonies and subsequent entertainment by stars of radio, screen and stage of the National Entertainment Industry Council to be held late Wednesday night, July 14, at Broadway and 43rd Street are now being formulated by the NEIC public relations committee, discussions at the

(Continued on Page 6)

Corn Products, Emerson Renew Programs On CBS

The Emerson Drug Company and the Corn Products Refining Company over the week-end announced they have renewed their CBS programs, "Vox Pop" and "Stage Door Canteen."

The Emerson Drug Company, a

(Continued on Page 2)

Senate Accepts House Bill Barring Watson And Dodd

Washington Bureau, RADIO DAILY—Washington—The Senate Friday, by a 48-32 vote, finally gave in to the House and accepted the conference compromise on the Urgent Deficien-

(Continued on Page 2)

Washington Bureau, RADIO DAILY—Washington—The scheduled London trip of Dr. Robert Leigh, head of the FCC's Foreign Broadcast Intelligence Service and Radio Intelligence Division wreaked havoc with the long-winded publicity move attempted Friday morning by Eugene L. Garey, chief counsel of the Cox committee to investigate the FCC. Thousands of

(Continued on Page 5)

Peabody Awards Set Enlarged Committee

Reflecting a major move in the direction of bolstering public interest and local station importance in the George Foster Peabody Radio Awards, the Advisory Committee has just appointed 103 committee chairmen in 40 states, to evaluate local programs. Move was executed through Dorothy Lewis, coordinator of Listener Activi-

(Continued on Page 2)

Carnegie On Mutual For Lee Hat Account

The Frank H. Lee Co., manufacturers of Lee Hats (through Birmingham, Castleman, and Pierce, N. Y.) will sponsor Dale Carnegie of "How

(Continued on Page 2)

★ THE WEEK IN RADIO ★

... OWI Branch Remains

By PEGGY BYRNE

RESTORATION of the OWI Domestic Bureau by the Senate occurred last Thursday (with full \$811,000 originally recommended by the House for the radio bureau), after many and vigorous protestations against its abolition by executives in the industry and in advertising... Chester LaRoche of the Advertising Council, Paul West of the ANA and Neville Miller, NAB president, testified before the Senate Appropriations Committee last week. Speaking in support

of the Bureau, they pointed out the necessity, and demand by government agencies, for the distribution of information to the American people, and the consequent requisite of a coordinating body to handle and dispense tremendous volume of material to be circulated. Stressing the role of the radio division in particular, speakers pointed out the chaos which would result from its dissolution... Senator Elbert Thomas (D. Utah) ad-

(Continued on Page 3)

Unexpected

Johnny Kane of "The Return of Nick Carter" Mutual series, didn't have time to change his costume recently when he rushed from the Broadway stage play, "Three's A Crowd." As a result, Producer Jock McGregor almost had his mystery turn into a comedy when Kane with his white uniform walked in with the glaring words "General Diaper Service" across his coat.



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

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

Peabody Awards Set Enlarged Committee

(Continued from Page 1)
ties, which has been setting up radio councils throughout the country. Wherever possible, the Peabody committee chairmen coincide with the Council chairman or with members of potential Radio Council units.

Heretofore, entries in the Peabody awards contests were primarily on the initiative of the broadcaster, and often, elaborate promotion initiative on the part of some superseded unexpressed merit among others. Under the new arrangement, reviewing committees will take the initiative, approach local station managers for a select list of worthy programs, and will listen in to the programs, for a couple of months, making reports on their selections. Station managers will be advised when their programs are receiving any committee recommendations, and will be asked, simply, to supply the background data.

Letters appointing the chairmen have already been sent out by Mrs. Lewis, who has also notified station managers of the appointments within their locales. Committee reports will be sent to her later.

Carnegie On Mutual For Lee Hat Account

(Continued from Page 1)
To Win Friends And Influence People" fame on 28 Mutual network coast-to-coast stations, starting August 26. Carnegie will be heard every Thursday, 10:15 to 11:30 p.m., EWT.

Carnegie will tell listeners "Little Known Facts About Well Known People." The program will be made available to other Mutual stations with commercial credits deleted.

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

Corn Products, Emerson Renew Programs On CBS

(Continued from Page 1)
pioneer CBS advertiser, made its debut on the network on September 18, 1927, the second day in the existence of CBS. Its first program, "The Emerson Hour," featured the Haword Barlow orchestra and other early CBS stars and now, effective August 2, the client renews its current Columbia interview show, "Vox Pop," with Parks Johnson and Warren Hull. Presented since August, 1941 for Bromo-Seltzer, the program is heard Monday evenings from 8:00 to 8:30 EWT. Beginning July 19, Emerson adds 43 outlets to its "Vox Pop" station line-up placing the program on the full U. S. CBS network.

The Corn Products Refining Company, another early CBS sponsor, made its debut in 1931, and has broadcast regularly since then. "Stage Door Canteen" was first presented by the client in July 1942 and takes listeners behind the scenes of the famed servicemen's canteen where stars of the entertainment world volunteer their services. Heard Thursday evenings from 9:30 to 10:00 EWT, the program is carried by 54 CBS outlets. Corn Products renewal is effective July 29. Agency for "Vox Pop" is Ruthrauff & Ryan, Inc. C. L. Miller Company handles "Stage Door Canteen."

Senate Accepts House Bill Barring Watson And Dodd

(Continued from Page 1)
cies Bill which carries a rider barring Goodwin B. Watson and Wm. E. Dodd, Jr., FCC employes, and Governor Robert Morris Lovett of the Virgin Islands from the federal payroll at the end of this year unless they are reappointed by the President and confirmed by the Senate.

The matter has been disputed between the two houses for several weeks.

L. D. Bates, Attorney Joins CBS Legal Dept.

(Continued from Page 1)
Harvard Law School, and also studied at Trinity College in Cambridge, England. He was admitted to the New York Bar in 1929.

Rogers Renews Cravens For Year Over WNEW

Kathryn Cravens, whose "News Thru a Woman's Eyes" is heard daily Monday through Friday, at 4:45 p.m. over WNEW, has renewed her contract with Rogers Department Store, The Bronx, for 52 weeks ending June, 1944.

Beginning today, Miss Cravens will go on a three-day a week summer schedule for Rogers, and a two-day a week summer schedule for Savarin Coffee Company. She will broadcast Tuesdays and Thursday for Savarin Coffee and Mondays, Wednesdays and Fridays for Rogers. all at 4:45 p.m.

Beginning September 2, 1943, Kathryn Cravens returns to five days a week for Rogers Department Store on WNEW at a new time, 5:15 p.m.

Station Stock Acquisition Not Unusual, Says Pickard

(Continued from Page 1)
have performed for any other potential affiliate as part of his job. He admitted also that he had asked the owners of the station for the stock.

The occasion is the license renewal hearing for WOKO, ordered by the FCC in order to determine whether the station has been concealing stock ownership. Pickard said he had no recollection of asking Harold E. Smith, secretary-treasurer of the station and its general manager, to conceal his ownership of the stock, but said he believed Smith an honest man and, if Smith said so, it was probably true. Smith did testify to that effect Thursday.

Pickard said he had given from his 24 per cent interest a 10 per cent interest to Lawrence Lowman, another CBS officer and now a vice-president on leave while in the service. This was purely a gift, he said, and took place in 1932.

Stock to Mrs. Pickard
Lowman later turned his stock over to Mrs. Pickard, saying, Pickard testified, that he did not want any piece of the station. The stock went to Mrs. Pickard, her husband admitted, in order to make the income tax payments smaller.

It was brought out that Pickard had made similar deals with other stations seeking CBS affiliation, and he admitted under questioning by the FCC attorney, Marcus Cohn, that he had received stock in other stations for the same reasons as in WOKO.

Pickard admitted, too, that CBS President William S. Paley had spoken to him about the matter, indicating that other executives of CBS were displeased because in their positions they did not have the same opportunities which Pickard had. Pickard promised Paley he would discontinue the practice.

Pickard admitted under questioning by Cohn that Paley's criticism might apply to his stock ownership in other stations as well.

The hearings will be continued this week.

New Withholding Tax Applying To Musicians

The new 20 per cent withholding tax, which went into effect Thursday, will be applied to the net earnings of musicians, after deductions for commissions and travelling expenses. Notification to this effect is being sent out by the AFM to band booking offices and agents and employers. Interpretation of the law's application to musicians was made by Joseph Padway, attorney for the AFM.

Henle Subs For F. Lewis, Jr.

Fulton Lewis, Jr., Mutual network's Washington news commentator, sponsored cooperatively on a local basis on more than 100 stations, will be off the air from July 19 through July 30 for a summer vacation. Ray Henle, Washington correspondent for The Pittsburgh "Post-Gazette," will substitute. Lewis will return to the air August 2.

COMING and GOING

TED HUSING and JIMMY DOLAN back from Suffolk Downs, Mass., where they broadcast the Massachusetts Handicap.

C. P. "PETE" JAEGAR, commercial program manager of the Blue Network, is expected back today from an extended stay in Hollywood.

F. C. EIGHMY, general manager of KCLM Mason City, Ia., left Friday for home after having spent last week in town conference with CBS officials.

PAUL MCCLUER sales manager of the National division, and CHARLES LYONS, NEB announcer, left yesterday on a two-week fishing trip in Canada.

BOB HUSSEY, director of radio activities at Universal, leaves the West Coast today for two or three weeks in New York, where he will confer on forthcoming radio deals.

H. A. CARLBORG, of the radio sales department of CBS, off on a two-weeks vacation the first to be spent at Sebago, Me., and the second at his home town in Michigan.

WARREN HULL and CAROLE LANDIS, latter substituting for the vacationing Part Johnson, on Monday were at an unidentified Army base for the broadcasting of the "Vox Pop" program during which they will interview crews which have seen service in the fighting in the Alcatraz Islands.

Ward Baking Co., P. & G. Sign 52-Wk. WOR Pact

Ward Baking Company has bought three days of Alois Havrilla's 7 a.m. news, Tuesdays, Thursdays, Saturdays, effective today for 52 weeks. Walter Thompson placed the account with WOR, New York.

Mentholatum Co., having relinquished three days a week of Havrilla's 7 a.m. news, maintains the Monday, Wednesday and Friday periods effective July 5, WOR, New York.

Procter & Gamble for Ivory Flakes, effective July 2, purchased 52 weeks of spot announcements on WOR, New York, through the Compton advertising agency.

Savings Bank Association of New York renewed 13 weeks with Bessie Beatty, WOR, New York, effective July 8. Ruthrauff & Ryan renewed the account.

Clapper In Algiers

Raymond Clapper is now broadcast from Algiers for White Owl cigars on the Mutual network.

5000 WATTS • 1330 KILOCYCLES

WEVD

NEW YORK'S STATION OF DISTINCTIVE FEATURES

ENGLISH • JEWISH • ITALIAN

The roster of advertisers using WEVD year after year reads like "Who's Who" in National Advertising. List on request.

HENRY GREENFIELD, MANAGING DIRECTOR
WEVD—117 W. 46th Street, New York, N. Y.

THE WEEK IN RADIO★

... OWI Branch Remains

(Continued from Page 1)

used the nation on June 26, defend-
the OWI and Elmer Davis. Copies
his speech were distributed to
members of Congress... FCC chair-
James L. Fly quashed rumors
the FCC might assume functions
the OWI domestic radio bureau
War Agency Supply Bill, contain-
OWI provision, is now back in the
hands of the Senate and House Con-
ference Committees for further ad-
justments, and it appears that the
budget will be reduced slightly, pos-
sibly affecting the radio bureau allo-
tment.

hope that conciliation meeting be-
tween AFM and transcription com-
panies might mean progress toward
a resolution of the controversy was
sharply dashed last Thursday, when
Petrillo put his foot down in no un-
derstandable terms. Explaining that he held
a particular grudge against the
transcription companies as such, since
their revenue would hardly make the
difference worthwhile, the union president
stated that his big grievance was the
radio broadcasters (as well as the record
companies), as they are the ones
getting the big money—but the only
way to get at them is through the
radio. He stated that no further
negotiations would be necessary; for
the union has no intention of mak-
ing any more transcriptions at any
price. However, in a special letter to
Elmer Davis, OWI chief, he said that
in line with the union's policy there
should be no hindrance to the war
effort and union members will con-
tinue making records for the benefit
of the armed services and for propa-
ganda purposes, on the condition that
the government do not have to put money
in juke boxes... ET companies took
immediate action by sending a telegram
to John R. Steelman, of the U. S.
Department of Labor, asking for a
modification to the National War
Production Board on the grounds that
the OWI would arbitrarily destroy long-
established businesses... Shortly
after the meeting, Petrillo banned
records on Mutual, due to a contract
dispute with WSAY, Rochester, Mutual
affiliate. MBS reported saying the net-
work would stand by its affiliate...
Advertising Federation of America
held a war advertising conference
last week. Keynote of meet was ana-
lysis of industry and improvement of
war time advertising. Speeches by
Rolland B. Larrabee, president of
Crescent Ink Pub. Co., and Chester
Roche, chairman of the War Ad-
vertising Council, warned advertisers

not to exploit the war; that war ad-
vertising should be used as a means
of informing the public of the ways
of achieving victory. They warned
of possible government control unless
advertising cleaned its house and co-
operated with the war effort in every
possible way. By taking the initiative
in planning and organizing, advertis-
ing would insure its independence
now and in peace-time... AFA
passed a resolution at its business
meeting condemning the FCC chain
regulations as possibly jeopardizing
the freedom of all forms of communi-
cation... Joe M. Dawson, president
of Tracy-Locke-Dawson, Inc., was
elected president of the AFA, suc-
ceeding James A. Welch... Julia
Kiene, manager of Westinghouse
Home Economics Institute, received
the Josephine Snapp Award.

NAB public relations committee
meeting in Chicago was told by James
W. Irwin, Monsanto Chemical Co.
official, that the Association should
put up a stiff battle against the FCC
and government control... Neville
Miller, NAB president, clarified the
organization's stand in a speech at
the AFA convention. He indicated
that the NAB wishes to limit the
powers of the FCC not to eliminate
the chain regulations... For the second
year in succession CBS claimed the
lead in national advertising... NBC
sold its symphony program to Gen-
eral Motors last week... UP and PA
announced the stepping up of their
wire services from 40 to 60 words a
minute. Change will be made as soon
as possible... Mexican commercial
radio has advanced further in the
past year than it has in all the pre-
vious years it has existed, according to
Tony Rojas, vice-president and gen-
eral manager of XEOY.

**Advertising Research Org.
Names Officers, Directors**

At the annual meeting of The Ad-
vertising Research Foundation Inc.,
the following were elected officers
and directors for the ensuing 12
months: Chairman—William G. Pal-
mer, vice-president, J. Walter Thomp-
son Company; treasurer—John Ben-
son, president, American Association
of Advertising Agencies; secretary—
Paul E. West, president, Association
of National Advertisers, Inc.

Directors are: Lee H. Bristol, vice-
president, Bristol-Myers Company;
Allan Brown, advertising manager,
Bakelite Corporation; Richard Compton,
president, Compton Advertising,
Inc.; Otis A. Kenyon, president, Ken-
yon-Eckhardt, Inc.; Chester J. La-
Roche, chairman of the board, Young
& Rubicam, Inc.; H. K. McCann, presi-
dent, McCann-Erickson, Inc.; Allyn
B. McIntire, vice-president, Pepperell
Manufacturing Company; Stuart Pea-
body, director of advertising, The
Borden Company; Harold B. Thomas,
vice-president, Sterling Drug, Inc.
A. W. Lehman was continued as
technical director.



**WE REPEAT
—QUITE HAPPILY—
THAT WOR COVERS
16 OF AMERICA'S
MOST WAR-ACTIVE
INDUSTRIAL CITIES OF
MORE THAN 100,000
PEOPLE EACH★**

*★ Cities in which the buying power
of the people has increased 19% over
that for the same period in 1941!*

WOR
THAT POWER-FULL STATION

THIS LITTLE BUDGET

WENT TO

**WORL
BOSTON
MASS.**





Vol. 23, No. 3 Tues., July 6, 1943 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

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

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Peabody Awards Set Enlarged Committee

(Continued from Page 1)
ties, who has been setting up radio councils throughout the country. Wherever possible, the Peabody committee chairmen coincide with the Council chairman or with members of potential Radio Council units.

Heretofore, entries in the Peabody awards contests were primarily on the initiative of the broadcaster, and often, elaborate promotion initiative on the part of some superseded unexpressed merit among others. Under the new arrangement, reviewing committees will take the initiative, approach local station managers for a select list of worthy programs, and will listen in to the programs, for a couple of months, making reports on their selections. Station managers will be advised when their programs are receiving any committee recommendations, and will be asked, simply, to supply the background data.

Letters appointing the chairmen have already been sent out by Mrs. Lewis, who has also notified station managers of the appointments within their locales. Committee reports will be sent to her later.

Carnegie On Mutual For Lee Hat Account

(Continued from Page 1)
To Win Friends And Influence People" fame on 28 Mutual network coast-to-coast stations, starting August 26. Carnegie will be heard every Thursday, 10:15 to 11:30 p.m., EWT.

Carnegie will tell listeners "Little Known Facts About Well Known People." The program will be made available to other Mutual stations with commercial credits deleted.

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

Corn Products, Emerson Renew Programs On CBS

(Continued from Page 1)
pioneer CBS advertiser, made its debut on the network on September 18, 1927, the second day in the existence of CBS. Its first program, "The Emerson Hour," featured the Howard Barlow orchestra and other early CBS stars and now, effective August 2, the client renews its current Columbia interview show, "Vox Pop," with Parks Johnson and Warren Hull. Presented since August, 1941 for Bromo-Seltzer, the program is heard Monday evenings from 8:00 to 8:30 EWT. Beginning July 19, Emerson adds 43 outlets to its "Vox Pop" station line-up placing the program on the full U. S. CBS network.

The Corn Products Refining Company, another early CBS sponsor, made its debut in 1931, and has broadcast regularly since then. "Stage Door Canteen" was first presented by the client in July 1942 and takes listeners behind the scenes of the famed servicemen's canteen where stars of the entertainment world volunteer their services. Heard Thursday evenings from 9:30 to 10:00 EWT, the program is carried by 54 CBS outlets. Corn Products renewal is effective July 29. Agency for "Vox Pop" is Ruthrauff & Ryan, Inc. C. L. Miller Company handles "Stage Door Canteen."

Senate Accepts House Bill Barring Watson And Dodd

(Continued from Page 1)
cies Bill which carries a rider barring Goodwin B. Watson and Wm. E. Dodd, Jr., FCC employees, and Governor Robert Morss Lovett of the Virgin Islands from the federal payroll at the end of this year unless they are reappointed by the President and confirmed by the Senate.

The matter has been disputed between the two houses for several weeks.

L. D. Bates, Attorney Joins CBS Legal Dept.

(Continued from Page 1)
Harvard Law School, and also studied at Trinity College in Cambridge, England. He was admitted to the New York Bar in 1929.

Rogers Renews Cravens For Year Over WNEW

Kathryn Cravens, whose "News Thru a Woman's Eyes" is heard daily, Monday through Friday, at 4:45 p.m. over WNEW, has renewed her contract with Rogers Department Store, The Bronx, for 52 weeks ending June, 1944.

Beginning today, Miss Cravens will go on a three-day a week summer schedule for Rogers, and a two-day a week summer schedule for Savarin Coffee Company. She will broadcast Tuesdays and Thursday for Savarin Coffee and Mondays, Wednesdays and Fridays for Rogers, all at 4:45 p.m. Beginning September 2, 1943, Kathryn Cravens returns to five days a week for Rogers Department Store on WNEW at a new time, 5:15 p.m.

Station Stock Acquisition Not Unusual, Says Pickard

(Continued from Page 1)
have performed for any other potential affiliate as part of his job. He admitted also that he had asked the owners of the station for the stock.

The occasion is the license renewal hearing for WOKO, ordered by the FCC in order to determine whether the station has been concealing stock ownership. Pickard said he had no recollection of asking Harold E. Smith, secretary-treasurer of the station and its general manager, to conceal his ownership of the stock, but said he believed Smith an honest man and, if Smith said so, it was probably true. Smith did testify to that effect Thursday.

Pickard said he had given from his 24 per cent interest a 10 per cent interest to Lawrence Lowman, another CBS officer and now a vice-president on leave while in the service. This was purely a gift, he said, and took place in 1932.

Stock to Mrs. Pickard
Lowman later turned his stock over to Mrs. Pickard, saying, Pickard testified, that he did not want any piece of the station. The stock went to Mrs. Pickard, her husband admitted, in order to make the income tax payments smaller.

It was brought out that Pickard had made similar deals with other stations seeking CBS affiliation, and he admitted under questioning by the FCC attorney, Marcus Cohn, that he had received stock in other stations for the same reasons as in WOKO.

Pickard admitted, too, that CBS President William S. Paley had spoken to him about the matter, indicating that other executives of CBS were displeased because in their positions they did not have the same opportunities which Pickard had. Pickard promised Paley he would discontinue the practice.

Pickard admitted under questioning by Cohn that Paley's criticism might apply to his stock ownership in other stations as well.

The hearings will be continued this week.

New Withholding Tax Applying To Musicians

The new 20 per cent withholding tax, which went into effect Thursday, will be applied to the net earnings of musicians, after deductions for commissions and travelling expenses. Notification to this effect is being sent out by the AFM to band booking offices and agents and employers. Interpretation of the law's application to musicians was made by Joseph Padway, attorney for the AFM.

Henle Subs For F. Lewis, Jr.

Fulton Lewis, Jr., Mutual network's Washington news commentator, sponsored cooperatively on a local basis on more than 100 stations, will be off the air from July 19 through July 30 for a summer vacation. Ray Henle, Washington correspondent for the Pittsburgh "Post-Gazette," will substitute. Lewis will return to the air August 2.

COMING and GOING

TED HUSING and JIMMY DOLAN back today from Suffolk Downs, Mass., where they broadcast the Massachusetts Handicap.

C. P. "PETE" JAEGAR, commercial program manager of the Blue Network, is expected back today from an extended stay in Hollywood.

F. C. EIGHMY, general manager of KGLD, Mason City, Ia., left Friday for home after having spent last week in town conferring with CBS officials.

PAUL McCLUER sales manager of the NB central division, and CHARLES LYONS, NB announcer, left yesterday on a two-week fishing trip in Canada.

BOB HUSSEY, director of radio activities at Universal, leaves the West Coast today for two or three weeks in New York, where he will confer on forthcoming radio deals.

H. A. CARLBORG, of the radio sales department of CBS, off on a two-weeks vacation the first to be spent at Sebago, Me., and the second at his home town in Michigan.

WARREN HULL and CAROLE LANDIS, the latter substituting for the vacationing Park Johnson, on Monday were at an unidentified Army base for the broadcasting of the CBS "Vox Pop" program during which they will interview crews which have seen service in the fighting in the Aleutian Islands.

Ward Baking Co., P. & G. Sign 52-Wk. WOR Pacts

Ward Baking Company has bought three days of Alois Havrilla's 7 a.m. news, Tuesdays, Thursdays, Saturdays, effective today for 52 weeks. J. Walter Thompson placed the account with WOR, New York.

Mentholatum Co., having relinquished three days a week of Havrilla's 7 a.m. news, maintains the Monday, Wednesday and Friday periods effective July 5, WOR, New York.

Procter & Gamble for Ivory Flakes effective July 2, purchased 52 weeks of spot announcements on WOR, New York, through the Compton advertising agency.

Savings Bank Association of New York renewed 13 weeks with Bessie Beatty, WOR, New York, effective July 8. Ruthrauff & Ryan renewed the account.

Clapper In Algiers

Raymond Clapper is now broadcasting from Algiers for White Owl cigars on the Mutual network.

5000 WATTS 1330 KILOCYCLES
WEVD
NEW YORK'S STATION OF DISTINCTIVE FEATURES
ENGLISH • JEWISH • ITALIAN
The roster of advertisers using WEVD year after year reads like "Who's Who" in National Advertising. List on request.
HENRY GREENFIELD, MANAGING DIRECTOR
WEVD—117 W. 46th Street, New York, N. Y.

THE WEEK IN RADIO★

... OWI Branch Remains

(Continued from Page 1)

passed the nation on June 26, defended the OWI and Elmer Davis. Copies of his speech were distributed to members of Congress... FCC chair- James L. Fly quashed rumors the FCC might assume functions the OWI domestic radio bureau War Agency Supply Bill, contain- OWI provision, is now back in the ds of the Senate and House Con- ence Committees for further ad- ments, and it appears that the get will be reduced slightly, pos- y affecting the radio bureau allot- t.

hope that conciliation meeting be- en AFM and transcription com- ies might mean progress toward solution of the controversy was ckly dashed last Thursday, when rillo put his foot down in no un- ain terms. Explaining that he held particular grudge against the scription companies as such, since r revenue would hardly make the worthwhile, the union president al that his big grievance was the adcasters (as well as the record anies), as they are the ones cking the big money—but the only y to get at them is through the rce. He stated that no further otiations would be necessary; for union has no intention of mak- any more transcriptions at any e. However, in a special letter to er Davis, OWI chief, he said that ine with the union's policy there uld be no hindrance to the war rt and union members will con- e making records for the benefit e armed services and for propa- da purposes, on the condition that vicemen do not have to put money o juke boxes... ET companies took ck action by sending a telegram Dr. John R. Steelman, of the U. S. partment of Labor, asking for a tification to the National War oor Board on the grounds that the M would arbitrarily destroy long- blished businesses... Shortly ar the meeting, Petrillo banned otes on Mutual, due to a contract ict at WSAY, Rochester, Mutual iate. MBS reported saying the net- rk would stand by its affiliate. dvertising Federation of America d a war advertising conference eek. Keynote of meet was ana- is of industry and improvement of ttime advertising. Speeches by rroll B. Larrabee, president of nters Ink Pub. Co., and Chester Roche, chairman of the War Ad- ising Council, warned advertisers

not to exploit the war; that war ad- vertising should be used as a means of informing the public of the ways of achieving victory. They warned of possible government control unless advertising cleaned its house and co- operated with the war effort in every possible way. By taking the initiative in planning and organizing, advert- ising would insure its independence now and in peace-time... AFA passed a resolution at its business meeting condemning the FCC chain regulations as possibly jeopardizing the freedom of all forms of communi- cation... Joe M. Dawson, president of Tracy-Locke-Dawson, Inc., was elected president of the AFA, suc- ceeding James A. Welch... Julia Kiene, manager of Westinghouse Home Economics Institute, received the Josephine Snapp Award.

NAB public relations committee meet in Chicago was told by James W. Irwin, Monsanto Chemical Co. official, that the Association should put up a stiff battle against the FCC and government control... Neville Miller, NAB president, clarified the organization's stand in a speech at the AFA convention. He indicated that the NAB wishes to limit the powers of the FCC not to eliminate the chain regulations... For the second year in succession CBS claimed the lead in national advertising... NBC sold its symphony program to General Motors last week... UP and PA announced the stepping up of their wire services from 40 to 60 words a minute. Change will be made as soon as possible... Mexican commercial radio has advanced further in the past year than it has in all the previ- ous years it has existed, according to Tony Rojas, vice-president and gen- eral manager of XEOY.

Advertising Research Org. Names Officers, Directors

At the annual meeting of The Ad- vertising Research Foundation Inc., the following were elected officers and directors for the ensuing 12 months: Chairman—William G. Pal- mer, vice-president, J. Walter Thomp- son Company; treasurer—John Ben- son, president, American Association of Advertising Agencies; secretary— Paul B. West, president, Association of National Advertisers, Inc.

Directors are: Lee H. Bristol, vice- president, Bristol-Myers Company; Allan Brown, advertising manager, Bakelite Corporation; Richard Compton, president, Compton Advertising, Inc.; Otis A. Kenyon, president, Ken- yon-Eckhardt, Inc.; Chester J. La- Roche, chairman of the board, Young & Rubicam, Inc.; H. K. McCann, presi- dent, McCann-Erickson, Inc.; Allyn B. McIntire, vice-president, Pepperell Manufacturing Company; Stuart Pea- body, director of advertising, The Borden Company; Harold B. Thomas, vice-president, Sterling Drug, Inc.

A. W. Lehman was continued as technical director.



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BOSTON
MASS.**



Los Angeles

By RALPH WILK

GEORGE WEBER of MacWilkins, Cole & Weber, Seattle and Portland advertising agency, is here on business for a few days.

Bing Crosby will be guest star on the Chase & Sanborn air show, July 4, and Dorothy Lamour has been spotted on the Philip Morris Playhouse program, July 16.

Kay Kyser last week celebrated his birthday in a way quite unusual to the busy maestro. He worked only ten hours (on his RKO picture, getting next week's air show set), and took the rest of the day off.

Lou Bring, Blue Network musical conductor in Hollywood, knew more than almost anyone else in Radio City about Paul Whiteman's background when "Pops" arrived in Hollywood as director of music for the Blue. Herman Bring, Lou's father, used to play the trombone in Whiteman's original orchestra, and his son always followed every step in Whiteman's career.

All he needs, says Jack Carson, is a barker to shout "step right up, folks, and win a kewpie doll!" As a result of the nifty dart-throwing set which the star of the CBS "Jack Carson Show" has rigged up in his home, he spends most of his evenings hosting neighborhood friends who amble over to try their skill on his homemade game of chance.

"Dear John," Columbia network series starring Irene Rich, moves to a new airspot beginning Sunday (4) when it will be heard from 2:45 until 3:00 p.m., PWT, from Columbia Square studios in Hollywood. The dramatic serial has been aired one-half hour later during the past season.

Charles (Bud) Dant introduced the new National number, "Is It Madness?" by Bernie Wayne and Ben Raleigh, over NBC this week, with Patricia Kay handling the vocal.

Walter Goldman, Inc., has lined up 35 national radio plugs for its song hits, "May in Mexico," by Allie Ruble, during the drive it is staging during the week of July 3-10, inclusive.

George Riley, comedy star of the Gilmore Furlough Funshow, has been designated the Officer Greeter of Service Men for the Hollywood Post of the American Legion. Commander Harry Ansel announced. Riley was given the honor in recognition of the fact that he has made more than 200 appearances at Camp shows and canteens since a year before Pearl Harbor.

John P. Hughes, the news commentator, and his five-day-old daughter, posed for photographs the other day. John was required to wear a mask, cap and gown. The Hughes' have two other daughters and a son.



Notes of an Innocent Bystander . . . !

● ● ● What a whale of a difference between the prepositions, "in" and "on" especially when modifying the words "the air" In the air, Major Alexander deSeversky, author of "Victory Through Air Power," feels right at home but when he was about to go "on the air" last week, on Mary Margare McBride's Program, he suffered the worst case of pre-broadcast mike jitters we've ever seen NCAC has signed for Radio work, screen star Francis Lederer Chuchito Martinez, currently larking at the La Conga, has been signed to radiorole on a new half-hour program, slated to start over the Blue Network, September 9 and sponsored by the Revlon Cosmetic Corp. Program will use guest stars in ten-minute dramatic skits, the first to feature Gertrude Lawrence And when they hand out medals for conspicuous endeavors beyond the line of "entertainment" duty, the Victory Twins (Vi and Vilma Vernon who were among the first to have been sent to the South Pacific battle area, will be remembered Maestro Meyer Davis will produce Johnny Mercer's musical comedy this Fall cast may include comics Eddie Bracken and Betty Hutton, and Bob Hannon, Blue Netenor Richard Stark, announcer of "Life Can Be Beautiful" "Right To Happiness" and "Hour of Charm." will take a two-week vacation starting July 12 Bud Collier will substitute on the latter program during his absence subs for the other two programs, not yet selected.



● ● ● It's a boy-by, their first, at the Jerry (Hit Parade) Wayne's Dave Wilock, comic on Jack Carson's CBSoup show, was the latter's vaudeville partner "in the good old days" At the Claremont Inn on Riverside Drive, check-room girls refuse to accept tips from men and women in uniform a splendid idea which we'd like to see spread Starting July 11, Sammy Kaye's CBSunday Sernade will emanate from the Steel Pier at Atlantic City Joseph Rose, from whose farm, barnyard sound effects were provided for several "T or C" programs, was gifted with a \$500.00 War Bond by Ralph Edwards The gold bars on Eddie Wragge's shoulders have been supplanted with silver ones Eddie is a Madge Tucker's Kids' alumnus Bob (Believe it or not) Ripley, has been signed to make 12 "Goodrich Rubber-sponsored" short subjects to be made by Paramount in the east Blue Network is preparing to launch a new program titled "The Haunt Hunters" auditions are being held this week Louise Larabee, newest addition to Cyril Armbrister's "The Sea Hound" Blue Net program, is from the "Junior Miss" Stage hit Bob Hawk, Milton Bacon, Jack Smith, Joan Brooks and Lucille Manners, slated to entertain the U. S. Coast Guardsmen stationed at Manhattan Beach tonight, will make the jaunt via subway.



● ● ● Radiokays: To the WJZ Victory Troupe, who this month will have made its 200th camp appearance to Les Damon and his wife Ginger Jones, who spend most of their spare time, working at the Stage Door Canteen to Ed Begley, for being the "Uncle Ed" who spread sunshine and cheer to inmates of the Newington Home for Crippled Children Don't be surprised to hear Sonja Henie sing in a future flicker while working with her on "Wintertime," Maestro Woody Herman, heard her singing to herself and between "takes" had her do several vocals with his band 20th Century-Fox execs didn't know that the skating star could warble Felix Mills, ork pilot for three coast programs, "Tommy Riggs," "Silver Theater" and "A Date With Judy," has asked the State Department for permission to import musicians from Mexlco for the duration, due to musician shortage.



Remember Pearl Harbor

Chicago

By FRANK BURKE

More than 3,000 voices of Negro recruits training for service in the United States Navy were heard in song in a special Sunday, July 4 broadcast by WBBM direct from Camp Robert Smalls, Great Lakes Naval Training Station, from 6:45-7:00 p.m., CWT. Commander Daniel W. Armstrong, supervisor and director of Negro training at Great Lakes spoke.

One hundred and seventy-eight stations throughout the country are broadcasting "The Voice of the Underground," a transcribed weekly dramatic series made available through the midwest offices of the Great War Relief Association, Carl E. Riblet, Jr., has announced. Riblet prepares the scripts. The cast includes Philip Lord, Lou Krugman, Nanette Sargent and Ray Suber. Ch. Harrice is the narrator and Mel Galliard is the announcer. The series is scheduled for 26 weeks and is available to radio stations without cost.

Frances Clark, editorial assistant in the NBC press department, has been named by Jack Ryan to succeed Jim McGuinn as picture editor. Dorothy Masters, program clerk, has been advanced to editorial assistant. McGuinn, will join "Broadcasting" staff as Chicago representative.

Six lucky contest winners each will receive a pressure canner as a result of a six-week canning campaign which will be launched by Everett Mitchell, commentator of the "Town and Farm" program on WMAQ, six times a week, 6:15 a.m., CWT, starting July 5. Contestants must submit 100-word letters on the subject, "What I Will Do With the Pressure Canner If I Receive One."

Louis Roen and Elizabeth Harroen, NBC announcers who wed last Spring, are spending their vacation fishing near Fifield, Wis.

A full scholarship will be awarded the student making the best record at the second annual NBC-Northwestern University Summer Radio Institute, Harry C. Kopf, NBC vice-president and general manager of the central division has announced. Each of the 10 faculty members will submit the name of the highest ranking student in his class and then the group will meet as a committee to select the scholarship winner.

The "Quiz Kids" show of last Sunday, July 4, was held before an audience of 2,000 Naval officers and enlisted men at the Glenview Air Station, Glenview, Ill. Joe Kelly, back from a Canadian vacation, again act as emcee. Show was heard on the Blue at 6:30 p.m., CWT.

WOV Publicity Director Takes Gov't Post Abroad

Herbert Landon, publicity director of WOVB, has resigned to accept a government position. He will report to Washington, D. C., July 12 for a period of orientation before being sent abroad on a special assignment.

Have You Met the Voices

of
GILBERT MACK
?
LEX. 2-1100

Garey's Probe Testimony

Introduces Letters Of Leahy, Knox And Stimson

(Continued from Page 1)

words concerning the FCC's alleged interference with the military wartime communications work were read by Garey, along with a letter from Admiral William D. Leahy, special military adviser to the president, suggesting that the work of the RID be transferred to the Army.

At one point Garey hurled a thinly veiled charge that the Army and the Navy have decided to refuse to cooperate with the Cox committee, and that "gagged" officers desired as witnesses.

Garey threatens to "Probe" High Court. Garey intimated also that he will undertake in future sessions what amounts to an investigation of the Supreme Court, promising a study of the merits of the Supreme Court decision of May 10.

The hearing was adjourned until Friday after a two-hour session but about five minutes (interruptions) consisting of prepared statements and letters read into the record by Garey.

It became obvious when the lengthy prepared statements were read out to the press and Garey started reading them that these would be the full morning session. Bets were made at the press table that the hearing would be adjourned without other material going into the record, in order not to dull the edge of the expected publicity from the prepared material.

Cox Almost Called Police

E. Cox, committee chairman, threatened to "call a policeman" to force FCC General Counsel Charles E. Stimson for attempting at the close of the session to tell the committee that Dr. Leigh was scheduled to go to London Sunday for two weeks and could not conveniently appear on Friday. "The general counsel of the FCC ought to know enough to know he has no place" before the committee at this time, said Cox, sneering rhetorically why he persisted in his "impudent attempt" to be heard. The policeman would have been called to prevent Denny from defying the committee of Dr. Leigh's testimony.

Garey excused Dr. Leigh for two weeks after the close of Friday's session.

Denny's Clashes Frequent

Earlier Denny had clashed with Cox and Garey when after Garey read Admiral Leahy's letter, Denny asked if Garey was placing the original documents in the record. Garey refused to respond and Denny was roundly scored by Cox, who refused him permission to make any comment on the matter. Denny told reporters later that he raised the question because he had seen the ori-

ginal documents and they were marked "secret."

The proceedings opened with a brief statement by Cox, who declared the prime issue in the investigation is freedom of speech and promised that the investigation would be conducted "without fear, favor, or personal prejudice." Garey then delivered a lengthy review of the history of federal supervision of radio, leading up to a discussion of the FCC. Grave questions attend to the words "public interest, convenience or necessity" in the Communications Act, he said.

Stresses Implications of Phrase

"It is clear that the practically unrestricted delegation of power made by the phrase 'public interest, convenience or necessity,' without guiding standards and without the check and balance which a full judicial review might have provided, created ample and unlimited opportunity for the Commission, if so minded, to distribute unchecked government favor and largesse among the politically faithful and subservient, and ample power with which to whip and cow all political opponents possessing the temerity and courage to protest or challenge the actions or policies of the Commission," Garey declared.

Implying that the FCC has not neglected to take advantage provided by this phrase, he declared, "power always seems to thrive on more power. It has been ever thus in government. The phrase 'public interest, convenience or necessity' needs only the proverbial 'man on horseback' to bring about a situation such as is said presently to obtain.

Discusses 1934 Communications Act

"Much bitter controversy has raged—and still rages—over the extent and meaning of the statutory words 'public interest, convenience or necessity' employed in this legislation. The Commission contends, and the Supreme Court has quite recently agreed, that its powers under Section 303 are much broader and more extensive than those herein suggested as indisputably granted.

"Since the Committee will, in the due progress of its labors, enter upon a detailed study of the merits of this controversy and come to its own conclusions on these matters, I now leave that subject for later consideration and pass to other provisions of the Communications Act of 1934 under Title III."

"The FCC's administration of the Communications Act has been 'widely and bitterly criticized and condemned—to an extent, perhaps, to which no other federal administrative agency ever has been subjected,'" said Garey. "These complaints began with the inception of the Commission and have constantly continued to grow in intensity and bitterness."

Will Touch "All Phases"

Garey declared that the investigation will touch upon all phases of controversies involving the Commission, naming network broadcasting, multiple station ownership, newspaper

ownership, judicial decisions, practice and procedure, judicial review, personnel and possible new legislation needed.

Garey then outlined the various accusations made against the FCC, and promised that the investigation will include evidence on 24 points. From this list the following are quoted:

(1) "That it has been and is so completely dominated by its chairman that, for most purposes, it has become and is a one-man commission;

(2) "That it is entirely motivated by political partiality and favoritism in the performance of its duties;

(3) "That its powers are unlawfully exercised for the purpose of furthering its own political ideologies and philosophies;

(4) "That its powers are employed to reward its political friends and punish its political enemies;

(5) "That the radio industry has been so purposefully terrorized by the Commission that it is enslaved and lives in an unremitting state of fear, as a result of which it acquiesces in every whim and caprice of the Commission;

(6) "That the fear engendered in the industry is so great that licensees refrain from challenging unlawful and excessive acts of the Commission or from asserting their legal rights.

(7) "That it has sought to dominate and control the entire communications field, private and governmental, without lawful authority and contrary to the express intent of the Congress;

(8) "That in its lust for power it has usurped the functions of the Congress by arrogating to itself the determination of matters of legislative policy resting solely within the competency of the Congress;

(9) "That in pursuing this course it has adopted and followed the reputed Communist technique of cessation and gradualism;

(10) "That it has deliberately abstained from seeking from the Congress powers exercised but not possessed by it because of the fear that the grant of such powers would be denied;

(11) "That it has made misrepresentations to the Congress for the purpose of procuring appropriations, and has expended appropriated funds contrary to the purpose for which they were granted;

(12) "That it has sought to cloak itself as an essential war agency making a vital contribution to the war effort, whereas in truth its alleged war activities constitute a danger and menace to national security;

(13) "That in furtherance of its alleged war activities, it has drawn to its use manpower and critical materials from the limited sources available and needed by the armed forces of the United States, and has procured the exemption from military service of a large number of persons not entitled thereto;

(14) "That it has set up a group similar to 'The Gestapo' for the purpose of unlawfully dominating the radio industry and rendering it subservient to its will;

(15) "That this 'Gestapo,' under the guise of lawful and proper investigation, is violating Constitutional rights of individuals;

(16) "That it has been guilty of reprisals against individuals who have attempted to challenge its asserted powers;

(17) "That in its pursuit of power and dominance over broadcasting it has neglected its functions, duties and responsibilities in other fields of communication;

(18) "That it is so much interested in obtaining publicity that the possibilities of publicity affect and govern its judgments and determinations, and

(19) "That, notwithstanding the express statutory prohibition to the contrary, it has sought to exercise the power of censorship over radio broadcasts and has interfered with the right of free speech over the radio."

Points not quoted in full include

Cox Incensed By Denny Rebuttal Re Dr. Leigh

allegations that the FCC has violated federal laws and defied Congress, that it has misrepresented to Congress its need for funds and has unlawfully had transferred to it the funds of other agencies, and that it has violated the civil service laws.

Reads Knox-Stimson Letters

Garey next read a joint letter dated February 8, 1943, from secretaries Knox and Stimson of the Navy and War departments. This letter, addressed to the President, declared that participation in radio intelligence work by the FCC should be discontinued for the following reasons:

"Since radio intelligence develops information as to the movements and dispositions of the enemy, it is essential, for reasons of co-ordination and security, that there be full military control;

"Since the responsibility for military action rests with the armed forces the responsibility for obtaining the technical information governing that action must also be in the armed forces;

"Military activities have been hampered by severe shortages of trained personnel and critical equipment essential to radio intelligence."

Along with this was Admiral Leahy's letter, dated Feb. 1, 1943. Admiral Leahy complained that much secret military information should not go to the FCC and added that information obtained by the FCC through its own radio intelligence activities is not in the military sense, secure due to inherent tendencies toward publicity of FCC activities, use of non-secure methods of reporting and correlation, and the necessarily close relationship of FCC military-intelligence activity with other phases of the agency's work.

Effectiveness "Endangered"

"Because of the essential difference between military and FCC standards and methods, it has not been possible to integrate their information, with the result that the attempted dupli-

(Continued on Page 7)

CBS
560 KC
KLZ
DENVER
The Trend in NATIONAL SPOT is to KLZ — a better buy in cost and audience
REPRESENTED BY THE KATZ AGENCY

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Garey assured Knox and Stimson that no restricted information would be required of the officers called, and outlined the questioning which would be directed at them, including the following items:

"The refusal of Mr. Fly to transmit to the President without comment, for his approval, the constitution of the Inter-department Radio Advisory Committee as drafted and proposed by the Army and Navy for the express purpose of eliminating Mr. Fly's control of such committee;

The resulting failure to have such constitution adopted and the consequences following therefrom;

"The insidious steps by which Mr. Fly injected himself into the control of the Board of War Communications, which he and his organization dominates and the methods and manner in which he brought about and has since maintained that domination and control.

"Mr. Fly's successful efforts in defeating the recommendations of the Army and Navy representatives to keep off the technical committees of the defense communications board which handled secret and confidential matters, certain proposed members who had no proper place thereon.

BWC "Domination"
"The difficulties encountered by the military services in making wartime arrangements for military communications facilities through the Board of War Communications, as opposed to direct action by them, due to the domination of such board by Mr. Fly.

"Mr. Fly's refusal for a period of

nine months and for nearly seven months after Pearl Harbor to turn over to the Federal Bureau of Investigation, at the request of that Bureau and the Navy, the fingerprints of radio operators aboard American Merchant Marine vessels for investigation by the Federal Bureau of Investigation; the importance to the national defense that such investigations should have been promptly made, and the strategic position occupied by any disloyal or enemy operators to endanger the national defense; the incompetent manner in which such such fingerprints were taken by the Federal Communications Commission, compelling the return to the FCC of the fingerprints of some 55,000 operators as useless and of no value;

"The protests made by the Admirals in charge of convoys respecting the failure of the Federal Communications Commission to have the ship radio operators investigated by the Federal Bureau of Investigation promptly because of the imminent danger to the national interests in the event that such action was not promptly taken.

More Secrecy Called Necessary

"That the disclosures made by Mr. Fly to the Appropriations Committee of the Congress in respect of the alleged war activities of the Federal Communications Commission in support of appropriations sought by him to maintain these useless divisions, are detrimental to the national security, because the Army and Navy feel that even the existence of the conduct of such services should not be disclosed, much less a description of the manner in which they function; That false impressions have been given to the Congress in the representations made to get appropriations for such services.

"Mr. Fly's successful efforts in delaying television thereby depriving the national defense of the benefits of such development in war time.

"Mr. Fly's delay of Frequency Modulation by the expenditure of the Commission's time in establishing Commission policy with respect to matters more properly within the competency of the Congress rather than within the lawful jurisdiction of the Commission and his avarice in keeping the radio industry terrorized and in a state of fear, particularly during a period when unity is required and every energy devoted to the winning of the war."

Charges Officers "Silenced"

Garey implied in his lengthy letters that the officers whose presence he requested were available in or near Washington. None showed up, nor was any of the material requested received by Garey. Departing from his prepared statement, Garey said he had unofficial reports

partiality of its news broadcast. The subject of news was introduced by D. G. Ross (Progressive-Conservative, Toronto-St. Paul's) when he referred to refusal of the Commission to allow Rt. Hon. Arthur Meighen use of the network to broadcast from the Winnipeg conservative convention last December. The matter had been under discussion at a previous meeting of the committee.

"The freedom of the air hinges about the decisions of the board of governors of the CBC who are all of one political faith," Ross said, adding a suggestion that the personnel of the board be changed to include members of all political parties. He inquired who selected the news used on the radio.

"I'm not making any criticism of the news at present, I'm pointing out the danger for the future. I think it must be very carefully watched and guarded," Ross said.

Gordon Inson, (Liberal, Halifax) said the CBC had been free of politics and he considered it unfortunate that the subject of politics should be introduced.

Dr. Thomson Replied

Dr. James S. Thomson, general manager of CBC, said he had been a member of the board before his appointment as general manager, last year, and added, "I have never been a member of any political party in this country and have never been connected with any party openly or otherwise." He stated that the news used by CBC was based on the service provided by the Canadian Press and British United Press and was selected by members of the CBC staff, and that definite directives were issued to the news staff on impartial selection. "I have very great confidence in the news staff of the CBC," Dr. Thomson said.

Ross said he considered the present handling of news by the CBC "very fair."

that the officers were ordered to silence, and said he is "unwilling to believe that two great departments of the Government are unwilling to co-operate with Congress."

Magnuson Defends Armed Services

Here a committee member, Warren Magnuson, Washington Democrat, said he would prefer that the Committee be permitted to draw its own conclusions from the evidence, rather than that Garey make their determinations. Cox then said he had been informed officially that consent has not yet been given for the appearance of the military officers.

Here Magnuson pointed out that the letters to Knox and Stimson had been sent only a week earlier, and said he is confident that the Army and the Navy will give the committee all the help it needs. Cox declared that Garey had been diplomatic in his statement concerning the probable "gagging" of the officers, and Magnuson registered disagreement.

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Of the Navy Garey requested much of the same material plus information concerning the alleged lack of co-operation by the FCC in allocating frequencies for a new radio development, forcing the purchase of new equipment to replace the new equipment which could not be used because of the FCC's "activities and inactivities."

Garey assured Knox and Stimson that no restricted information would be required of the officers called, and outlined the questioning which would be directed at them, including the following items:

"The refusal of Mr. Fly to transmit to the President without comment, for his approval, the constitution of the Inter-department Radio Advisory Committee as drafted and proposed by the Army and Navy for the express purpose of eliminating Mr. Fly's control of such committee;

The resulting failure to have such constitution adopted and the consequences following therefrom;

"The insidious steps by which Mr. Fly injected himself into the control of the Board of War Communications, which he and his organization dominates and the methods and manner in which he brought about and has since maintained that domination and control.

"Mr. Fly's successful efforts in defeating the recommendations of the Army and Navy representatives to keep off the technical committees of the defense communications board which handled secret and confidential matters, certain proposed members who had no proper place thereon.

BWC "Domination"

"The difficulties encountered by the military services in making wartime arrangements for military communications facilities through the Board of War Communications, as opposed to direct action by them, due to the domination of such board by Mr. Fly.

"Mr. Fly's refusal for a period of

nine months and for nearly seven months after Pearl Harbor to turn over to the Federal Bureau of Investigation, at the request of that Bureau and the Navy, the fingerprints of radio operators aboard American Merchant Marine vessels for investigation by the Federal Bureau of Investigation; the importance to the national defense that such investigations should have been promptly made, and the strategic position occupied by any disloyal or enemy operators to endanger the national defense; the incompetent manner in which such such fingerprints were taken by the Federal Communications Commission, compelling the return to the FCC of the fingerprints of some 55,000 operators as useless and of no value;

"The protests made by the Admirals in charge of convoys respecting the failure of the Federal Communications Commission to have the ship radio operators investigated by the Federal Bureau of Investigation promptly because of the imminent danger to the national interests in the event that such action was not promptly taken.

More Secrecy Called Necessary

"That the disclosures made by Mr. Fly to the Appropriations Committee of the Congress in respect of the alleged war activities of the Federal Communications Commission in support of appropriations sought by him to maintain these useless divisions, are detrimental to the national security, because the Army and Navy feel that even the existence of the conduct of such services should not be disclosed, much less a description of the manner in which they function; That false impressions have been given to the Congress in the representations made to get appropriations for such services.

"Mr. Fly's successful efforts in delaying television thereby depriving the national defense of the benefits of such development in war time.

"Mr. Fly's delay of Frequency Modulation by the expenditure of the Commission's time in establishing Commission policy with respect to matters more properly within the competency of the Congress rather than within the lawful jurisdiction of the Commission and his attempts in keeping the radio industry terrorized and in a state of fear, particularly during a period when unity is required and every energy devoted to the winning of the war."

Charges Officers "Silenced"

Garey implied in his lengthy letters that the officers whose presence he requested were available in or near Washington. None showed up, nor was any of the material requested received by Garey. Departing from his prepared statement, Garey said he had unofficial reports

of the partiality of its news broadcast. The subject of news was introduced by D. G. Ross (Progressive-Conservative, Toronto-St. Paul's) when he referred to refusal of the Commission to allow Rt. Hon. Arthur Meighen use of the network to broadcast from the Winnipeg conservative convention last December. The matter had been under discussion at a previous meeting of the committee.

"The freedom of the air hinges about the decisions of the board of governors of the CBC who are all of one political faith," Ross said, adding a suggestion that the personnel of the board be changed to include members of all political parties. He inquired who selected the news used on the radio.

"I'm not making any criticism of the news at present, I'm pointing out the danger for the future. I think it must be very carefully watched and guarded," Ross said.

Gordon Insnor, (Liberal, Halifax) said the CBC had been free of politics and he considered it unfortunate that the subject of politics should be introduced.

Dr. Thomson Replied

Dr. James S. Thomson, general manager of CBC, said he had been a member of the board before his appointment as general manager, last year, and added, "I have never been a member of any political party in this country and have never been connected with any party openly or otherwise." He stated that the news used by CBC was based on the service provided by the Canadian Press and British United Press and was selected by members of the CBC staff, and that definite directives were issued to the news staff on impartial selection. "I have very great confidence in the news staff of the CBC," Dr. Thomson said.

Ross said he considered the present handling of news by the CBC "very fair."

that the officers were ordered to silence, and said he is "unwilling to believe that two great departments of the Government are unwilling to co-operate with Congress."

Magnuson Defends Armed Services

Here a committee member, Warren Magnuson, Washington Democrat, said he would prefer that the Committee be permitted to draw its own conclusions from the evidence, rather than that Garey make their determinations. Cox then said he had been informed officially that consent has not yet been given for the appearance of the military officers.

Here Magnuson pointed out that the letters to Knox and Stimson had been sent only a week earlier, and said he is confident that the Army and the Navy will give the committee all the help it needs. Cox declared that Garey had been diplomatic in his statement concerning the probable "gagging" of the officers, and Magnuson registered disagreement.



Coast-to-Coast



INDEPENDENCE DAY commemoration exercises on the air over the week-end throughout the country were enhanced by dual birth anniversary ceremonies of George M. Cohan and Stephen Foster and the playing of their most popular and familiar compositions.

E. B. Rideout, WEEI's Boston, staff weather commentator and forecaster, begins a ten-week course in meteorology today, holding the sessions on Tuesdays and Thursdays at the WEEI studios. Rideout has been asked by the American Women's Fliers, Inc. to accept members of the Boston Chapter into his school beginning today.

Roul Marlo joined the staff of WSGN, Birmingham, as production manager, having done similar work on WOR, WABC and World Broadcasting System of New York. Henry P. Johnston, general manager, recently acted as honorary judge at the Second Annual Miniature Air Carnival in Birmingham. The event was sponsored by the Birmingham Exchange Club and WSGN. Bob Davis joined the announcing staff of WSGN, having come from WMBL, Macon, Ga. Receiving a medical discharge from the Army, Charles Atchinson returns to the announcing staff of WSGN.

Ward Belmont, an educational institute for the girls has purchased a chain of break announcements on WLAC, Nashville, Tenn., for 13 weeks. Although they could take their vacations with school's end, the junior high pupils, who produced WLAC's "Children Analyze the News" programs in Nashville during the spring months, decided to continue the series sponsored by the Bell Booteries.

Nineteen members of the WOWO-WGL Booster Club, Fort Wayne, Ind., contributed their blood to the Fort Wayne Blood Donors Service. Included in the group were five announcers, two secretaries, two production men, two continuity writers, the program manager, the musical director, the continuity supervisor and the publicity director and manager. All 19 came through nicely.

"Canteen Quiz," the all soldier quiz program broadcast every Monday night by station KMYR from Lowry Field, was the subject of a scene in a motion picture being prepared by the post's school of photography. The film, which will be used to show new arrivals at the various departments on the post, is entitled "This Is Lowry Field." "Canteen Quiz" was chosen as typical of soldier entertainment presented by and for servicemen.

WBZ-WBZA, the Westinghouse stations of Boston, visited Norman Rockwell, the artist of the "Four Freedoms" paintings, at his home, recording an exclusive interview presented on the "Four Freedoms" War Bond show recently. The men and women who build vessels for those who "go down to the sea in ships" honored the holiday week-end with a special program Sunday from the Fore River Shipyard in Quincy.

Charlotte's WBT-fostered Junior Commando scrap salvage campaign, in cooperation with the Charlotte Junior Chamber of Commerce, was officially adopted by the United States Junior Chamber of Commerce as its major "war service" program for the coming fiscal year. The new switch-board receptionist operator at WBT is Miss Carolyn Fraley, a native of Charlotte. Mrs. Margaret Jo Hull is now secretary to Royal E. Penny, WBT, sales manager. So is Elizabeth Hahn to E. J. DeGray, WBT office manager.

Don Searle, KGO manager, and Robert Wesson, promotion chief, are back at their desks in San Francisco after attending a meeting of Blue western division dept. heads in Hollywood. Bill Baldwin has begun a new KGO-er each afternoon, titled "East Bay Club," featuring discs, news, and comments of interest to East Bay dialers. Time is sold to participating sponsors. Hart Preston, foreign staff writer of "Time" and "Life," was interviewed on KGO on his return recently from Tunisia.

Pat Kelly is now production manager at KFRC, Mutual outlet in San Francisco. He has been on the staff five years. Bill Martell, new KFRC spieler, formerly worked at KSAN and KYA, also in Frisco. Mel Venter, former KFRC special events chief, is now a lieutenant in the Coast Guard, in charge of public relations in the San Francisco area.

WINS has moved its early morning sign-on time back one-half hour, broadcasting at 6:30 a.m. instead of 7:00 a.m. From 6:30 to 6:45, WINS is presenting "eye-opening" recorded music. From 6:45 to 7:00 the Reverend Charles Grey.

"Close-ups of Our Fighting Fronts," is now heard each Monday at 7:30 p.m. over WBZ-WBZA, Boston, sponsored by Vano. Deana Diskason, foreign correspondent and writer, will describe the conditions our fighting men live in on the fronts. The program replaces "The First Reader."

Featured vocalists last week at exercises honoring members of the composing department of the "Telegram and Gazette" now in the armed forces were Ann D'Elia and Bob Rissling of WTAG, Worcester, affiliated with the newspapers.

In a new series of programs prepared by Army officials exclusively for WOV, New York, soldiers from the New York area stationed at Camp Wolers in Texas will be heard on WOV every Saturday at 6:45 p.m. beginning July 10. The men to appear on the show will be selected by officers in charge and the station will be notified in advance of their choices. WOV will contact the families of the men who are to be heard and tell them to listen in for "surprise." In addition to these short interviews, camp orchestras and talented soldiers will entertain.

Milton Shrednik, music director of KOA, Denver, has been engaged by Arthur M. Oberfelder to conduct a fifty piece orchestra for his series of "Concerts under the Stars" which will be held throughout the summer at Denver University Stadium. The series, similar to those held at the Hollywood Bowl and Lewisohn Stadium, will star Grace Moore, Paul Robeson and Bidu Sayoa among others.

Ernest Saunders, a former student of Gil Martin's Blue network announcing school in New York, has recently joined the announcing staff of WPAR, Parkersburg, West Va., a Columbia affiliate. He was formerly a professional actor and recently received an honorable discharge from the Army.

The largest field mass in the history of the Navy was celebrated Sunday morning at the Sampson Naval Station, Geneva, with approximately 15,000 sailors and several thousand WAVES in attendance. The Most Rev. James E. Kearney, bishop of the Catholic Diocese of Rochester, was the celebrant. Delivering the sermon was the Most Rev. William T. McCarty, C. S. S. R., official military delegate to the armed forces of America, one of two such delegates in this country. The services from 11 to 12 a.m. were broadcast over WHAM, Rochester.

WBNX, New York, is helping to promote a \$500,000 neighborhood war bond rally Sunday, July 11 at Fulton Avenue and 170th Street Bronx, N. Y., with Abe Lyman, director of Jewish programs, recruiting talent and will act as emcee of the show. Among those appearing on the show will be Barry Wood, Andrew Sisters, WBNX Sunshine Sisters Livia and Sue, Frank Sinatra and Bobby Hookey.

Women listeners of WSAI, Cincinnati, will have an opportunity to learn how "to sew a fine seam" when the station begins a sewing school via radio today, under the sponsorship of John Shillito Co., local

department store. Through the broadcast, the listeners will be able to follow the printed sheets mailed them.

J. Donald Wilson, producer of "Whistler" on KNX, stepped into an acting role on the "Gildersleeve" show June 27.

Franklin Ferguson, WBBM newscaster, inaugurated a new twice daily news broadcast on Monday, July 6 from 2:00 to 2:15 p.m., CWT. "Save Kid" is the theme and title of WBBM "Our Block."

Bigger Post-War Markets Price Cuts Seen By RCA

Rapid expansion of new markets and substantial reductions in consumer prices are the post-war promise of a new way of applying search to the complex problems commercial distribution, RCA Corporation of America revealed recently on the basis of two years experimental study.

"The chief aim in commercial search is to eliminate, insofar as possible, the guess-work from business judgment," David Sarnoff, president of RCA, said. "Industry in general faces one of its greatest challenges in the obvious necessity to maintain after peace the high level of employment brought about by nation's war-time 'battle of production'."

Set Up "Commercial Research" "Production costs," Sarnoff revealed, "were found to be approaching the minimum, distribution costs excessively high." As a consequence the RCA Victor Division set up Chicago a new department called "Commercial Research" under supervision of RCA Victor region director Vance C. Woodcox with W. Butler as department manager. Accomplishments of Commercial Research to date include:

1. Completion of nearly 40 research projects related to distribution, resulting in the accumulation of concrete evidence that distribution's complex problems be simplified and its high costs substantially reduced.
2. Development of new methods and practices in both wholesale and retail distribution, tested and proved as to efficiency and effectiveness.
3. Installation in Chicago of a complete new system of wholesale distribution, one of RCA Victor's important products (phonograph records), which achieves economies in work, time and costs.
4. Preparation of plans for passing the results of Commercial Research to RCA Victor's independent wholesale retail dealers, who may adopt them in whole or in part, or use them as standards against which to check their own individual methods.

The new methods of "streamlined" distribution in relation to RCA Victor's numerous products are believed to be significant, according to Mr. Sarnoff, because they are largely fundamental and, therefore, adaptable to other lines of merchandise currently in use.

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| 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 |
|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|

July 6

La Verne Andrews Bill Burnham
Red Evans Harry Lawrence
Don Mersereau Clark Overton
Estelle M. Sternberger



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



DL. 24, NO. 4

NEW YORK, N. Y., WEDNESDAY, JULY 7, 1943

TEN CENTS

WLB-AFM Hearing Fri.

Amplifies Reply To Cox Proceedings

Washington Bureau, RADIO DAILY
Washington—Hinting vaguely of her proceedings," which might publish responsibility for release to Cox committee of documents labeled "secret," FCC Chairman James Lawrence Fly yesterday cartoon at length in the counter-attack launched over the week-end against the Cox committee investigating the FCC. He promised that all charges made against the Commission

(Continued on Page 7)

Buy More War Bonds and Stamps

Willkie Heads Program Re Racial Tolerance

Special broadcast, pleading for tolerance as an aid to war production, and aimed at preventing further race riot outbreaks, will be presented over CBS, Saturday, July 17, 7:30-8 p.m., by a sponsoring group of 100 radio, motion picture and stage performers, headed by Wendell L. Willkie as the featured speaker. The web is contributing the time. Robson will produce and direct the project. Talent which will participate gratis in the program, itself,

(Continued on Page 2)

Buy More War Bonds and Stamps

Unprecedented Call For Post-War Radio Goods

Philadelphia—The immediate post-war market for home and automobile receiving sets, radio-phonographs, refrigerators and air conditioning units will be of "unprecedented proportions," a recent Philco Corporation market study indicates. T. A. Gurnea, vice-president in-charge of sales, said, "There is good reason to

(Continued on Page 2)

Purely Coincidental

Having turned their radio knobs to WJLS, Beckley, West Va. the listeners were treated to some realism when the CBS mystery show "Suspense" hit the air at the same time that the local sirens signified a practice black-out. After the all-clear had sounded, the studio was busy answering inquiries whether the program had been planned that way.

WBS Reported Sold To Decca Record Co.

Reports of negotiations for sale of World Broadcasting System to one firm or another in recent weeks, climaxed over the week-end with persistent indications that the deal was finally set, and that the buyer is Decca Record Co. for a figure hitting the million dollar mark. Asked for a confirmation or denial on the report, Jack Kapp, president of Decca, held to a "no comment" policy.

P. L. Deutsch, president of World, (Continued on Page 2)

Buy More War Bonds and Stamps

Ford Motors Renews Present Time On Blue

Ford Motor Co. yesterday sent in a renewal through the Maxon agency of Detroit for the time it is now using on the Blue Network, effective July 11. This holds the spot where Earl Godwin does his news 8-8:15 p.m., EWT seven days weekly. Future

(Continued on Page 2)

Public Session To Determine The Fitness Of Case For Board's Consideration; Disk Men Expect End Of "Strike"

FCC Further Eases Rules Governing FM

Washington Bureau, RADIO DAILY
Washington—The FCC announced yesterday that it has relaxed Section G3.261 of its rules with respect to minimum operating requirements for FM stations because of the shortage of manpower. Order 111-A issued yesterday, continues the requirement that each FM station must render at least six hours program service daily except Sunday between 6 a.m. and mid-

(Continued on Page 7)

Buy More War Bonds and Stamps

New High Speed AP Wires Start In N. Y.-New England

New York and New England affiliates of Press Association, Inc., yesterday began to receive the increased volume of AP radio news made possible by stepped-up transmission

(Continued on Page 5)

Buy More War Bonds and Stamps

Fitch Signs New Show For Complete Blue Web

F. W. Fitch Co., Des Moines, Ia., will launch a new series of weekly broadcasts on the Blue Network on Wednesday nights beginning Sept. 8. The program will be heard over the

(Continued on Page 2)

Public hearings on the recording ban and AFM strike against the transcription industry will be held Friday morning, July 9, in Washington, D. C., by the WLB, to ascertain the fitness of the case for the Board's consideration. Representatives of the transcription companies, as well as James C. Petrillo, president of the AFM, will attend.

Setting of hearings to settle

(Continued on Page 6)

Buy More War Bonds and Stamps

Free Radio-Time Plan For Canada Election

Montreal—CBC has announced that arrangements have been made under which free radio time on a province-wide network will be allotted to the Liberal, Progressive, Conservative and C. C. F. parties in the Ontario Provincial election campaign. The decision was reached at a meeting,

(Continued on Page 6)

Buy More War Bonds and Stamps

Sterling Drug Renewal For 2 Daytime Serials

Effective August 2, "Second Husband," presented by Dr. Lyons Tooth-powder and Bayer Aspirin, and "Amanda of Honeymoon Hill," for

(Continued on Page 2)

CBS "School Of Air" Plans Sked Series Of 130 Shows

Godfrey Ousts Appendix; Back On Air Friday

Arthur Godfrey will be absent from his popular early morning WABC chatter program for the rest of the week as a result of the appendicitis operation he underwent in a Washington hospital Monday. It is expected that he will be able to broadcast by Friday via a mike installed

(Continued on Page 2)

CBS Education Dept. has completed program plans for the 1943-4 season of the network's "American School of the Air," which returns to the airwaves Monday, October 11 and continues through April 28, 1944. The "world's largest classroom" will present 130 programs devoted to science, world geography, music appreciation, literature and current events. (WABC-CBS, Mondays through Fridays, 9:15-9:45 a.m., EWT; 2:30-3 p.m., CWT; (Continued on Page 5)

Relief

Want to keep cool this summer? Referee Tom Slater of the "The Better Half" quiz show heard on Mutual every Monday night from 8:30 to 9 p.m., EWT, has the panacea for hot weather. Each Monday night, immediately preceding the show, he chooses some lucky member of the audience to come on the stage and place his bare feet in a tub of ice water.

Kyser Serves Navy

Kay Kyser, NBC, is the first civilian in U. S. history authorized by the U. S. Navy to equip its hospitals with swimming pools for convalescing naval personnel. Each swimming pool, it is estimated, will cost between \$15,000 and \$18,000. Kay Kyser will emcee the benefits to be staged in joint cooperation with the municipalities where the hospitals are located.

RADIO DAILY



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

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FINANCIAL

(Tuesday, July 6)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Net Chg. | % |
|------------------------|---------|---------|---------|----------|-----|
| Am. Tel. & Tel. | 155 5/8 | 155 1/4 | 155 5/8 | + | 5/8 |
| CBS B | 22 1/2 | 22 1/2 | 22 1/2 | — | 1/4 |
| Crosley Corp. | 20 1/2 | 20 | 20 | — | 1/2 |
| Gen. Electric | 39 3/8 | 39 | 39 1/8 | — | 1/8 |
| Philco | 24 3/4 | 24 | 24 | — | 1/4 |
| RCA Common | 11 1/2 | 11 1/8 | 11 1/8 | — | 1/4 |
| RCA First Pfd. | 69 | 68 3/4 | 69 | — | 1/4 |
| Stewart-Warner | 13 7/8 | 13 1/2 | 13 1/2 | — | 1/4 |
| Westinghouse | 99 3/4 | 99 1/2 | 99 1/2 | — | 1/4 |
| Zenith Radio | 35 1/2 | 35 | 35 | — | 3/4 |
| NEW YORK CURB EXCHANGE | | | | | |
| Nat. Union Radio | 3 3/4 | 3 1/2 | 3 1/2 | — | 1/4 |
| OVER THE COUNTER | | | | | |
| | Bid | Asked | | | |
| Farnsworth Tel. & Rad. | 8 5/8 | 8 7/8 | | | |
| WCAO (Baltimore) | 20 | 23 | | | |
| WJR (Detroit) | 26 | | | | |

Fitch Plans New Show For Complete Blue Web

(Continued from Page 1)

complete Blue Network from 9 to 9:30 p.m., EWT.

The nature of the new Fitch program has not yet been determined. L. W. Ramsey Company, Davenport, Ia., is the agency.

Ford Motors Renews Present Time On Blue

(Continued from Page 1)

musical or other plans are not yet fully determined. Possibly for the time being, Ford will continue with his news setup.

Granik "Forum" Goes Full Hour

Theodore Granik's "American Forum of the Air" will expand to a full hour when it takes up its new spot, Tuesday, 8-9 p.m., EWT, July 13. Heretofore program ran for three-quarters of an hour Sundays starting at 8, but that slot has been sold to Serutan for sponsorship of A. L. Alexander's "Mediation Board." "Forum" when it originated 15 years ago, ran a full hour, but was later abbreviated.

Sees Unprecedented Call For Post-War Radio Goods

(Continued from Page 1)

believe that soon after the war television will begin to realize its high promise."

Philco Corporation, having established a Radar and communications division to fill the needs of war, expects television, after a few years, to be far greater in dollar volume than radio ever was. The technical accomplishments prior to Pearl Harbor demonstrated that television operation is already practical, it was reported, and undoubtedly much of the recent work in the field of electronics will directly or indirectly contribute to the further improvement of the art.

The post-war demands of Radar and electronics equipment by various industries is also expected to be greater upon recommendations by the Army and Navy to the Merchant Marine Commission and the Civil Aeronautics Authority. Every plane and ship will undoubtedly be required to carry Radar equipment in the interests of safety, the survey to date reveals.

WSB Reported Sold To Decca Record Co.

(Continued from Page 1)

and reported owning about a quarter of a million dollars worth in the shares; A. J. Kendrick, executive vice-president, and Charles Gaines, secretary-manager of the program production department, were also non-committal yesterday.

Reported, however, that the execs worked on the matter over the holiday week-end, and that Kendrick was called back ahead of time from his vacation. ERPI (Electrical Research Products Inc., subsidiary of Western Electric) which has had shares in World, and which was reported buying out all the stock several months ago, was reluctant, yesterday, to issue any official statement on the subject, preferring that the statement come from Decca. ERPI is now known as Electrical Research Products Division of Western Electric, Inc.

World Peaceways, Inc., Has New Show On WLIB

World Peaceways Inc., which for a long time aired over WQXR, will inaugurate a new weekly series of air debates, titled, "Liberty Forum" on WLIB, Brooklyn, July 11, 3:30-3:55 p.m. Estelle Sternberger, one of its board of directors, however, remains as a commentator on WQXR.

Plans for the new production will present leaders of government, industry, labor and the man on the street in the discussions of controversial topics. J. M. Weiss, director of Radio and Research of World Peaceways will act as moderator. Initial program, "Should the American Communist Party be Liquidated?" will feature Earl Browder, general secretary of the Party on the negative side, and Hon. Abner C. Surplus of the New York Magistrates Court on the affirmative.

Godfrey Ousts Appendix; Back On Air Friday

(Continued from Page 1)

at his bedside. He suffered pains before his broadcast Monday morning but went on the air. After the program Godfrey saw a physician who urged an immediate operation.

During Godfrey's absence he will be replaced by CBS staff announcer, Hugh Conover. (WABC, not CBS, 6:30 to 7:45 a.m., EWT).

Conover is no stranger to the program. As a CBS staff announcer in Washington for nine years he worked frequently with Godfrey and several times filled in for the "redhead" during his vacation periods.

Conover is heard on WABC's "Odd Side of the News" and "Personally, It's Off the Record" and on CBS' "Your Home Front Reporter" and "Landt Trio and Curley."

Willkie Heads Program Re Racial Tolerance

(Continued from Page 1)

will be listed later in the week, as will the complete sponsoring roster.

Nucleus group behind the movement, however, consists of George Heller, associate executive secretary of AFRA; Walter White, executive secretary of the National Association for the Advancement of Colored People; Max Gordon, legit producer; Eileen McMahon, actress, and others, who, during conversations among themselves became much concerned about the issue, and felt that the several interests in the entertainment industry might be able to contribute something toward helping to prevent further riot displays.

Sterling Drug Renewal For 2 Daytime Serials

(Continued from Page 1)

Phillips Toothpaste and Toothpowder, will be renewed on the Columbia network. Forty-one CBS stations carry these programs—both of which are daytime serials—and both made their debut on Columbia in August of last year.

"Amanda of Honeymoon Hill" is heard Monday through Friday from 10:30 to 10:45 a.m., EWT, and "Second Husband" is broadcast on the same days from 11:15 to 11:30 a.m., EWT. Dr. Lyons sponsors the latter on Monday, Tuesday and Wednesday, while Bayer aspirin is advertised on the Thursday and Friday programs.

Blackett-Sample-Hummert, Inc. handles both accounts, for the parent concern, Sterling Drugs.

WTOL Buys New Building

Arch Shawd, vice-president and general manager of WTOL, Toledo, announces the station's purchase of the former Toledo News-Bee Building for the purpose of converting some of the floor area into new studios as well as utilizing the available office space. Renovations will be made upon WTOL's present lease expiring and receipt of priority rating from the War Production Board.

COMING and GOING

KINGSLEY HORTON, assistant manager WEI, Columbia's OGO outlet in Boston, and **ROY H. MARKS**, assistant sales manager of the station, are here for conferences at network headquarters.

JOAN CEDDES, **JOHN GORDON** and **TED BEL** of Compton Advertising, Inc., are back in town the first two from a talent hunt in Chicago and the latter from the "Truth or Consequences" bond-selling tour.

JOHN WELLINGTON, Blue Network producer at Weymouth, Mass., for the broadcasting tonight's "Spotlight Band" program from Naval Air Station.

WALTON GOLDMAN, music publisher, left New York yesterday for Hollywood.

J. LEONARD REINSCH, general manager WSB, Atlanta, and **WHIO**, Dayton, Ohio, in Georgia over the week-end for Ohio, with stop scheduled at WIOD, Miami.

KAY KYSER, **GEORGIA CARROLL**, **JUL CONWAY**, **HARRY BABBITT** and **SULLY MASH** are at Santa Ana for the broadcasting of tonight's "College of Musical Knowledge" for entertainment of the Marines at the El Toro Air Station.

CHARLES B. BROWN, NBC director of advertising and promotion has returned to town from Battle Creek, Mich., following earlier trip to Chicago and Minneapolis.

EMILY HOLT, executive secretary of AFRA is spending her vacation during the month of July at Brattleboro, Vt.

Air Force Training Unit Has New Series On CBS

"I Sustain The Wings," a program of and by the Army Air Forces Technical Training Command, has its premiere on a coast-to-coast Columbia network on Saturday, July 10, from 2:05-2:30 p.m., EWT.

Taking its title from the AAFTT motto, "Sustineo Alas," this new CBS series is designed to acquaint the public with the many phases of a forces training beyond the "pilot navigator and bombardier" concept. Each week "I Sustain The Wings" is to spotlight one of the many branches of the TTC's specialization—opener being Engine Mechanic.

Script for the premiere of "I Sustain The Wings" is in the hands of Sgt. Sol Meyer, Pfc., Paul Huston and Pvt. Ivan Tors, all former Hollywood writers. Music arrangements are by Cpl. Mel Powell, Pvt. Danny Cook, Pvt. Perry Burgett and Pvt. Jerry Gray. Production is by Sgt. George Voutsas, in civilian life an NEB producer.



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

PACEMAKING *

In the early hours today the New England and New York State sections of the Special 24-hour AP Radio Wire were converted from 40 to 60 words per minute, thereby increasing the speed and volume of news delivered to affiliated stations.

This means that even now the speeding up of AP news, promised last week, is an accomplished fact over part of the nationwide AP radio news circuit.

Other sections of the wire will be converted just as speedily as possible.

We are confident that all affiliated stations will bear with us during this conversion period, knowing as they do that every pacemaking innovation we have made since inauguration of the Special AP Radio Wire in 1941 has been responsible not only for better news coverage for themselves, but for radio generally.

PRESS ASSOCIATION, INC.
Radio Subsidiary of The Associated Press
50 Rockefeller Plaza, New York, N. Y.

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Los Angeles

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PROF. HAROLD H. FISHER, of the department of history at Leland Stanford University; **OWEN LATTIMER**, formerly adviser to Gen. Douglas MacArthur and now director of Pacific relations for the OWI; **HELEN NORRIS**, novelist, and **DR. GEN. PAUL B. MALONE**, ret., discussing "Must Western Democracy Be Restored in East Asia after the War," on "America's Town Meeting of the Air," tomorrow (WJZ-Blue Network, 8:30 p.m.).

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WINX Takes AP Wire

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NEW PROGRAMS—IDEAS

War Stamp Prizes

Anxious for new promotion and operation ideas, KGO and the Blue web here are offering \$5 in War Savings stamps for every idea "deemed worthwhile," submitted by an employee. If the idea can be put to immediate, practical use, an extra \$5 in stamps is awarded the employee making the suggestion.

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Many of Columbia's finest script writers and directors will assist in the production of the programs. These include Murray Dyer, Nilla Mack and Frank Ernest Hill.

The five programs are as follows: Mondays—The Tools of Science; Tuesdays—Gateways to Music; Wednesdays—New Horizons—World Geography; Thursdays—Tales from Far and Near; and Fridays—This Living World.

Roy Chapman Andrews, noted explorer and geographer, will be scheduled on the Wednesday geography series which will again be written by Col. Hans Christian Adamson, U. S. Army Air Corps.

The Board of Education (New York City) will continue to supply students for participation in the discus-

New High Speed AP Wires Start In N. Y.-New England

(Continued from Page 1)
facilities. The conversion from forty to sixty word-per-minute sending speed was accomplished in the early morning hours so that service to radio stations was impeded as little as possible.

In commenting on the speed up Oliver Gramling, assistant general manager of Press Association, said, "It is our present intention that the entire nationwide circuit will be operating on the 60-word per minute basis before many days have passed. There are technical difficulties involved of course, but the opportunities for improving the AP radio service make the effort well worth while. "We would like to express our appreciation to affiliated radio stations," Gramling concluded, "for their splendid cooperation during the trying switchover period. This high speed transmission, as they realize makes available to their listeners everywhere widest possible news coverage in the shortest possible time."

Stork News

Mr. and Mrs. Alvin M. Josephy, Jr. announce the birth of a girl, Deane, June 22, weighing 6 pounds 8 ounces. Alvin Josephy was formerly assistant director of news and special events at WOR, New York, handling special events for the Office of War Information Radio Bureau until June 15. He is now stationed at Parris Island, completing a course as a combat correspondent with the Marines.

portion of the Friday "This Living World" series. On this same program, 47 other CBS stations will carry on their own discussion periods by students selected from schools in the vicinity of those stations.

"American School of the Air" is presented as a public service by the Columbia Broadcasting System. It is produced by the CBS Education Department of which Lyman Bryson is director. Leon Levine is the broadcast director, Mildred Game edits the "Teacher's Manual" and Murray Dyer is script editor.

AGENCIES

WAR ADVERTISING EXHIBIT shown during the convention of the Advertising Federation of America at the Waldorf-Astoria recently, will be on display in Ben Franklin Hall of the Advertising Club of New York, from Thursday, July 8 to Friday, July 23, inclusive, except Saturdays and Sundays, and will be open to the public from 10 a.m. to 4 p.m. This exhibit demonstrates how eighty of the country's leading advertisers are applying the power of advertising in the fight for victory, as there is a War message in every advertisement displayed.

WILLIAM H. WEINTRAUB, president of William H. Weintraub & Company, announces the appointment of Yasha Frank as executive creative head of the company's radio department. Frank leaves D'Arcy Advertising Company to join Weintraub. Prior to his connection with D'Arcy, Mr. Frank served on the staff of CBS as idea man in the program service department and liaison between program and sales.

MELVIN H. BAKER, president of the National Gypsum Company, will deliver the principal address at the luncheon meeting of the Sales Executives Club of New York which will be held today at the Hotel Roosevelt.

AMP Extends 8 Pacts

Music licensing agreements between Associated Music Publishers, Inc. (AMP) and the following stations have been extended for additional periods: KFAB, Lincoln; KFOR, Lincoln; KOCY, Oklahoma City; KOIL, Omaha; WGTM, Wilson; WLAV, Grand Rapids; WMOB, Mobile, and WMPS, Memphis.

A new agreement has been completed with WJZM, Clarksville, Tennessee.

WENR
Blue Points

WENR recently delivered 700% more returns than the advertiser expected! Here is real pulling power!

WENR is Chicago's Basic Blue Network Station. 50,000 watts on a clear channel, 890 k.c. Represented nationally by Blue Spot Sales.

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Los Angeles

By RALPH WILK

THROUGH an inadvertence, a published report credited Stu Wilson, commentator and comedian of KHJ-Mutual Don Lee, with being the father of a newly-born son. The report was incorrect, so Stu wrote the following: "Sumpin's gotta be done. My wife won't speak to me, the mama goat leers as I walk by, and the neighbors are beginning to talk. And John B. Hughes, who really hadda nipper, just stands by and slyly smirks, migawd, get me a retraction. A thing like this could have international complications, what with Dr. Goebbels grasping at anything that might smack of moral decay!"

Our Passing Show: Elwood Robinson, Erskine Johnson, George Weber, W. B. Ryan, Clyde Scott, Gil Palt-ridge, Hal Bock, Sybil Chism, Milt Samuel, Matt Barr, Pat Bishop at the KFI-KECA party, which launched the initial broadcast of a series that will be used in the Los Angeles Cruiser \$40,000,000 bond campaign.

Fortunio Bonanova, who was heard on radio station KMTR, Sundays in "Bonanova Sings," sang all-American songs on his program, July 4. He usually sings two American numbers, one Italian, and one Spanish. Bonanova, who received his final citizenship papers on Lincoln's Birthday, was so inspired that the went home and composed music for "I Pledge Allegiance To The Flag."

Robin Gaynor Adrian, a very little boy with a very big name, the pride and joy of "Hollywood Showcase" hostess, Janet Gaynor, is also a very intelligent little boy. Janet points to with pride to the fact that three-year-old Robin knows all the state capitals on the map and is branching out into South America.

Life story of Dinah Shore this week is being put on record in England, with Dinah's own recorded songs cut in, to be sent to all of Britain's fighting men, Dinah received a request last week from the British Broadcasting Company for permission to air her career, since the Tommies, who have been hearing Dinah so often on the U. S. "Command Performances" have tripled their requests for songs by her.

Groucho Marx will continue his "Blue Ribbon Town" broadcasts from service camps until July 10, then air three weeks from Hollywood while plans are made for a more extensive tour eastward with the program.

AFRA New York Local Re-Elects Officers

Results of balloting held by the New York local of Afra last month, showed that Lawrence Tibbett, George Heller and Lucille Wall were re-elected as National Board members to serve for the next three years. Nominations were made at the May 20 meeting, but balloting closed June 15. On the basis of proportional representation, New York local now has 19 seats on National Board.



Notes From A Ringside Seat . . . !

● ● ● Al Kaye, producer of the "Maxwell House" program, is East to supervise the eight-week summer replacement for that show, "Blind Date" which features Arline Frances as femcee and Arnold Johnson's Orchestra. . . . Ray Knight has added two directors to his staff. . . . Arnold Michaelis, formerly with the Biow Co. and Alex Lettwich, Jr., son of the Broadway producer. . . . When "Vacation Serenade" starring Dorothy Kirsten, gives the "Information Please" "Brain Trust" an eight-week vacation, starting July 19, that program's announcer, Ben Grauer, will continue to extol the flavor of the Heinz products. . . . A two-starred service flag hangs in the window of the Gertrude Berg home. . . . one represents her son, Cherney and the second star is for Alfred Ryder, who for years, played her 'son' in the CBScript "Rise of the Goldbergs" . . . when a friend asked Mrs. Berg who would replace the 'son' in the program, the author answered, "No one can replace a son who has answered his country's call." . . . the script then told the story of Alfred's being inducted and written out of the script for the duration. . . . July 27 issue of "Look" magazine will have a layout showing a two-year-old, "Barbara" viewing her first movie (Mickey Mouse.) Photos were made by Rocco Padulo, CBS Press Information photographer and father of the subject. . . . New—romantic lead, "Dr. Reed Bannister" in the CBS daytime serial, "Big Sister" is David Gothard. He replaces Arnold Moss. . . . Edgar Kobak, executive vice-president of the Blue Network, is confined to his home with a cold.



● ● ● Athena Lorde is quite a versatile radio actress. . . . two hours after portraying the role of "Madame Chao," the sixty-eight-year-old leader of 30,000 Chinese Guerrilla-Patriots, for World Broadcasting's "Soldiers of the Press," she did a five-year-old-girl on the CBSshow, "Live and Learn" . . . Last Sunday, over WJZ, we heard a story titled, "America The Beautiful," the first of a series of 'Sneak Previews' . . . at the time, we did not know the name of the artist who played the part as the "Polish Immigrant," but whose splendid performance will be remembered (at least by this reporter) for many years. . . . we inquired and learned that the role was played by Edward Raquello, who was once known as the 'Polish Valentino' at the time the late Carl Laemmle brought that European film star to Hollywood. . . . had we known this at the time we heard the program, the thrill to our ears wouldn't have been so unexpected. . . . Josephine Antoine, Metopera Thrush, who completes her first year on the NBCarnation Contented Hour, next Monday, has been signed to continue on the Percy Faith program for another 26 weeks. . . . When Marion Hutton was signed to appear in the Universal Flicker "Crazy House" starring Olsen & Johnson, she was soooo happy because it made possible a visit to her sister, Betty, whom she hadn't seen for a year. . . . the day Marion arrived in Hollywood, she learned that Betty had left for New York for a series of Canteen appearances.



● ● ● Dorothy Lamour will do the Alice Faye rôle July 16, when Charles Martin's CBS Playhouse will present "Hello, Frisco, Hello" . . . Stanley Melba, the Cotillion Room Ork Pilot, tells of the agent who moved into summer quarters. . . . he purchased a new straw hat. . . . Marie Nash, blonde songster, who just closed a country-wide tour with Sigmund Romberg's orchestra, will be screen-tested today by 20th Century-Fox. . . . Chet Stratton, who, for the past nine years played Monte Kayden in the cast of "The O'Neills," is still heard on the NBC 10:15 a.m. spot. . . . he's been given a featured role in "The Open Door," the program which replaced the former show. . . . NCAC is auditioning a new show written by Allan Bunce and directed by Chick Vincent, titled, "My Pan American Relation."



—Remember Pearl Harbor—

Chicago

By FRANK BURKE

"HELLO," a new weekly music variety program featuring Louis King, soprano, The Dinning Sisters and Joseph Gallichio and an NBC orchestra will inaugurate a new network sustainer from Chicago on Thursday July 8 from 9:30 to 9:45 p.m., CWT.

Aileen During, secretary to E. Leslie Atlas, CBS vice-president in-charge of the Midwest area, has left for a two weeks vacation in Florida. Stan Levy, WBBM Chicago, sales off on a two week fishing trip to Wisconsin over the week-end.

Newcomer to NBC's "Lonely Women" cast is Philip Lord in the role of Senator Victor Murray.

Henry Weber, music director and conductor of the WGN Symphony Orchestra, was guest conductor of the "Music Under The Stars" Symphony Orchestra at Washington Park, Milwaukee, yesterday.

Winson Duo, piano team with Frank Allison Agues, vocalist, inaugurated sustaining programs on WBBM, starting Saturday, July 3, 5:15 to 5:30 p.m., June Ostman, program department, Jean Borchard, stenographer and Fred Reynolds of traffic on vacations last week-end.

Speaker List Completed For Advt. Council Show

Roster of speakers who will take part in the special broadcast being staged by the War Advertising Council, July 14, 1:15-1:30 p.m., over NBC, to stimulate war messages in advertising, has just added the name of James F. Byrnes, director of War Mobilization. He will join Donald Nelson, WPB head; Marvin Jones, War Food Administrator; Elmer Davis, director of OWI, and Chester J. LaRoche, chairman of the WAC.

Other final details for the program were discussed, yesterday, during a closed-circuit hookup for the 131 stations which will carry the program directed to station execs, newspaper publishers, representatives of chambers of commerce, advertisers and trade groups. Suggestions for organizing local meetings in communities throughout the country were also outlined.

Approbation From Davis

Expressing keen interest in the War Advertising Council's "War Message in Every Ad" drive, Elmer Davis today acknowledged "the tremendous part that advertising can play in explaining to the American people what they are asked to do or not to do, why they need to do it and how they are to go about taking action."

"The Office of War Information is concerned with giving the people the facts about the war they need in order to act intelligently," he said: "It will be a tremendous service if advertisers will assist us by devoting a part of their advertising space to the dissemination of those facts."

GUEST-ING

NG CROSBY, on "Soldiers with ...s," today (WOR-Mutual, 9:30

LTON BERLE, on Sammy Kaye's "Gold Show," today (WABC-8 p.m.).

SE ITURBI and JOAN BROOKS, the "Cresta Blanca Carnival," to- (WABC-CBS, 10:30 p.m.).

VELYN BEYER, director of the very school of Sarah Lawrence College, discussing "Methods of Play," "The Baby Institute," tomorrow (Z-Blue Network, 10:15 a.m.).

RANKLIN P. ADAMS (FPA), on Crosby's "Kraft Music Hall," tomorrow (WEAF-NBC, 9 p.m.).

ROF. HAROLD H. FISHER, of department of history at Leland Stanford University; OWEN LATTI-RE, formerly adviser to Gen. Douglas Kai-Shek and now director of Pacific relations for the OWI; CHLEEN NORRIS, novelist, and GEN. PAUL B. MALONE, re-entire, discussing "Must Western Democracy Be Restored in East Asia for the War," on "America's Town Meeting of the Air," tomorrow (WJZ-Blue Network, 8:30 p.m.).

ETTY HUTTON, in an adaptation "The Fleet's In," on the "Phil Harris Playhouse," Friday (WABC-8, 9 p.m.).

IRGINIA WEIDLER, on John King's "Double or Nothing," today (WOR-Mutual, 9:30 p.m.).

WINX Takes AP Wire

WINX, Washington, D. C., has accepted the special AP radio news service from Press Association, Inc. Extended news coverage will include Teletcripts and other features in addition to AP dispatches.

A NEW SERVICE

GEORGE L. STONE, President POSITION SECURING BUREAU, Inc.

With 22 years of achievement in the commercial employment agency field announces the inauguration of a new department devoted exclusively to

RADIO & MOTION PICTURES

under the personal supervision of

FRANK McGRANN

Formerly Exploitation Director of Columbia Pictures, and for 20 years prominently connected with theatrical, radio and motion picture organizations.

331 MADISON AVENUE, N. Y. C.

Tel. MUrray Hill 2-6494

NEW PROGRAMS-IDEAS

War Stamp Prizes

Anxious for new promotion and operation ideas, KGO and the Blue web here are offering \$5 in War Savings stamps for every idea "deemed worthwhile," submitted by an employee. If the idea can be put to immediate, practical use, an extra \$5 in stamps is awarded the employee making the suggestion.

"Your Suppressed Desire"

Titled "Your Suppressed Desire," a new series of programs to be heard on WLW, Cincinnati, will present an opportunity to its listeners to write in and tell the show's producers what they have always desired secretly to do. Those with the most interesting ideas will be invited to the program

"A Picture of You"

A new musical idea, presented by Meyenberg Milk Products Company over KPO, San Francisco, titled "A Picture of You," is based on letters received by the sponsor. Each week a letter will be selected and its content will be the subject of an oral picture set against a background of music. Zella Layne will present the oral picture while Camilla Roma will sing specially selected songs with Charles Runyan at the console of the philharmonic organ.

with volunteers from the audience participating in the show. The program's format lends itself to unlimited humor and the more serious desires of people.

CBS "School Of Air" Skeds 130 Programs

(Continued from Page 1) 9:30-10 p.m., MWT; 1:30-2 p.m., PWT).

Full details of the five-day-a-week series are outlined in the "Teacher's Manual and Classroom Guide" which is now available. These manuals, utilized by 180,000 teachers in the past season, are distributed to instructors by CBS stations in the United States and by the Canadian Broadcasting Corporation in Canada.

The program, formerly titled "School of the Air of the Americas," has again been designated by the Office of War Information and the U. S. Government as the official channel for the coming year through which the news information and instructions for civilian activities will be conveyed to children and young people, teachers and parents.

Six programs will be written, produced and directed in Canada. Dates for those broadcasts are Nov. 4 and 29, Jan. 6, Feb. 23, Mar. 9 and 14.

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WLB Session Friday To Pass On AFM Case

(Continued from Page 1)

the question of WLB jurisdiction, yesterday, followed in rapid order certification of the case to WLB by Frances Perkins, Secretary of Labor, Monday, after government conciliation failed. Conciliation meeting collapsed last Thursday. Report of it was filed immediately. Department of Labor remained in session despite the July 4th holiday, to render its certification. The New Case Committee of the WLB considered the subject briefly, and reported to the full board in executive session. If the Board assumes jurisdiction, then it is expected that the WLB will send out its usual strike telegram calling both parties to resume production at once pending hearings. The Board has refused to consider disputes in the past while either party continued in strike or lockout.

WLB Logical Arbitrator

In the past, Petrillo has repeated that he would return his men to production if the President so requested. Whether or not he holds the WLB in the same high esteem has not been said. When asked about it yesterday, Petrillo indicated that he would make a decision on that score when faced with it.

Should the board refuse to accept the case, its decision would run counter to that rendered by the Supreme Court in February, holding that the case was a labor dispute out of the view of the government's anti-trust suit.

On behalf of the transcription companies, A. Walter Socolow issued the following statement yesterday:

"The music transcription companies appreciate the promptness with which the National War Labor Board is addressing itself to the problem involved in the labor dispute between them and the American Federation of Musicians, which was certified to the Board by the Secretary of Labor yesterday. In setting the problem of jurisdiction for a public hearing on Friday morning, the Board will bring into the open the inconsistency of the position taken by Mr. Petrillo and his Union which is designed merely to confuse the issues.

Quotes High Court Ruling

"When the United States Government, through the Department of Justice, brought an anti-trust action against Mr. Petrillo and his Union last fall, the Union successfully avoided the jurisdiction of the courts by forcefully arguing that its strike was a typical labor dispute and thus not subject to the jurisdiction of the court. The Supreme Court, on February 15, 1943, in affirming the decision of Judge Barnes in the District Court, ruled that the Union's actions in this instance are steps in a labor dispute and therefore do not violate the Anti-Trust laws.

"Opposite Position" Seen

"Now that the matter is before the National War Labor Board, the A. F. of M. is apparently attempting to take the opposite position by assert-

PROGRAM REVIEWS

"A Date With Judy"

Aleen Leslie's engaging recital of the tribulations of the Foster family returns to the air once more as the Summer replacement for Eddie Cantor's "Time to Smile."

Louise Erickson again plays the lead role—Judy Foster, the junior miss whose innocent exploits result in the aforementioned Foster family tribulations. Miss Erickson gives the part all the enthusiasms of the teen-aged girl and Dix Davis, who plays her brother, Randolph, is the typical wise-cracking kid brother.

The first show got under way a little slowly but the plot tightened up as it passed the midway mark. The studio audience further impeded the smooth flow of dialogue.

As all-around, good family entertainment, however, "A Date With Judy" can't miss. The excited youngster about to graduate into the debutante age and her down to earth younger brother make for uproarious fun. Well cast, too are Joe Kearns as the father, and Bea Benaderet as the mother.

In the first episode, Judy decided to look for a job as private secretary. Her explanation that she quit her last employment because the boss made passes at her was complicated by the fact that her father had given her the only letter of reference she had. Word soon spread that Mr. Foster was no gentleman for whom to work, and Mrs. Foster began de-

ing that the same dispute which it maintained was a strike last fall is not now a labor dispute at all. It is obvious that if by any such tactics of confusion the jurisdiction of both the courts and the War Labor Board could be avoided, our entire wartime machinery for preventing strikes which interfere with the war effort would be frustrated.

"The transcription companies, therefore, confidently rely upon the Board to exercise its jurisdiction and to send Mr. Petrillo's striking musicians back to work at once. The Board will not permit the Union to blow hot and cold in avoiding its jurisdiction to regulate such dispute."

Miller Issues Statement

Washington Bureau, RADIO DAILY

Washington—Certification of the dispute between recording firms and the AFM to the War Labor Board brought the following comment from Neville Miller, president of the National Association of Broadcasters:

"The broadcasting industry welcomes the certification of the Petrillo dispute to the National War Labor Board. It can now be disposed of in orderly fashion on its merits in line with the country's wartime labor policy. The board is now obligated to direct the striking musicians to return to work immediately so that further damage to our wartime communications system may be averted."

"New Jack Carson Show"

With the comely cover girl, Jinx Falkenburg, as guest, Jack Carson scored again last Wednesday with his madcap show. Routine with Miss Falkenburg, who set out to woo him with a passionate approach and a heavy Spanish accent, was a high spot in a fast-moving comedy show.

The main situation concerned itself with Carson's efforts to write "next week's show" and the consequent interruptions. Seeking quiet, Carson and his partner, Dave Willock, run off to a country spot where Jinx invades their privacy.

Leonard Levinson (who provides the "Great Gildersleeve scripts) and Lou Fulton (who does the Ginny Simms show) collaborated on the Carson act and turned out a gagful, punchy script.

A discovery of producer Vick Knight's Anita Ellis knows a torch song when she sings it. Her rendition of "Don't Get Around Much Anymore," accompanied by Johnny Richards' orchestra, deserved plaudits—herewith accorded. She is a gal to watch—and listen to.

Program is heard Wednesday 9:30-10 p.m., EWT over a CBS network, sponsored by Campbell Soup Co. Foote, Cone & Belding is agency.

manding explanations from her bewildered husband.

Program is heard Wednesdays over NBC 9-9:30 p.m., EWT sponsor remaining the same of course in Bristol-Myers; agency is Young & Rubicam.

General Advt. Agency Organized By Coleman

Atlanta, Ga.—Maurice C. Coleman, for the past 15 years associated with radio here in various executive capacities, announces the formation of an Advertising Agency in Atlanta under the firm name of Maurice C. Coleman and Associates. Offices will be opened in the Citizens and Southern National Bank Building.

Pioneer in Radio Industry

Coleman is a pioneer in the broadcasting industry. His career started fifteen years ago with WGST, at which time the only other Atlanta station was WSB. After several years Coleman joined the staff of the old WJTL, then owned by Oglethorpe University. Later this station was acquired by new owners and the call changed to WATL. Under the new ownership Coleman was appointed General Manager. January 1, 1941 Maurice Coleman resigned this position to join the staff of WAGA as commercial manager. This position was retained until June 1 of this year, about six months after WAGA announced change of facilities and executive personnel.

Coleman is one of the pioneers of the original sales managers division of the National Association of Broadcasters (now Broadcast Sales Directors), and was chairman of the 5th district.

Free Radio-Time Plan For Canada Election

(Continued from Page 1)

under chairmanship of Dr. J. Thomson, CBC general manager, attended by representatives of the three parties.

"By mutual agreement between the party representatives, one-half hour per week of free time will be granted by the CBC for each party during the election campaign," said a statement, which added, "The Liberals are also granted one extra half-hour broadcast to conclude the campaign and the Progressive Conservative and C. C. F. each one additional period of 15 minutes. For this purpose the CBC set up a province-wide network. Arrangements were all made to exercise the powers of the broadcasting act whereby the CBC regulates the amount of time for subsidiary hook-ups and for political campaign broadcasts on individual stations."

The CBC said this is the first time its policy with respect to election has been applied to the provincial field. "Hitherto, arrangements for election broadcasts have been confined to federal contests," CBC said. It was further declared: "Last year the Parliamentary Committee on Radio Broadcasting recommended that the same arrangements should be extended to provincial election and the Board of Governors of the CBC have accepted this recommendation."

In a statement to the meeting Dr. Thomson said that while the granting of free time entailed expense to the CBC in cancelling programs and the purchase of wire-lines, as publicly-owned corporation the CBC regarded it "as a fulfillment of the duty" to give all parties a fair opportunity to present their views to the electorate.

Maritime Service Show Starts July 17 On CBS

"It's Maritime," a half-hour of information and entertainment devoted to the U. S. Maritime Service, makes its debut on CBS Saturday, July 11 from 5-5:30 p.m., EWT. Featuring guest stars and a variety of popular music, the program originates at the U. S. Maritime Service Training Station at Sheepshead Bay, Brooklyn, largest in the country, and is presented before audiences drawn from that station's more than 8,000 trainees.

First of the guest stars is Madeleine Carroll, currently heard five-a-week on Columbia's "Madeleine Carroll Reads" program. She is official representative of the United Seaman Service, which provides recreation and entertainment for men of the Merchant Marine on leave.

Edward F. McKay

Washington—Edward F. McKay, for the past five years legal assistant to Paul Walker, member of the FCC, died here yesterday of uremic poisoning. He had been seriously ill for about two weeks.

Fly Hints At "Other Proceedings" In Replying To Probe Accusations

FCC Further Eases Rules Governing FM

(Continued from Page 1)

(Continued from Page 1)
 Eugene L. Garey, Cox committee, be satisfactorily answered, and he hopes the investigation can be through quickly "so that we can back to fighting the real war."
 declared that the letters read the public record Friday by y, at the first open "hearing" of Cox committee, from Admiral am Leahy and War and Navy etaries Stimson and Knox are classified as "secret." Reluctant to ss these letters because he does want to violate the same prin- es which he alleges Garey did, said he has no reason to believe Army released the letters. He al he does have an idea who was sible, however, and predicted it will come out either at future ings or in "other proceedings."

Asked for Clarification
 asked what "other proceedings" he might be, the chairman told the rter who posed the question, "t push" and would say no more. re is reported to have denied the letters referred to by Fly classified as "secret." It is doubt- ul that he has seen the originals of e letters, however, since he has d that the Army and the Navy furnish him with copies. It is wn also that high military officials ported to include even Admiral ay—demanded of the Office of sorship an explanation of the re- e of these documents Friday ning, as soon as they were aware hat Garey had released. Censor- Director Byron Price refused to ment, but left reporters with the ession that he had received com- ts.

ly said he definitely does not want ave any "running fight" with the y. The two agencies "have had ng and extensive line of coopera- " he said, "and I have no doubt that will continue in the future."
 was asked here if he had men- ed the Army and intentionally tted reference to the Navy. At he did not answer, then pressed e again for a reply he declared he had "no comment. I won't t picking and choosing and inating one agency after an- er," he said.

uring the conference, Fly released etter which he sent yesterday to e Cox committee. This letter is ted here in full:

In view of the gravity of the formal e statements issued through the e Counsel, in further view of the ex- lity and unfairness of the procedu- e before followed by the committee and counsel, and in further view of the need e the Commission, its Commissioners and e members for some information as to e procedures may be expected from the e committee, I sincerely request the committee e respond to the following questions at its e convenience:

- (1) Has the committee already concluded it will make findings as set forth in counsel's formal and broadly public issued statement?
- (2) Does the committee have an open on these matters and if so may we have ublic statement to that effect?
- (3) Did the committee authorize the

publication of those conclusions of its Wall Street counsel?

"(4) Is this committee going to continue to permit such conclusions to be broadcast without giving the Commission an opportunity for a hearing?"

"(5) Is the committee now going to adjourn for the summer without giving the Commission an opportunity for a hearing on the publicly announced conclusions?"

"(6) Will the committee now give to the Commission whatever notice it is possible to afford it as to when hearings may be expected to be held and as to when individual Commissioners or staff members may be expected to be called for testimony?"

"(7) Is the committee going to continue the services of dollar-a-year men of Wall Street?"

"(8) Is the Committee going to continue to permit lawyers to issue subpoenas requiring appearances before themselves?"

"(9) Is the committee going to permit its Wall Street lawyers to purport to put witnesses under oath?"

"(10) Is the committee going to continue to permit this sort of testimony behind closed doors, in private offices and hotel rooms with the Commission excluded?"

"(11) Is the committee going to continue the practice of refusing to permit the Commission to purchase copies of the transcripts of such testimony?"

"(12) In view of repeated statements that the investigation is to be a constructive one is the committee going to afford the Commission any form of hearing procedure by permitting its counsel to bring matters to the attention of the committee: (A) In connection with statements by committee counsel; (B) In relation to the introduction of documents by committee counsel or; (C) In the giving of testimony by witnesses called by committee counsel without threats of being ejected by the police, and by permitting reasonable cross examination of such witnesses to insure against further falsehood and distortion."

Fly said with sarcasm that he assumes the FCC will get "fair answers" to his questions from the committee.

Other Correspondence Released

Fly also released correspondence in which he had asked of the committee permission to buy transcripts of the testimony given the committee by Donald Flamm, former licensee of WMCA, New York; of Nicholas Cureton, FCC employee, and of other witnesses who appeared in the committee's star-chamber sessions.

Two letters were sent—on April 15 and May 19—and both request were denied. The first denial was by Garey, who declared that "to grant such a request at this time would be incompatible with the public interests." (Fly explained that "that means he didn't want to give them to us" and added that he felt a "running fight" on the whole issue is far more "incompatible with the public interest").

The second letter sent by Fly offering to purchase these transcripts brought a reply from Garey in which the committee counsel said his earlier position had been upheld during a meeting of the full committee.

Cites Flamm Examination

Donald Flamm was examined and sworn, said Fly, by Attorney Wm. Hauser, dollar-a-year member of the committee staff and a member of Garey's New York law firm, Garey Desvernine & Garey.

Fly said also that Garey has adopted the "Wall Street Journal's" position on television—that we are guilty of dereliction in not "locking

down" television as it existed in 1940 and saving it for the radio monopoly.

Fly told his press conference—twice its usual size—that "we will meet all charges against us when and if we get a hearing and I can assure you we will meet them in a surprisingly convincing way—and I'm not excluding any of them (the charges)."

On Sunday Fly had opened his countercharge against the committee stating that the Friday session in which no opportunity was given anyone to so much as discuss the 50 charges leveled against the FCC by Garey, showed the committee in "its true character," adding, "there it stands in its stark reality announcing to the public through its Wall Street mouthpiece the 50 vicious conclusions it is going to arrive at come hell or high water, after purporting to go through some of the forms of a 'judicial' inquiry and 'due process of law'."

Answers "Monopoly" Charge

Reviewing Cox's bitter attacks upon the "radio monopoly" during his period of friendship for the FCC, and his staunch defense of the agency, he referred to Cox's sudden change of heart after the FCC had discharged its "unfortunate duty... to report to the Attorney General that Representative Cox had procured a \$2,500 fee for representing a successful applicant for a broadcast license." As soon as the current investigation was ordered, said Fly, "Cox immediately joined with the radio monopoly and Wall Street interests on the one hand and the military on the other, all moving in for the kill. The aim has obviously been to wreck the Commission, the only agency representing the public in this important field, to set up monopolistic control by commercial interests and to establish actual and coercive surveillance of the nation's most significant mechanism of free speech."

Defends War Work

Strongly defending the special war work carried on by the Commission and so bitterly attacked by Garey on Friday, Fly said "Cox and his Wall Street mouthpiece have been slow in disclosing to the public their long existing tie-in with the radio monopoly. But the cat was out of the bag when the committee's counsel referred on Friday to Mr. Fly's successful effort in delaying television, which all too obviously is directed in its efforts to lock down the great future of the television industry to the inadequate systems then controlled by that monopoly. This is the same stand of the Commission which Congressman Cox had so vigorously defended on the floor of the House in happier days.

Reviewing some of the "vicious processes" employed by the committee staff during its investigation of the Commission thus far, Fly said in conclusion, "I cannot but feel that this sort of harassing and unfair tactics ought to stop. If we must be slandered, \$2,500 worth is enough, and we

night, but suspends the requirement that two hours of this service must be given over to programs not duplicated in the same area by another station, standard or FM. Each FM licensee is still required, insofar as possible, to develop "a distinct separate broadcast service from that otherwise available in the service area."

Technical Changes Authorized

At the same time the Commission announced that it will authorize technical changes in the operation of High Frequency (FM), television and non-commercial education broadcast stations during the war period where desirable to conserve equipment, particularly vacuum tubes, or where necessary to permit continued operation of a station, provided such changes are consistent with the maintenance of a substantial public service. Under this arrangement licensees may file with the FCC informal requests to reduce operating power or to make other changes in the operation of authorized equipment.

In view of the difficulty of obtaining replacement tubes and equipment and the shortage of skilled personnel needed in effecting repairs, the Commission feels this simplified procedure will aid in maintaining continuous FM and television service during war.

have been visited with that much long ago. We have a war on other fronts and those of us who are devoting ourselves to that war might well be permitted to get on with the job."

Chairman Cox of the House Committee investigating the FCC charged Fly with an attempt "to destroy the confidence of American soldiers in their commanders." Referring to Fly's statement over the week-end concerning the committee which he heads, Cox said:

"As to the attack of Mr. Fly upon the select committee of the House of Representatives, now investigating the Commission, the committee has no statement to make. The committee does not mean to be drawn away from the constructive job it has undertaken.

Cox Alleged "Disservice"

"Mr. Fly's attack upon the military and naval departments for objecting to his attempt to take over the responsibility of war activities cannot be ignored. The joint chiefs of staffs of the Army and Navy, the Chief of Staff to the Commander in Chief of the Army and Navy, the Secretary of War and the Secretary of the Navy say it has been found that the operations of Mr. Fly's commission constitute an interference with the war effort and a threat to the nation's security. If this be true, then all possible effort must be made to stop this action.

"Even Mr. Fly owes a service to the nation rather than the disservice of trying to destroy the confidence of the soldier in his commanders by charging them with conspiring to destroy the FCC."



Coast-to-Coast



A DOHR Milk Farms of Los Angeles contracted with KNX, Hollywood, for a weekly series of 15-minute news commentaries by Dr. Wallace Sterling, professor of history at the California Institute of Technology. The program will be heard on Thursdays beginning at 9:30 p.m., tomorrow. Little & Co. placed the 52 week contract through Heber Smith, KNX account executive...George Moskovics, sales promotion manager for KNX and the Columbia Pacific network, leaves his desk to journey to Salt Lake City where he will address two sessions of the Inter-Mountain Radio Council meeting at the University of Utah, July 9. Moskovics will also be heard discussing radio's place in the wartime advertising picture at the luncheon conference of the Exchange Club.

To acquaint listeners with the new air raid warning signals ordered by the U. S. Army, WWL, New Orleans, has allowed four periods of varying length to the Office of Civilian Defense for the purpose of explaining the changes...Tommy Clapp and Betty Miller, two youngsters who have been appearing in child roles on WWL for years, now have their own program "Tommy and Betty" three times a week over WWL, recalling favorite stories and poems against a background of nursery music by Ray McNamara for the younger listeners. The program is written and produced by Terry Brick... Virginia Freret, fresh from teaching speech and radio at Sullins College in Bristol, Va., has joined WWL as a continuity writer.

Mary Woiceske of Woodstock, who had a weekly summer program on WKNY, Kingston, N. Y., has signed a contract with the New Opera Company to appear in the "Merry Widow," starring Jan Kiepora and Marta Eggerth. The show is scheduled to open at the Majestic Theater August 3.

The Yankee network "Yankee House Party" has been temporarily discontinued for the summer...Lieut. George Wetmore, one of WICC's Bridgeport, commentators, writes from the South Pacific that he is stationed with the Signal Corps.

Eric Wilkinson's orchestra becomes the WIBG, Philadelphia, house band

as of July 5. Wilkinson was formerly staff organist at KYW, Philadelphia.

Larry Frommer was recently appointed publicity director of WOV-WGL, Fort Wayne, Ind. He is a graduate of Indiana U. possessing an AB degree in journalism and a masters degree in advertising.

Servicemen's Weekly News Letter, published for Tompkins County, N. Y. servicemen by WHCU, Ithaca, and the Corner Book Store, in cooperation with the Wilcox Press, reached a new circulation high of 1,372 with the July 4th issue. Cost of the four-page paper is underwritten by the station and the bookstore. Subscriptions help to defray the mailing cost...1st Lieut. Betty Austin, WAC, former agricultural briefs writer for WHCU, spent furlough in Ithaca over the week-end.

KMOX, St. Louis, has inaugurated a new 15-minute combined quiz and musical program to run daily Monday through Saturday at 8:15 a.m., titled "Do You Know the Answer." The program conducts, also, telephone conversations. Blaine Cornwell, production manager, is the master of ceremonies.

Raymond Peters, is the new WCAE, Pittsburgh, news analyst. He is a native of London, having lived in Paris for seven years. He is one of the founders of "L'Agence Inter-Europa"...Newscaster Norman Twigger is now a private in the Army... Bob Donley, familiar for his "Morning Express" programs, has taken over the 11 p.m. "News Parade"... John Leban has joined the WCAE announcing staff... "Babe" Rhodes has added Elda Allen as vocalist to his WCAE staff orchestra.

Francis E. Stern, state chairman of the American Legion campaign for records for our fighting men, launched the Connecticut drive Saturday, July 3 in a talk over WTIC, Hartford.

A new five-minute feminine show, "Vitamins for Victory," featuring Marie Huffman and sponsored by the Babcock Dairy Company, is broadcast Monday through Friday over WTOL, Toledo. The script is devoted to cooking hints and menus planned to introduce a wartime balanced diet to housewives.

WIP, Philadelphia, to help relieve the present shortage of mikemen, opened classes in a School for Announcers, Tuesday, July 6. Program director Edward Wallis directs the curriculum.

John Louthier, formerly with WJAC, Johnstown, Pa., and WGKV, Charleston, West Va., has joined the announcing staff at WJLS, Beckley, West Va... Phil Vogel, from WKRC, Cincinnati, has joined the staff of WJLS as program and production managers.

The newsmen behind the "Faces and Places in the News," heard on KHJ, Los Angeles, Don Lee, Monday through Friday evenings, are Jack Desch, news editor; Howard Culver, feature writer and columnist; and Pat Kelly, writer-producer.

Ed Watkins, until recently studio engineer for WTMA, Charleston, S. C., has joined the staff of WGOV, Valdosta, Ga., as chief engineer.

WHN marks the sixth anniversary of the initial Japanese attack on China by airing a special broadcast to-night from 10:00 to 10:30 from Carnegie Hall. Appearing on the broadcast will be Chinese Ambassador Wei Tao-Ming and Pearl S. Buck.

Sid Andorn's program about local people and events over WGAR, Cleveland, began its eighth consecutive year for the same sponsor, Erin Brew. Andorn is heard six times weekly, 52 weeks, completing his 2,184th program recently. Andorn is also WGAR's director of special events having come from the Cleveland Press where he served as movie critic... Bernice Otney, 22, is the second woman to join the engineering staff of WGAR. Trained in a government radio course, she entered radio with a transmitter job at WBOE, board of education station serving Cleveland public schools... Ruth Lloyd, the first woman hired, is beginning her second year on the staff.

Almost all the personnel of WTMJ-W55M, Milwaukee Journal stations, are serving some dual capacity as committeemen, also. Bob Heiss, chief announcer has been named national chairman of the Radio Advisory Committee of the Bowlers Victory Council; Nancy Grey, director of women's activities for the Journal stations, has been appointed to the steering committee to guide the Wisconsin canning industry to a successful harvest of crops; and Russ Winnie, assistant manager and sports commentator, has been named to the Milwaukee Community War Chest Public Relations committee.

James Abbe, already fairly busy with a six-a-week schedule of early morning broadcasts at 7:30 a.m. on KECA, Los Angeles, took a new assignment recently when he joined the Blue Newsroom Review as a commentator and newscaster. Other commentators on the Review are Maj. Gen. Paul B. Malone, USA retired; James G. McDonald, Edward Jorgenson, Wilfred Fleisher and Stuart Hannon.

The "Artist's Reviews Art" heard regularly Mondays and Fridays over WEVD, New York will now be heard at 7:20 p.m. every Friday evening over FM W75NY.

The Southern New England Telephone Company has renewed a series of two local spots daily for the next

three months over WNLC, New London, Conn. The account was placed by Batten, Barton, Durstine & Horne... Helen Sutton is currently campaigning to increase the War Fat Salvage program over WNLC. Earlier in the year when the percentage of fats collected fell below the city's quota, a drive by Mrs. Sutton sent it soaring over the top. Her efforts won the thanks of the state OPA office.

Grady Cole, WBT's, Charlotte, N. C. farm editor, is sporting a sterling mixture "kennel" watch charm, signifying membership in the Silver Kennel Club. Howard Turner, who joined the announcing staff of WBT about four months ago is the news reporter on the Groves Laboratories "Evening News Summary," heard Tuesday, Thursday and Saturday evenings.

James Cassidy, WLW-WSAI special events director, was in the city yesterday conferring with officials of the British Broadcasting Co. concerning future programs on the England-WLW current series of broadcasts coming from other countries other than Britain... Roger Baker, baseball broadcaster for WSAI, Cincinnati, for the first time in 14 years enjoyed a holiday on July 4... Joe Mitchell, studio engineer of WLW-WSAI, will don an Army uniform shortly. He's been with the Crossett stations almost 12 years.

Army Air Force Series Starts July 19 On Mutual

In an effort to advise the public the weekly operations of the U. S. Army Air Forces, and all its component parts, "The Army Air Force" a new war-effort series, will be heard over the Mutual network Monday beginning July 19, 7:30 to 8 p.m. EWT. The program will be produced in joint cooperation with the Army Air Forces, the East and West Coast Aircraft Production Council and the Mutual network.

"Army Air Forces" will attempt to tell the story of the airplane from production in aircraft plants to use in combat areas in every theater of global war. Film star William Holden, now a Second Lieutenant in the Army Air Corps, will act as emcee on the first program.

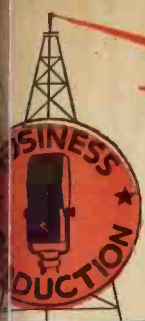
Through this program, it is hoped that the interviews with the combat fliers will act as an incentive to the men and women in aircraft factories. The combat flier will relate the manner in which various labors of the man in aircraft production helped him while he was fighting the enemy in the air—thus creating a liaison between our fighters on the battlefield and the home front. Many stirring stories of the global war will be heard on the program.

1943 BIRTHDAYS

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|----|----|----|----|----|----|----|----|----|----|
| 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 |

July 7

| | |
|------------------|-----------------|
| Arlene Harris | Lucille Hustung |
| Irwin Lilienthal | David Ross |
| Hal Schenker | Verne Smith |
| Pauline Swanson | Everett West |



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



L. 24, NO. 5

NEW YORK, N. Y., THURSDAY, JULY 8, 1943

TEN CENTS

Taft Asks Chain Rule Stay

Taft's Probe Methods Hit By Capital Paper

Washington Bureau, RADIO DAILY
Washington—Fresh evidence of his fitness to conduct a Congressional investigation of the FCC was given today by Rep. E. E. Cox, chairman of the special House committee investigating the Commission, the Washington "Post" said editorially yesterday. The paper referred to Cox's charge that FCC Chairman Flynt was attempting to destroy the confidence of American soldiers in their

(Continued on Page 6)

Network Evening Clients Up 13% Over Last Summer

More commercial evening programs on the networks this summer than had existed last year, bringing total number of commercial evening hours up about 13 per cent. Number of shows jumped from 109 last year, to 124 this year, according to June 30 evening ratings reported by C. E. Hooper.

Resumes show, too, that the average ratings as well as sets-in-use and

(Continued on Page 2)

Taft Denies Connection With Payne Withdrawal

Washington Bureau, RADIO DAILY
Washington—FCC Chairman James Lawrence Flynt said yesterday that the explanation for the sudden withdrawal of the last week's nomination of George Henry Payne, New York Republican, to succeed himself as a member of the FCC must be sought in President Roosevelt, since the nomination was taken by the President.

(Continued on Page 2)

Name Your Song

The day that Hitler surrenders everyone in the Allied world will celebrate with music in one form or another, predicts Donald Voorhees, conductor of NBC's "Telephone Hour" and "Cavalcade of America." What would you like to hear? What music will express your jubilation best? Just send your song suggestions to Don Voorhees, 145 West 45th Street (18), N. Y. C.

Customers

When WQXR started its "Let's Learn Spanish" series last year, it offered listeners a word list free. After the first broadcast, 800 requests came in. Station returned the program to the air Monday, and again announced availability of a word list, but placed a dollar tariff thereon. One thousand requests came in after the first broadcast.

AFRA Mulls Definition Of 'Commercial' Show

AFRA is still mulling a course of action to define what constitutes a commercial and sustaining program, as a result of recent adverse decision by a board of arbitrators in the case of "My True Story" on the Blue Network. Panel had held that the case contained elements both commercial and sustaining, but since the element of commercial was not sufficiently pronounced, ruled that sustaining wages should prevail.

Two major alternatives are receiving

(Continued on Page 3)

Baldwin Signed By Blue; Starts Series July 25

Hanson W. Baldwin, naval and military analyst and Pulitzer Prize winner, will make his debut as a radio commentator on the Blue Network, July 25 in a weekly series to be heard Sunday from 3:15 to 3:30 p.m., EWT.

(Continued on Page 2)

Sees So. Amer. Program-Needs As Shows For Lower Classes

GE Exec. Sees More FM And Television in Post-War

Although war developments undoubtedly will improve radio transmitters, General Electric engineers see no radical changes that will prematurely obsolete present equipment, Paul Chamberlain, of GE's electronics department, reports.

"What we do expect in the field of

(Continued on Page 2)

Wants Enforcement By FCC Deferred While Congress Considers Subject Of Regulation And Free Speech

Private Canadian Web Too Strong—Thomson

Ottawa—Dr. J. S. Thomson, general manager of the Canadian Broadcasting Corporation, said in evidence before the Canadian House of Commons Radio Committee that any group of private individuals who could establish their own radio network in Canada would become the most influential group in the country;

(Continued on Page 6)

NBC Syndicated Sales Includes 16 New Accts.

Sixteen new contracts and three renewals for transcribed program series were closed during the month of June by the Syndicated Sales division of NBC's Radio-Recording Department according to C. Lloyd Egner,

(Continued on Page 6)

FCC Hearing On WOKO Adjourned Until July 22

Washington Bureau, RADIO DAILY
Washington—The FCC hearing to determine whether WOKO, Albany, N. Y., has been concealing in its financial statements the actual ownership of its stock has been con-

(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—Suspension of the new network rules and "the augmented powers granted by the recent decision of the Supreme Court" to the FCC was demanded yesterday on the Senate floor by Senator Robert L. Taft, Ohio Republican, "until the Congress has the opportunity to consider the whole problem of radio regulation."

"Only in this way," he said, "can we defend ourselves against the most serious infringement on the right of free speech in the United States

(Continued on Page 3)

WSA Lauds Radio Job On Recruiting Drive

Recognition of the "magnificent response" to the radio campaign for the recruitment of experienced men for the United States Merchant Marine has come from the War Shipping Administration, Washington, D. C.

That agency, in a statement just issued, declared that its Recruitment and Manning Division "is more than

(Continued on Page 5)

WOR's New Contracts Reveal Dollar Volume Up

Dollar volume of business among new accounts on WOR for the month of June has established a new record for the month on that outlet. The

(Continued on Page 2)

No Less

With a broad grin, a handful of cigars and an attitude of life that just wouldn't wait, Jim Woodruff, Jr., executive manager of the Georgia Broadcasting System, scattered sunshine and cigars as he walked into his office, announcing that he was father of quintuplets. However, after clarification, it was learned that his collic had given birth to five pups.

(Continued on Page 5)



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FINANCIAL

(Wednesday, July 7)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., CBS A, CBS B, Crosley Corp., Gen. Electric, Philco, RCA Common, RCA First Pfd., Stewart-Warner, Westinghouse, Zenith Radio, NEW YORK CURB EXCHANGE, OVER THE COUNTER, Farnsworth Tel. & Rad., Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit).

Baldwin Signed by Blue; Starts Series July 25

(Continued from Page 1) Military and naval editor of the New York "Times," author of numerous books on tactics and strategy and contributor to such periodicals as "Life," "Saturday Evening Post" and "Reader's Digest," Baldwin's previous radio appearances have been confined to occasional guest spots. Baldwin's role, according to G. W. Johnstone, director of news and special features of the Blue, will be to interpret in simple, lay language the perplexing pattern of naval and military developments. He has been a newspaperman since 1928 when he joined the "Baltimore Sun" and won the Pulitzer Prize in 1942 for a series of articles based on a tour of the South Pacific battle area.

Renewals Prove Results
WTBO
820 Kc. Cumberland, Md.

Fly Denies Connection With Payne Withdrawal

(Continued from Page 1)

At any rate, said Fly, he did not request the withdrawal and has thus far done nothing about suggesting a replacement to fill the vacant chair. Admitting that he had been to the White House Thursday, the day Payne's name was called back, Fly said it was an off-the-record chat and that the name of Payne had been withdrawn even before he (Fly) arrived at the White House. Fly said he definitely had not recommended the withdrawal of Payne's name. Aside from that Fly said it was not appropriate for him to discuss Payne at length. He pointed out that the New York Republican has followed the policy of the Commission majority in most recent cases. Fly added here that he has never tried to impose his will on Payne or other members of the Commission. He said also that he was skeptical about the truth of reports that Payne is being sacrificed to conservative elements in Congress.

Does Not Suspect Payne

The FCC chairman made it plain that he did not suspect Payne of responsibility for getting to the Cox committee of the House the "secret" letters concerning the FCC's war activities read into Friday's record. Although he would not comment on Payne's nine years of service with the FCC, Fly did remark that Payne has supported most of the Commission policies "that I have."

Fly said that his discussion at the White House last Thursday—to which he was especially invited—did not deal with the Payne nomination, which he added had already been withdrawn at the time of his arrival at the executive mansion. He said the discussion centered around a totally different matter, but when asked if he referred to the Cox committee investigation of the FCC, he refused to affirm or deny it.

Network Evening Clients Up 13% Over Last Summer

(Continued from Page 1)

available audiences are down from last year, with almost half the programs showing significant losses. Reduced audiences and sets-in-use are attributed to the war and the increased employment among women, generally, and the more widespread application of round-the-clock work programs which takes audiences away from their radio if they submit to night work. The lowered show ratings would follow the drop in sets-in-use, normally. At this time, it is explained, also, that the increase in the number of shows coupled with a reduced audience would tend to spread the remaining listeners a bit thinner over the larger range of programs.

Special Cantor Broadcast

Eddie Cantor will broadcast on behalf of the Youth Aliyah Movement of Hadassah, Friday, July 9, 5:15-5:30 p.m., via CBS. His address is titled, "The Lord Is My Shepard."

FCC Hearing On WOKO Adjourned Until July 22

(Continued from Page 1)

tinued until July 22, because the station's Albany attorney, Michael Reilly, had to return to Albany on another matter.

Cross-examination of Harold E. Smith, secretary-treasurer and manager of the station, by FCC's Marcus Cohn, however, brought from Smith an admission that two statements given the Commission under oath in 1933 and 1934 concerning the ownership of stock in the station were incorrect. Smith had said in 1933 that he owned half the stock, Raymond E. Curtiss one-quarter and the Press Company, of Albany, one-quarter. A year later he had declared that he and Curtiss each owned 37 1/2 per cent of the stock and the Press Company still 25 per cent. He admitted Monday, however, that Sam Pickard, then a CBS vice-president, and Lawrence Lowman, of CBS, held 24 per cent of the stock in the station when both those statements were made.

Although the original stock in the WOKO corporation was issued in December 1940, Pickard and Lowman did not receive their 14 and 10 per cent, respectively, until October of the next year, Smith said, because the other stockholders wanted to be sure they were getting their CBS contract and that "the deal with CBS would go through."

WOR's New Contracts Reveal Dollar Volume Up

(Continued from Page 1)

increase over new accounts, from point of view of dollar volume, is 60 per cent over that which the station enjoyed for the month last year. Even the month's gross billings, taking in renewals, is considerably greater when compared with last June. The month's total billings are 26 per cent greater than they were last June.

Upward trend in business at the station has been continuous for the past three months, so that the dollar volume of new accounts for the second quarter is 42 per cent greater than the figure for the same period last year. Gross billings, which again take in renewals for the three-month period, stand at a gain of 28 per cent over last year's comparable period.

Over a six-month span, the station shows the sales department acquired a total of 155 new accounts in the half year, and that this figure is a 16 1/2 per cent gain over the number mustered during the half year in 1942.

GE Exec. Sees More FM And Television in Post-War

(Continued from Page 1)

post-war broadcasting is the replacement by FM stations of many low-powered AM stations now handicapped by interference and inadequate signal strength and we expect television broadcasting to develop rapidly after the war," he explained.

COMING and GOING

C. LLOYD EGNER, NBC vice-president in charge of Radio Recording, leaves this afternoon for Washington, where he will attend WLB-AFM hearing.

SAM H. COOK, president of WFBL, Columbia outlet in Syracuse, a visitor yesterday at the station relations department of the network.

DALE ROBERTSON, station manager of WASH has arrived from Scranton, Pa., for conference at the headquarters of the Blue Network.

LEON GOLDSTEIN, director of news and publicity for WMCA, has left on his annual vacation.

JOHN E. SURREICK, sales manager of WFIL, Philadelphia, was in town yesterday for conference with the New York representatives of the station.

C. M. FINNEY, president of Associated Music Publishers, off today for Washington to attend the WLB hearing on the Petrillo recording ban.

JOHN MCKAY, manager of the NBC production, is in Show Village, N. H., for conferences regarding the network's program of the same name.

STELLE SLAVIN and the members of her all-girl orchestra, have left for the Avalon Club, Wildwood, N. J., where they will broadcast over a local Mutual station for the next two weeks.

A. C. BALTIMORE, commercial manager of WBRE, Baltimore, is in New York on station and network business. Called yesterday at the offices of NBC.

RICHARD W. DAVIS, general manager of WNBC, Blue Network outlet in Hartford, is back at the Connecticut offices following a short visit to New York.

WFBI to Rambeau Co.

Howard W. Thornley, president of the Pawtucket Broadcasting Company, announces the appointment of the William G. Rambeau Company as national sales representative for radio station WFBI.

Our Heartfelt Thanks to

- Lou Frankel
Ben Gross
John Hutchens
Joe Koehler
Len Traube
Miss Van Horne

who voted us a special award in the Billboard's 6th Annual Radio Publicity Exhibit.

WLIB

The Voice of Liberty

Asks Suspension Of New Chain Rules

(Continued from Page 1)
 has occurred since the Bill of Rights was adopted."
 charged that the Court's decision "goes far beyond any intent of Congress which can be read into the Federal Communications Act by the average layman having some knowledge of its history." His statement can be interpreted as a tip-off that the Republican National Committee is leading a drive against the FCC pending the Supreme Court decision. Copies of Taff's address were distributed to the press here by the committee, and it is believed that the release was prepared by the headquarters.

Older Than Four Freedoms
 We have been told that one of the great purposes of this war is to extend freedom of expression throughout the world," said the Buckeye Presidential hopeful. "This right is older than the 'four freedoms.' There is no more fundamental liberty. Freedom of speech is destroyed, every freedom can be whittled away without the realization that it is disappearing. Anyone who aims at arbitrary government must first destroy freedom of speech or he will reach his goal."

Taff charged that the Roosevelt Administration, however much interested in freedom elsewhere, "certainly does not seem interested in individual freedom in the United States."

Asks All-Inclusive Freedom
 "Speech is to be free" he argued, "there must be freedom of every possible means of communicating ideas and views, and principles and laws, from one citizen to another, from one section of the country to another. It is only by free means of communication that a people can remain free."

Taff charged the Administration with striking at freedom of the press, and spoke especially of the anti-trust suit against the Associated Press. Pointing out that there is no federal agency licensing the press, he declared that it is no longer true of radio—"the blood brother of the newspaper as an instrument of free speech."

Cites Cultural Programs
 Destruction of the networks, said Taff, would limit freedom of expression in this country. "It is the network," he said, "which makes it possible for the whole people of the United States to listen to the Philharmonic Symphony under Bruno Walter on a Sunday afternoon. It has made it possible for all our people to listen to the NBC Symphony under Toscanini, a delight once reserved to a few people in very few cities. It has opened the doors of the Metropolitan Opera to the whole American people rather than the few who could afford to buy seats in New York. It has opened avenues for personal discussion and debate for such institutions as the Town Meeting of the Air," the "Chicago American Forum," the "Chicago

PROMOTION

War-Time Service

Since Dayton, O. has been reclassified by the War Manpower Commission as a No. 1 war industry area, WHIO, Dayton, has been assisting the Emergency Committee, a group of leading businessmen, to convince the federal war agencies to release more war contracts to local industries by calling for more people to register for war work and to make available all possible living quarters for migrant workers. The WHIO officials are aiding the Emergency Committee are Robert Moody, general manager; Lester Spencer, assistant manager, and Bill Hamilton, production manager.

The primary task is to induce housewives or women who have never worked before in war production factories to register at this time for such work.

WHIO is now broadcasting nine five-minute programs each week. Each broadcast originates in one of Dayton's war plants where women who are working in factories for the first time in their lives are interviewed by Bill Hamilton. They are asked how they like the work, whether it makes them tired or not and what they think they are doing to help win the war and establish a post-war peace.

Round Table" and other organizations for discussing important public questions. It has made it possible for public officials and members of Congress to reach millions of citizens.

"The advertiser can only afford to underwrite such a huge enterprise—opera available to perhaps two hundred million people—because he knows that a large number of these people will hear his name and have some sense of gratitude to him for that service. But the regulations which have been upheld prevent any network from guaranteeing to an advertiser any of its affiliated stations. In fact, they destroy the whole system of 'affiliated stations.' A majority of this board has decided that the present network system is entirely wrong and, without consultation with Congress, has undertaken a compulsory restriction which may well destroy these systems."

Demands Limited Regulation

The Ohio Republican declared in conclusion that regulation of the air must "be limited to the essential rules necessary to prevent confusion in the air, decent expression and the affording of facilities to all points of view. If Congress feels that rules to prevent monopoly in the network field should be added, they should be made by Congress and not by a subordinate agency of the government. And by no means should such regulations be allowed to open the door for government control of radio, as the Act of 1934 is now interpreted by the Supreme Court."

He called upon Congress to act at once to amend the Communications Act to define in specific terms the limitations of FCC authority.

Summer Promotion

A ready made Sunday afternoon audience of approximately 10,000 persons has been taken on by KPO, San Francisco NBC outlet, with plans to broadcast the weekly open-air Mid-summer Music Palace concerts from the famed Stern Memorial Grove. Featured in the sylvan dell is the San Francisco Symphony, conducted by Gaetano Merola. Also presented as special guests are choral groups, ballet, band, operatic and concert soloists. The events are free of charge to the public of the bay, as a part of the city's annual better music promotions.

Inter-Office Promotion

Roland Weeks, commercial manager of WCSC, Charleston, S. C., is using the bi-weekly home organ, "The Gazette" to spur the copy writers and announcers to improve the results of their combined jobs. With the studio activities collected in a convenient medium for perusal on their jobs, the sales of one campaign, it was related, tripled, rewarding WCSC with an additional 39 weeks contract. "The Gazette" also carries station gossip to its men and woman in the service.

AFRA Mulls Definition Of 'Commercial' Show

(Continued from Page 1)

ing the union's attention. One would let the matter ride until 1944 when the Code expires and at which time AFRA could then write in its own terms defining the two categories when negotiating for a code renewal. Other suggestion, made by Henry Jaffe, counsel, proposes seeking an interpretive arbitration.

In recent weeks there have been conversations between the union and the network over execution and interpretation of other contractual and code clauses. One of the matters to be ironed out, for example, is the off-the-line recorded broadcast of several of the Blue's children programs on the West Coast as delayed broadcasts.

Mark Woods, president of the Blue, and George Heller, associate executive secretary of AFRA conferred on the matter yesterday. It is being taken up by the AFRA board this afternoon.

Files Appeal Re WOW

Omaha—Appeal was filed in the state supreme court at Lincoln by Dr. Homer H. Johnson of Lincoln from the finding of District Judge John A. Rine that Dr. Johnson had failed to make a case in his suit brought to enjoin the leasing of radio station, WOW, Omaha.



for The JOHN SHILLITO Company

For more than 100 years a department store leader
 ... largest retail store in Greater Cincinnati

Having full knowledge of the relative values offered by all local Cincinnati radio stations, and having complete freedom of choice in their selection... it is particularly significant that this Cincinnati leader uses WSAI exclusively for all three of its daily radio programs.

WSAI

BASIC BLUE NETWORK STATION
 5000 WATTS... DAY AND NIGHT
 Nat'l Reps. SPOT SALES, INC.
 NEW YORK — CHICAGO — SAN FRANCISCO

Los Angeles

By RALPH WILK

AS THE second broadcast in the KFI-KECA—"Daily News" special events series Bob Purcell interviewed Squadron Leader Allen Morris, of the RAF, July 3. Morris, who is making a lecture tour of the country, described precision bombing.

Noel Corbett and the Missus have returned, from Reno, Nevada, where they spent a vacation at their cabin.

Fourteen-year-old Portland, Ore., beauty, Suzanne Burse, who won first prize on Janet Gaynor's "Hollywood Showcase," has been given a term contract by M-G-M. The lyric soprano has her own, "For You," on KIRO, Portland.

Associates at the Pacific Blue gifted Syd Dorais with a wrist watch. He has joined the Army engineering corps and will receive his basic training in Louisiana.

Lou Lubin, who is celebrating his 16th year in radio, will be the featured comic on the Lifebuoy show, starring Fred Brady, which goes on the air July 8, over NBC. Lubin has just completed an important role in the RKO picture, "The Seventh Victim" starring Tom Conway.

Movie star Jack Carson, who knows a microphone when he sees one, will bring his comedy talents to Johnny Mercer's "Music Shop" Tuesday, July 14 (NBC). Singers Ella Mae Morse, Jo Stafford, the Pied Pipers and the orchestra of Paul Weston complete the case. Wendell Niles announces.

Hal Styles, of KFVB, interviewed General Alberto Zuno Hernandez, Chief of Staff of the Mexican Army, also head of their National Defense, and Director of Mexico's West Point, while he was here on a good-will trip. A reception was given for him at Warner Bros. Studios, in Burbank. Mr. and Mrs. Hal Styles played host and hostess to General Hernandez visiting the night clubs, and giving a private reception in his honor.

Roosen, WBBM, Joins WABC

George Roosen formerly head of the script department of Columbia's Chicago station, WBBM, has joined WABC, CBS outlet in New York City, as a writer-producer, it has been announced today by Arthur Hull Hayes, general manager of WABC.

THE FACTS:

Special programs for the armed forces. A.P. News, modern equipment are a few of the reasons why we are "First on All Puerto Rico Dials."

WABC

SAN JUAN • PUERTO RICO



Radio Is My Beat . . . !

Some time ago it was announced here that Dick Haymes was set to replace Buddy Clark on the Blue Net's "Here's To Romance" program, starting July 18 . . . and what a story lies behind that simple statement . . . but as is our wont, we boil a book-length yarn down to a chapter . . . a chapter down to a paragraph and a paragraph to a line . . . so we'll reverse the procedure this once to make a line, a paragraph . . . When Dick was born in 1918 in Buenos Aires, his mother, the former Margaret Hemon, who had toured the world as a concert singer, decided that the lusty-lunged newcomer was to be a singer . . . that was all there was to it . . . and again "Mother knew best" . . . Jack Carson, The CBSoup salesman, will NBClown in Johnny Mercer's Music Shop Tuesday . . . Universal Pictures has acquired the movie rights to Cyril Armbrister's South American Blue Net Strip, "The Sea Hound" . . . "God Bless America," the Irving Berlin classic which Kate Smith introduced back in 1938, has already netted the Boy Scouts of America, \$113,000 in royalties . . . Charming Adrienne Ames will accompany the WJZ Victory Troupe when it entertains the Coast Guards stationed at Ellis Island, tomorrow . . . Mert Emmert, WEAf's 'sod-buster' on the "Modern Farmer" program, is one lad who practices what he preaches . . . in order to arrive at the studios in time for that early morning show, he arises at 4 a.m.

★ ★ ★

Guest armchair detectives on the "Ellery Queen" programs receive gifts . . . when Hit Parader Martha Stewart had agreed to 'guest' on that show, a Dunhill cigarette lighter, engraved with the initials "M.S." was ordered . . . a strep throat forced Martha's cancellation so another M.S. was lined up to substitute, Mary Small . . . once again the jinx 'hexed' the producers, for the "Early To Bed" star lost her voice during a performance of that show and at the last minute, the dancing star of that musical, Jane Deering, rushed to the "Ellery Queen" microphone . . . Wanted: a femme guest star whose initials are M.S. to match wits with Ellery on a future whodunit and win herself the initialed lighter . . . Verna Felton, who plays "Mrs. McIntyre" on the Tommy Riggs programs, rates a low bow for allowing Hollywood-visiting Servicemen the use of her swimming pool week-ends.

★ ★ ★

Charming Carol Hughes, whose personality and good looks is matched by her journalistic talents, has resigned as Editor of the radio Fan Mag, Tune-In and will join the NBC Press Relations staff . . . Hal Winters, former Radio Daily staffer, now time buyer for the Raymond Spector agency, is the father of a baby girl born July 2, the second time a baby girl was born to the Winters on that day . . . a rarity that occurs about once in every 100,000 births . . . hear-hear . . . Have a chuckle: Milton Berle says that the "pay-as-you-go-tax" is aptly named . . . sezze, "after you pay your tax, where can you go?" . . . Romo Vincent the rotund comic thinks that Sgt. Joe Louis is the 20th Century's best painter because he put the most people on canvas . . . Maestro Johnny Gart has just learned that a victory garden really pays . . . he's already unearthed 93 lbs. of iron scrap which he donated to the salvage drive committee . . . During the Radio City Elevator strike Tuesday, Myron P. Kirk, radio director of Arthur Kudner, had to walk down 32 flights and when he got down to the lobby, met Johnny Johnstone, Blue Net's news and special events director who, on learning of the parachuteless descent, suggested he give a step-by-step account of the trip over the air on Henry J. Taylor's program . . . Myron agreed but almost collapsed when Johnstone broke the news that they'd have to climb up to the eighth floor studios for the broadcast.

★ ★ ★

—Remember Pearl Harbor—

Chicago

By FRANK BURKE

THE Coronet Little Show," new Schutter Candy replacement for "Colonel Stoopnagle's Stooparoots" will make its initial broadcast as Sunday dramatic series from WBBM on CBS, Sunday, July 11, 12:45-1 p.m. Show will dramatize stories featured in the current "Coronet" magazine. The contract is for 40 CBS outlets and was placed through Schwimmer & Scott for 52 weeks.

"Just Ask the Quiz Kids," a new song with words and music by Joe Kelly, emcee, is being introduced by Elza Merrill Hickok of the Lo Cowan office, producers of the "Quiz Kids" show.

E. Foster Bell, radio contact man for Cole Bros. Circus, in town for a few days visiting network and agency friends.

Harold Lloyd, comedian of the silent film days, here for a Shriner convention and declining invitation for guest interviews on the radio.

King Park, WBBM statistician, passing out cigars celebrating the arrival of a "Fourth of July" daughter at the Park home. Baby has been named Naomi Jo.

Three representative midwesterners will talk to three representative English midlanders in the WGN-MBS BBC weekly feature, "Answering You," which will be broadcast from 11:30 a.m., to noon on Sunday, July 11. The program will originate at WGN.

Dale O'Brien, publicity director of WGN, is throwing a press breakfast for BBC officials at the Medinah Club today. BBC executives who will be present are William Newton, manager of the Chicago office; Stephen Fry, manager of traffic; Alistair Cooke, special correspondent, and Stanley L. Stevens, publicity director.

The Navy will salute the Army during the broadcast of "Meet the Navy" over WLS and the Blue from Chicago on Friday, July 9, at 7:30 p.m., CWT. Major General Henry S. Aurand, commanding officer of the Sixth Service Command, and his personal aide, Major Wayne King, former orchestra leader, will be welcomed to the program by Rear Admiral John Downes, commandant of the Ninth Naval District.

John E. Rudolph

Cincinnati — John E. Rudolph, 53, director of the Trade Extension Department of WLW, died suddenly of a heart attack at his home here yesterday morning. Rudolph, who joined WLW in 1940, will be returned to his birthplace, Memphis, Tenn. for burial.

EXECUTIVE

Experienced all phases station operation, programming, production, general managerial, 250W, 5,000W, 50,000W. Draft status—3A, father. East, South or Southeast preferred. Available August 1st. Write

RADIO DAILY, BOX 78
1501 Broadway New York City

Sees So. Amer. Program-Needs As Shows For Lower Classes

(Continued from Page 1)

Trip, otherwise, confirmed wisdom of the agency's general operation policies, particularly those which stress local programming. The one big factor which the CIAA has not yet been able to hurdle is the lack of audience survey facilities to determine the size of audiences and measure effectiveness of radio propaganda efforts.

In an interview yesterday, Roberts reported on his findings, stating this when asked about the relative importance of local programs, transcriptions of American productions and shortwave presentations:

"We will continue to place emphasis budget-wise on local programming. We will not, however, overlook shortwave, and will continue to cooperate with NBC and CBS in programming."

When asked to list observations which were not readily known by the agency already, Robert replied:

Overlooking Good Music

"We are not doing enough good music. Good music is greatly appreciated and we are overlooking something good by having too much popular music or not enough good music in our schedule." He explained, here, that because of the lack of shipping facilities, supply of records and transcriptions exported to Latin America has been severely curtailed, and that the only way we have of reaching the vast audiences interested in that type of product, is through the shortwave. He admitted that a large part of the population was still tuning in to the German broadcasts for the music, otherwise "truth in our broadcasts, even in our dramatic programs has paid off and made a bum of Herr Goebbels."

On the question of reaching people in small communities and outlying districts, the candid exec reported: "We know now that we are not reaching out into the provinces. We have not done the right kind of programming yet for the poorer people, people who cannot afford sets. However, we are proposing to build programs which will provide entertainment and give the United Nations slant to these people by means of loud speakers in the plazas and squares." He explained that though the peasant folk, for the

astonished at the reception with which it met. Almost unanimously the radio responded magnificently.

"Appeals were inserted gratis by several sponsors on their programs telling of the nation's need for men with sea experience. The results from these campaigns were very gratifying. One radio announcement alone produced several hundred telegrams and letters from men all over the country offering to leave well-paid, comfortable, shore jobs to return to service in the Merchant Marine.

"Almost every man who offered his services was interviewed by officials of the Recruitment and Manning Organization and a large number of

most part, do not own radios, their custom is to assemble in the public meeting places, visit with neighbors and listen to loud speakers blasting talks and entertainment under the supervision of the local civic governments. Through local radio stations and government dignitaries, CIAA now plans to build and broadcast programs adapted to these public address devices.

Estimated Receivers

Among the statistics Roberts assembled on his tour are estimates of the number of receiving sets used in the five countries he visited. Figures are based on dealer estimates, and necessarily are not exact accounts. Count on the number of German "Telefunken" is also unavailable. Presentation of the dealer estimates, however, alongside of population figures, crystallizes all over again the big propaganda obstacle—insufficient number of sets to go around, and therefore inability to reach a vast population. Only mitigating factor is the native style of family gatherings so that the average number of listeners per set is greater than in this country. Roberts' figures follow:

Chile, with a population of approximately 5,000,782 has 250,000 receivers, 75 per cent of which are in Santiago, and 100,000 of which have shortwave equipment. (Average 20 people to a set.)

Peru, with a population of approximately 6,672,881, has 75,000 sets, of which between 50,000 and 60,000 are concentrated in Lima proper. City has eight of the 16 stations operating in this country.

Columbia, with a population of approximately 9,334,392, has 250,000 sets most of which have shortwave equipment.

Bolivia, with a population of approximately 3,426,296 has between 20,000 and 30,000 sets.

Ecuador, with a population of approximately 3,200,000 has 20,000 sets most of which are concentrated within its two cities, Quito and Guayaquil.

An encouraging factor in the CIAA's propaganda program is the fact that most set owners in Latin America are shortwave conscious and would tune in to shortwave as readily as long wave.

them who qualified were either assigned to ship or sent to one of the many centers where refresher courses in their skills are being offered. If proof were ever needed of the power of the radio in reaching the American people in their homes, the experience of the War Shipping Administration in its recruiting campaign could be cited. Asked by a Government agency to help it in accomplishing a difficult task, the American radio demonstrated not only its strength but its patriotism and generosity. This patriotism and generosity deserve the sincerest gratitude of the Government and the country at large."

GUEST-ING

ADMIRAL F. L. REICHERT, commandant of the Navy and supervisor of the Naval Gunery, on the "For Victory" program tomorrow (WOR-Mutual, 7:30)

CHARL KOLLMAR, featured on "Early to Bed," on the "Ahead" variety show, tomorrow (WOR-Mutual, 7:30 p.m.).

AL McINTYRE, saxophonist, on "Million Dollar Band" program, today (WEAF-NBC, 10 p.m.).

CK HAYMES, on the "Brazilian Parade," Saturday (WOR-Mutual, 7 p.m.).

IL BAKER and DONNA DAE, on the Fred Waring program, on the Ellery Queen program, today (WEAF-NBC, 7:30 p.m.).

CHARLES BICKFORD, on "Stars of Hollywood," Saturday (WABC, 12:30 p.m.).

N. HERBERT H. LEHMAN, former governor of New York and director of the Office of Foreign Affairs and Rehabilitation, on Columbia "Country Journal," Saturday (BC-CBS, 1 p.m.).

A Lauds Radio Job On Recruiting Drive

(Continued from Page 1)

ed with the co-operation it has received from radio." Signed by Marshall E. Dimock, assistant deputy administrator, the document declares: "The American radio has proved to be the most effective instrument in reaching experienced men for the United States Merchant Marine. The Recruitment and Manning Organization of the War Shipping Administration in Washington is more than satisfied with the cooperation it received from the radio. . . .

the field of recruiting which the Recruitment and Manning Organization of the War Shipping Administration was asked to enter is perhaps of the most difficult. Men with experience were to be asked to leave lucrative shore jobs for the arduous task of keeping America's shipping lines open.

making known its task to the radio nation, the Recruitment and Manning Organization was literally

THIS LITTLE BUDGET WENT TO



WORL BOSTON MASS.

AGENCIES

FRED H. GARDNER, formerly in the merchandising and research department of Sherman K. Ellis and more recently research manager of Buchanan & Company, has joined the research department of McCann-Erickson, Inc.

REPUBLIC AVIATION CORP., of Farmingdale, L. I., has appointed Newell-Emmett, Inc., as its advertising agency.

HORTON NOYES CO., Providence, has been formed. The partners are C. Darrell Prutzman and Carroll H. Rockwell.

GUM PRODUCTS, INC., East Boston, Mass., has named H. L. Moore Co., Boston, to direct its coming campaign for Old Minty Chewing Gum. Radio is included in the schedule.

PROGRESSIVE INDUSTRIES, INC., has been formed, with Frank V. Guarino as president and treasurer; George H. Ellmers, vice-president, and Rollin Williams, secretary.

ROBERT F. DEGEN, vice-president and merchandising director of Kenyon & Eckhardt, Inc., has joined Ted Bates, Inc., as account executive.

WILLIAM G. PALMER, vice-president of J. Walter Thompson Co., has been elected chairman of the Advertisers Research Foundation. Other officers are: Paul B. West, president of ANA, secretary, and John Benson, president of AAAA, treasurer.

SOY FOOD MILLS, Chicago, is including radio in the list of media for its forthcoming campaign in the interest of Golden Soy Products, through B. Meier & Son, sales representatives in New York. Jim Duffy, Inc., of Chicago, is the agency.

PATRICK DERMOT MURPHY has joined the copy staff of Roland G. E. Ullman Organization, Philadelphia.

A NEW SERVICE

GEORGE L. STONE, President POSITION SECURING BUREAU, Inc.

with 22 years of achievement in the commercial employment agency field announces the inauguration of a new department devoted exclusively to

RADIO & MOTION PICTURES

under the personal supervision of

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formerly Exploitation Director of Columbia Pictures, and for 20 years prominently connected with theatrical, radio and motion picture organizations.

331 MADISON AVENUE, N. Y. C.

Tel. MUrray Hill 2-6494

Private Canadian Web Too Strong—Thomson

(Continued from Page 1)

he was questioned by J. P. Tripp (Lib. Assinibia) on the possible effect of the establishment of a private network in Canada. He replied that the matter was one which would have to be answered in practice and would depend on the ownership.

"I think we have to recollect that whoever controls any network in this country would wield enormous power, almost incalculable power, far more power than would be wielded by, let us say, the Canadian Press.

"It is not that I am minimizing the press, but the press has been very careful never to set up any unified control in this country. They have a co-operative arrangement for pooling news; but if you could imagine one single newspaper for the whole of the country, privately-owned and distributed from one end of the country to the other, could you conceive of anything more powerful for influencing the public mind?"

Dr. Thomson also referred to the relationship of the CBC to private stations. The two interests performed a different type of service and were supplementary rather than competitive, he said. He tabled a report which said musical programmes comprised 46.5 per cent of sustaining programmed broadcast by the CBC in the year ended last March 31.

Montreal Main Originating Point

Of the sustaining programmes, 78 per cent were originated by the CBC. American networks contributed about 16 per cent and 6 per cent came from the British Broadcasting Corporation.

The largest originating point for CBC programmes was Montreal. From there 29 per cent of the sustained network programmes were broadcast. This was partially accounted for by Montreal originating both English and French programmes. Toronto ranked next with 14 per cent followed by Vancouver with 10, Halifax, eight and Winnipeg seven.

During the past four years there had been a gradual swing from musical to spoken-word programmes, the report said. In the last year 53 per cent of the programmes were musical and 46 per cent spoken. In the year ended March 31, 1940, 68 per cent were musical and 32 per cent spoken.

Ad Club Election

Through a recent "convention by mail" poll the Fourth District of the Advertising Federation of America elected the following officers. Governor R. E. McCarthy, McCarthy Advertising Agency, Tampa; Vice-Governor R. D. Peterson, St. Petersburg Independent, St. Petersburg; Secretary Joe Orthner, Ace Letter Service, Miami; and Treasurer Stephen H. Fifield, Barnett National Bank, Jacksonville, Fla.

Nellie Revell In New Spot

Time spot for "Nellie Revell Presents," NBC Saturday morning program, has been changed from 10:30 a.m. to 10 a.m., EWT.

PROGRAM REVIEWS

John Nesbitt's "Passing Parade"

Once again replacing "Fibber McGee and Molly" for the Summer is John Nesbitt's "Passing Parade" doing its stuff for Johnson's wax, etc. For his initial broadcast, Nesbitt chose a second "Memo to Hitler," and the story of an Army colonel suddenly faced by a dangerous snake while crawling under a hail of bullets. Program continues of course in the Tuesday 9:30-10 p.m., EWT slot.

Nesbitt is, of course, one of the top story-tellers in radio. He spins a yarn with consummate skill and his material has high dramatic value. His second "Memo" should have the wide appeal of his first last year when more than a million reprints were mailed.

The first program was prefaced by a somewhat too lengthy description of the sources from which Nesbitt planned to draw his material. As is customary in the Nesbitt technique, there were interpolations when actors took over a brief bit of dialogue. More extended use of these interpolations might give the show more pace, although it flows easily in its present format.

The faults are minor. Nesbitt has all the charm of an old-fashioned story-teller—a quality almost unique on the air. He should retain a large

NBC Syndicated Sales Includes 16 New Accts.

(Continued from Page 1)

NBC vice-president in charge of the department. New accounts are:

For "Betty and Bob"—WBRE, Wilkes-Barre, Penna., 65 programs for A & S Coffee; 65 programs by WMOB, Mobile, Ala.; 65 programs for KOMA, Tulsa, Okla., for the Brown-Dunkin store.

"Getting the Most Out of Life Today," with William L. Stidger—taken by WCHS, Charleston, W. Va., for a local department store.

"The Name You Will Remember,"—117 programs by KGNC, Amarillo, Texas, for Kline's Women's clothing store; 39 programs by WHIO, Dayton, Ohio, for Sal-Fayne Corp.; 39 programs by WFDF, Flint, Mich., for the Mutual Benefit Health & Accident Associations; 52 programs by WFLA, Tampa, Florida.

"Let's Take a Look in Your Mirror,"—39 programs for WFLA, Tampa, Florida, and 156 programs for use in New Zealand by clients of Howard C. Brown Co.

"Hollywood Headliners,"—156 programs by KTUL, Tulsa, Okla., for Tenberg's Inc.; 156 programs by WSON, Henderson, Ky., for Bohn's Ready-to-Wear store; and 156 programs by WFBM, Indianapolis, Ind. "Carson Robison and His Buckaroos,"—78 programs by WGBI, Scranton, Penn., for Woodlawn Farm Dairy.

"Five Minute Mysteries,"—66 pro-

Johnny Mercer's "Music Shop"

Here is a show with first-rate music which should make top-grade Summer entertainment if more effort would be devoted to script and timing.

Songwriter Johnny Mercer (of "Strip Polka" fame), Paul Weston conducting the band, Ella Mae Morse (who recorded "Mr. Five by Five"), Jo Stafford and her Pied Pipers, and a name guest make up the cast.

On the second show, Dennis Day came on for a comedy routine and a song. But even such a sure-fire laugh-getter as Day had trouble with the lines and there was no wait for studio audience laughs to build.

From the musical side, however, the show is solid. As difficulties with the script are overcome, the program should make a good Summer feature. Mercer, Miss Morse, Miss Stafford and her group and Weston's orchestra make a bang-up musical combination.

The program, heard Tuesdays 10-10:30 p.m., EWT on NBC replaces Bob Hope for the Summer. Product is Pepsodent and agency Foote, Cone & Belding.

portion of the "Fibber McGee" audience during the 13 Summer weeks.

Carmen Dragon conducts the orchestra; Cecil Underwood is director, and Harlow Wilcox continues as announcer. Agency is Louis, Needham & Brorby, Inc.

Allies' Post-War Series Starts July 15 On WMCA

The first in a series of official United Nations broadcasts featuring post-war planning will be presented on WMCA originating direct from the Council Chambers of the United Nations Information Office in New York City. The series will be heard each Thursday night from 10:03-10:30 p.m. beginning Thursday, July 15 and will be titled "United Nations Compare Notes."

The initial series will run for 13 weeks in cycles of four broadcasts for each major problem to be discussed. The first will be devoted to "Post-War Youth" and nations participating will be Australia, China, Czechoslovakia, Netherlands, France, Great Britain, Philippines, Poland, Belgium, Norway, South Africa, Yugoslavia, Canada, Denmark, Greece, Russia and the United States.

The first program on July 15 will be chairmaned by Roscoe L. West, president, American Association of Teachers Colleges and member of the Liaison Committee for International Education.

grams by KFSD, San Diego, Calif., and 13 programs by WCOL, Columbus, Ohio.

"The Name You Will Remember,"—renewed for 19 programs by WHDH, Boston, for Homer Jewelry Co.; 22 programs by WFEA, Manchester, N. H., for Scott Jewelry Co., and by WSYR, Syracuse, N. Y., for Chap-

Cox's Probe Methods Hit By Capital Paper

(Continued from Page 1)

commanders "because he had charged that the military was conspiring with Cox to 'get' the FCC," said "Post" in an editorial entitled "Bulldog and Cox." The paper declared:

"In his latest verbal assault on the Federal Communications Commission Representative Cox has given free evidence of his unfitness to conduct a Congressional investigation of the agency. He has emphasized what was already obvious—that he is using his legislative office to carry on a personal feud. The intemperance and outright vindictiveness which he has exhibited make his position as chairman of the select committee nothing less than a reflection on the integrity of the House of Representatives itself.

"Deliberate Harassment"

"Congressman Cox has engaged in what appears to be deliberate harassment of the agency respecting which he is supposed to be conducting an impartial inquiry. He has subjected its members to the most flagrant and chamber proceedings. He has denied them elementary legal rights. He has abused them publicly. He has made extravagant demands for files and information so that it has become virtually impossible for the FCC to proceed with its normal operations. His latest thrust has been to distort an ordinary question of jurisdiction over certain communications functions between the FCC and the armed forces into an interference with the war effort and a threat to the national security."

Should "Disqualify" Accuser

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You've done your bit  Now do your best!

This space is a contribution to victory today and sound business tomorrow by RADIO DAILY

Private Canadian Web Too Strong—Thomson

(Continued from Page 1)

he was questioned by J. P. Tripp (Lib. Assinibia) on the possible effect of the establishment of a private network in Canada. He replied that the matter was one which would have to be answered in practice and would depend on the ownership.

"I think we have to recollect that whoever controls any network in this country would wield enormous power, almost incalculable power, far more power than would be wielded by, let us say, the Canadian Press.

"It is not that I am minimizing the press, but the press has been very careful never to set up any unified control in this country. They have a co-operative arrangement for pooling news; but if you could imagine one single newspaper for the whole of the country, privately-owned and distributed from one end of the country to the other, could you conceive of anything more powerful for influencing the public mind?"

Dr. Thomson also referred to the relationship of the CBC to private stations. The two interests performed a different type of service and were supplementary rather than competitive, he said. He tabled a report which said musical programmes comprised 46.5 per cent of sustaining programmed broadcast by the CBC in the year ended last March 31.

Montreal Main Originating Point

Of the sustaining programmes, 78 per cent were originated by the CBC. American networks contributed about 16 per cent and 6 per cent came from the British Broadcasting Corporation.

The largest originating point for CBC programmes was Montreal. From there 29 per cent of the sustained network programmes were broadcast. This was partially accounted for by Montreal originating both English and French programmes. Toronto ranked next with 14 per cent followed by Vancouver with 10, Halifax, eight and Winnipeg seven.

During the past four years there had been a gradual swing from musical to spoken-word programmes, the report said. In the last year 53 per cent of the programmes were musical and 46 per cent spoken. In the year ended March 31, 1940, 68 per cent were musical and 32 per cent spoken.

Ad Club Election

Through a recent "convention by mail" poll the Fourth District of the Advertising Federation of America elected the following officers. Governor R. E. McCarthy, McCarthy Advertising Agency, Tampa; Vice-Governor R. D. Peterson, St. Petersburg Independent, St. Petersburg; Secretary Joe Orthner, Ace Letter Service, Miami; and Treasurer Stephen H. Fifield, Barnett National Bank, Jacksonville, Fla.

Nellie Revell In New Spot

Time spot for "Nellie Revell Presents," NBC Saturday morning program, has been changed from 10:30 a.m. to 10 a.m., EWT.

PROGRAM REVIEWS

John Nesbitt's "Passing Parade"

Once again replacing "Fibber McGee and Molly" for the Summer is John Nesbitt's "Passing Parade" doing its stuff for Johnson's wax, etc. For his initial broadcast, Nesbitt chose a second "Memo to Hitler," and the story of an Army colonel suddenly faced by a dangerous snake while crawling under a hail of bullets. Program continues of course in the Tuesday 9:30-10 p.m., EWT slot.

Nesbitt is, of course, one of the top story-tellers in radio. He spins a yarn with consummate skill and his material has high dramatic value. His second "Memo" should have the wide appeal of his first last year when more than a million reprints were mailed.

The first program was prefaced by a somewhat too lengthy description of the sources from which Nesbitt planned to draw his material. As is customary in the Nesbitt technique, there were interpolations when actors took over a brief bit of dialogue. More extended use of these interpolations might give the show more pace, although it flows easily in its present format.

The faults are minor. Nesbitt has all the charm of an old-fashioned story-teller—a quality almost unique on the air. He should retain a large

NBC Syndicated Sales Includes 16 New Accts.

(Continued from Page 1)

NBC vice-president in charge of the department. New accounts are:

For "Betty and Bob"—WBRE, Wilkes-Barre, Penna., 65 programs for A & S Coffee; 65 programs by WMOB, Mobile, Ala.; 65 programs for KOMA, Tulsa, Okla., for the Brown-Dunkin store.

"Getting the Most Out of Life Today," with William L. Stidger—taken by WCHS, Charleston, W. Va., for a local department store.

"The Name You Will Remember,"—117 programs by KGNC, Amarillo, Texas, for Kline's Women's clothing store; 39 programs by WHIO, Dayton, Ohio, for Sal-Fayne Corp.; 39 programs by WFDF, Flint, Mich., for the Mutual Benefit Health & Accident Associations; 52 programs by WFLA, Tampa, Florida.

"Let's Take a Look in Your Mirror,"—39 programs for WFLA, Tampa, Florida, and 156 programs for use in New Zealand by clients of Howard C. Brown Co.

"Hollywood Headliners,"—156 programs by KTUL, Tulsa, Okla., for Tenberg's Inc.; 156 programs by WSON, Henderson, Ky., for Bohn's Ready-to-Wear store; and 156 programs by WFBM, Indianapolis, Ind.

"Carson Robison and His Buckaroos,"—78 programs by WGBI, Scranton, Penn., for Woodlawn Farm Dairy.

"Five Minute Mysteries,"—66 pro-

Johnny Mercer's "Music Shop"

Here is a show with first-rate music which should make top-grade Summer entertainment if more effort would be devoted to script and timing.

Songwriter Johnny Mercer (of "Strip Polka" fame), Paul Weston conducting the band, Ella Mae Morse (who recorded "Mr. Five by Five"), Jo Stafford and her Pied Pipers, and a name guest make up the cast.

On the second show, Dennis Day came on for a comedy routine and a song. But even such a sure-fire laugh-getter as Day had trouble with the lines and there was no wait for studio audience laughs to build.

From the musical side, however, the show is solid. As difficulties with the script are overcome, the program should make a good Summer feature. Mercer, Miss Morse, Miss Stafford and her group and Weston's orchestra make a bangup musical combination.

The program, heard Tuesdays 10-10:30 p.m., EWT on NBC replaces Bob Hope for the Summer. Product is Pepsodent and agency Foote, Cone & Belding.

portion of the "Fibber McGee" audience during the 13 Summer weeks.

Carmen Dragon conducts the orchestra; Cecil Underwood is director, and Harlow Wilcox continues as announcer. Agency is Louis, Needham & Brorby, Inc.

Allies' Post-War Series Starts July 15 On WMCA

The first in a series of official United Nations broadcasts featuring post-war planning will be presented on WMCA originating direct from the Council Chambers of the United Nations Information Office in New York City. The series will be heard each Thursday night from 10:03-10:30 p.m. beginning Thursday, July 15 and will be titled "United Nations Compare Notes."

The initial series will run for 13 weeks in cycles of four broadcasts for each major problem to be discussed. The first will be devoted to "Post-War Youth" and nations participating will be Australia, China, Czechoslovakia, Netherlands, France, Great Britain, Philippines, Poland, Belgium, Norway, South Africa, Yugoslavia, Canada, Denmark, Greece, Russia and the United States.

The first program on July 15 will be chaired by Roscoe L. West, president, American Association of Teachers Colleges and member of the Liaison Committee for International Education.

grams by KFSD, San Diego, Calif., and 13 programs by WCOL, Columbus, Ohio.

"The Name You Will Remember,"—renewed for 19 programs by WHDH, Boston, for Homer Jewelry Co.; 22 programs by WFEA, Manchester, N. H., for Scott Jewelry Co., and by WSYR, Syracuse, N. Y., for Chapel's.

Cox's Probe Methods Hit By Capital Paper

(Continued from Page 1)

commanders "because he had charged that the military was conspiring with Cox to 'get' the FCC," said the "Post" in an editorial entitled "Boa and Cox." The paper declared:

"In his latest verbal assault on the Federal Communications Commission Representative Cox has given fresh evidence of his unfitness to conduct a Congressional investigation of the agency. He has emphasized what was already obvious—that he is using his legislative office to carry on a personal feud. The intemperance and outright vindictiveness which he has exhibited make his position as chairman of the select committee nothing less than a reflection on the integrity of the House of Representatives itself."

"Deliberate Harassment"

"Congressman Cox has engaged in what appears to be deliberate harassment of the agency respecting which he is supposed to be conducting an impartial inquiry. He has subjected its members to the most flagrant and chamber proceedings. He has denied them elementary legal rights. He has abused them publicly. He has made extravagant demands for files and information so that it has become virtually impossible for the FCC to proceed with its normal operations. His latest thrust has been to distort an ordinary question of jurisdiction over certain communications functions between the FCC and the armed forces into 'an interference with the war effort and a threat to the national security.'

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Coast-to-Coast



QUICKIE campaign of announcements designed to encourage people to return glass bottles to dealers will begin soon over KSTP, Minneapolis-St. Paul. Graves & Associates are handling the deal for bottlers who are financing the campaign of 18 A and B announcements on a two-week schedule. About forty Twin Cities ad agency men and retail ad executives were invited by KSTP to hear NBC's closed circuit program. KSTP played host at a luncheon following the program. Henry Allen, Minneapolis, has been added to the KTSP announcing staff. Frank & Esther, husband-wife accordion-violin duet, has been added to the permanent cast of "Main Street, Minnesota." First published tune of Elsie Mirkel, 17-year-old blind pianist-composer, a discovery of Stanley E. Hubbard, president of KTSP, was heard on the air recently. "Love is the Trick of the Year," was played and sung by Miss Mirkel, herself. BMI publishes the tune.

The Connecticut Department Commander of the American Legion, Louis P. Baschik, spoke on WDRG, Hartford, July 3, on behalf of "Records for Our Fighting Men." Program Manager Walter Haase of WDRG, a former announcer, commented "Seems like old times" when he returned behind the mike to sub for announcers who had gone on vacation holidays.

Sam Curtis, former Yankee network technician, who left WNAC, Boston, last September to join Pan American Company in Belem, Brazil, to help establish communication systems in northern Brazil, and the upper regions of the Amazon River, said, on a recent visit to Boston, that FM would be very welcome in the tropics because of great static. Radios should be specially designed for tropical use, Curtis explained.

In commemoration of Independence Day WTAG, Worcester, presented a specially written drama titled "For Which It Stands." Prepared by Virginia Gaskell, script writer, the 15-minute stanza, based upon the freedom theme, dramatized reactions of the patriots in 1776 when the Declaration of Independence was signed. "The American Patriot's Prayer" by Thomas Paine concluded the special pro-

gram. WTAG believes it has the only announcing staff composed of six-footers, listing Bob Martin, Phil Brook, Lou Chapin, Herb Edman, William Fariss, Bob Rissling and Bob Dixon.

Grant Holcomb, Jr., formerly of KPRO, Riverside, has joined the announcing staff of KQW, CBS outlet in San Francisco. Newcomer to the KQW engineering department is Kenneth Owen, formerly a radio construction engineer at Pan-American Airways. Additions to the program staff are Gordon Willis, formerly of KOMO, Seattle, and Beverly Batzer, continuity writer formerly at KJBS.

Serutan will sponsor a series of programs on WEAN, Providence, R. I. one of the Yankee network from 8 to 8:45 p.m. on Sundays only. The program listing is "A. L. Alexander's Board."

Alvin B. Sheehan, assistant general manager at WCCO, Minneapolis, has been appointed director and producer of the Aquafollies, the major event of the 1943 Minneapolis Aquatennial which will run from July 30 to August 8. A. E. Joscelyn, manager at WCCO, was elected a director of the Better Business Bureau of Minneapolis at the annual meeting held last week.

Two members of the CKLW, Windsor, Ont., Bette Giles of the traffic department and Verne Cox of the announcing staff, are now on their vacations. Mary Morgan, CKLW's fashion commentator, is conducting the Charm Clinic now underway at a downtown "Y" in Detroit.

Pat Kelly, KFRC producer, has assumed the duties of production manager, succeeding Mel Venter, now in the Coast Guard as lieutenant. Jack Desch has joined KFRC's mike staff to conduct a "Names, Faces and Places" program, a variation of a news commentary show.

WQXR's FM station, which has been operating under the call letters of W2XQR, has received its permanent designation, W59NY, effective July 6.

WOR has inaugurated a new children's serial entitled "The Black Hood." Sustaining show, which is heard across the board at 5:15 p.m., EWT, is written by Walt Framer and directed by Charles Schenk. Leads are Scott Douglas and Margery Kramer.

The Elinor Lee "Home Service Daily" program over WTOP, Washington, D. C., was named the winner of the local radio program award by the National Advertising Agency network. The panel on the show was entered by Jeff Abel of Kaufman agency which handles the account for the Patomac Electric Power Company. The program includes up-to-the-minute rationing news, food and nutrition suggestions, a trading post for electrical equipment and invites representatives of the home economics field with special messages.

Margaret Gertrude Walton, holder of a 2nd class telephone license, a recent graduate of radio control engineering held at WIP, Philadelphia under the direction of Clifford C. Harris, WIP technical advisor, has been added to the engineering department of WIP. F. Russell Gilbert, Buckingham, Pa., has taken the duties of FM announcer for WIP's W49PH, as of Friday, July 2. "Down Memory Lane," the record-musical show sponsored by Miller North Broad Storage Company of Philadelphia, formerly heard twice a week Tuesdays and Thursdays at 8:15 p.m. has moved to 4:45 p.m. Mondays and Fridays.

KMOX, St. Louis, has inaugurated a 15-minute musical program called "Musical Sketchbook" every Monday, Wednesday and Friday at 10 a.m. The program will feature Joe Karnes, pianist and vocalist, and Venida Jones, organist. After a business trip in Missouri and Iowa in connection with the OWL, Merle Jones, general manager of KMOX, spent the remainder of his vacation on a fishing trip in Minnesota.

On its 53rd weekly half-hour broadcast over WWL, New Orleans, "Free for All," all-soldier airshow from Keesler Field, Miss., observed its first anniversary with a salute. In addition to this courtesy, two columns of the "Keesler Field Review" covered the anniversary celebration. In another issue the "Review" thanked WWL and their listeners for several dozen radios supplied to the base.

"Dr." Ernie Watson is returning to the air with a new show titled "Musical Depreciation" on WBEN, Buffalo, Saturday, July 10 at 10:15 a.m. Although his methods may seem unorthodox, WBEN reports, "Dr." Watson "definitely guarantees to depreciate completely the subject most people appreciate." Listeners will be asked to submit titles for one of the feature compositions of the week.

WCAU, Philadelphia, "Children's Hour," on the air for more than 15 years, will be presented with "Tune-In" magazine's award of merit on the Sunday, July 11 broadcast. The sponsor is Horn & Hardart. Stan Lee Broza is the master of ceremonies. Mr. and Mrs. Broza script all the programs while Mrs. Broza conducts all the rehearsals. Mac McGuire, formerly with WLAU, Grand Rapids, Mich., WSNJ, Bridgeton, N. J., has been added as WCAU announcer. Saturday, July 10 marks the 14th year that Charles P. Schoffner, director of WCAU's rural broadcasts, will be on the air. Helen Buck has been named head of WCAU's transcription department, succeeding Charles DeKlyn who resigned.

George Bissell, station manager of WMFF, Plattsburg, N. Y. entertained the staff at the farewell party of Earl Sharland, who enlisted in the signal corps. Art Muhlenbein, engineer, of WMFF, is

on the lookout for remote equipment to be carried more easily. Miss Martineau's addition to the WMFF personnel has confused the continuity department. Hence Betty Swift, continuity editor, dubbed Miss Martineau "Betty Junior." Both Bettys pinch-hit at the mike and controls.

WSAI, Cincinnati, began broadcasts of the summer opera at the Cincinnati Zoological Gardens July 2, continuing the broadcasts every Saturday night during the season.

Specialty Sales, affiliated with WJ, Cincinnati, has added the Cleveland area to the list of markets serviced by its organization. Jack V. Donner, a native Cleveland, joins the Specialty Sales to handle the area.

The Civilian Defense Council, Dayton, O. called on WHIO, Dayton, to help recruit 200 strawberry pickers before the crop spoiled for lack of available help. After three spot announcements, Edna Jones, executive secretary of the council, called Les Spencer, the assistant manager of WHIO, informing him "not to make any more announcements because you have secured all the pickers we need." Miss Jones stated, in a letter a few days later, "We are convinced that when he need help in a hurry, there is only one way to get it and that is by using radio."

KGO, San Francisco has added "The Nite Club," an hour's program of recorded music, and the Associated Transcription Service to raise their programs of recorded music to five.

WSBT Observes 21st Year Of Licensed Operation

Dramatizing the station's growth, WSBT, South Bend, Ind., observed the 21st anniversary of its license, 1923. F. A. Miller, president and editor of the South Bend Tribune, Franklin D. Schurz, vice-president and general manager of WSBT, and Mayor Jesse I. Pavey participated. Musical scores popular through the station's 21 years were played by the staff orchestra. The history of the station was traced in a full-page display advertisement in the Sunday paper captioned "WSBT Becomes 'Man' Tuesday." Reprints on glossy paper were sent to agencies and clients and the trade.

Although experiments with its 1-watt transmitter had been conducted for almost a year, it was not until June 29, 1922 that the Department of Commerce granted the original license to the South Bend Tribune for the operation of WGAZ, now WSBT since 1925. WSBT is now full-time 1000-watt Columbia station operating the FM transmitter, W71S, since May 10 six hours daily Monday through Friday.

BIRTHDAYS

| | | | | | | | |
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| 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 | |

July 8

John Brewster Fritz Clark
 Sydel Forbes Percy A. Grainger
 Nelson M. "Nels" Griggs
 Gertrude Niesen Bill Thompson
 Charles Spencer Tigner



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 24, NO. 6

NEW YORK, N. Y., FRIDAY, JULY 9, 1943

TEN CENTS

Won't Press Chain Move

White-Wheeler Bill Hearings Next Fall

Washington Bureau, *RADIO DAILY*
Washington—Senator Burton K. Wheeler yesterday reaffirmed his intention to hold exhaustive hearings on the White-Wheeler Bill in the fall. Holding with Senator Taft of Ohio that Congress—not the FCC—should specify government restraint on radio, Wheeler declared that he would not agree with Taft that the network regulations mean ultimate.

(Continued on Page 6)

Buy More War Bonds and Stamps

Musician Union Studies DuMont Tele Payments

Investigation of rates and working arrangements of musicians at DuMont Television got under way yesterday by a subcommittee of the AFM, when the Trial Board, chaired by Max Arons, interrogated a half dozen pianists who had been known to perform or be offered jobs with W2XWV. Testimony taken showed that there was no uniformity of price paid, that some received \$5, some nothing, and some nothing. Further evidence offered by the AFM.

(Continued on Page 2)

Buy More War Bonds and Stamps

Repeal Shifts Stand On Status Of Rep. Cox

"Saturday Evening Post," in its present issue, shifts its position on the case of Rep. E. E. Cox to conduct an investigation of the FCC. Whereas a month ago the "Post" had attacked Commissioner C. J. Durr for his petition to House Speaker Sam Rayburn that Cox be disqualified from the chair of the Committee, the "Post" now says that Cox should be reinstated.

(Continued on Page 6)

Canine Guest

Ercole Oristaglio, a blind war worker, and his Seeing Eye dog, both will appear tonight on John Lee King's "Double or Nothing" quiz show heard over WOR-Mutual from 9:30-10 p.m. Oristaglio's sense of touch has made him an expert in the production of precision instruments. His dog is one of the breed developed at the Seeing Eye farm, Morristown, N. J.

More Exact

Washington—Walt Dennis, chief of the NAB news bureau, has been informed by Stephen Early, secretary to the President, that hereafter the regularly scheduled Tuesday and Friday periods when President Roosevelt talks to reporters will be known as "press and radio conferences," rather than merely "press conferences." This decision was prompted by a suggestion from Dennis.

CBC Revenue Listed; High U. S. Billings

Montreal—Figures submitted yesterday to the House of Commons Radio Committee showed that in the fiscal year ended last March 31, 1,728,880 Canadians paid \$6,187,667 in radio receiving licenses. Total commissions paid were \$296,989 and cost of administration was \$228,338, leaving a balance of \$3,667,340 turned over to the Canadian Broadcasting Corp. In the last fiscal year 105,391 more licenses were sold.

(Continued on Page 6)

Buy More War Bonds and Stamps

Agency Exec Uses Shows For "Clinical Analysis"

Chicago—"Fibber McGee and Molly" and "The Great Gildersleeve," two NBC programs produced by Needham, Louis & Brorby, Inc., were used for clinical analysis by Melvin Brorby, vice-president of the organization, in an address before students of the University of Chicago.

(Continued on Page 2)

OWI Exec. Testifies Today In House FCC Investigation

Two NBC Drama Series Exchange Time Listings

Two daytime dramatic programs, broadcast Mondays through Fridays over NBC, are exchanging time periods. They are "Light of the World," a dramatization of the Bible in modern prose, and "The Guiding Light." "The Light of the World" will move to 2:30 p.m., EWT, replacing "The Guiding Light."

(Continued on Page 2)

Taft Says Suspending New Web Rules Will Be Referred To Republicans' Post-War Planning Committee

Decca To Determine WBS-AFM Procedure

Whether or not the World Broadcasting System Inc. will remain a party to the suit by seven transcription companies against the AFM, now that it has been purchased by Decca Records Inc., was not indicated yesterday when both companies made official announcements of the sale and of the fact that the "existing management group of World Broadcasting System Inc. will remain in charge of the company."

(Continued on Page 3)

Buy More War Bonds and Stamps

FCC Appoints Directors Of Budget And Personnel

Washington Bureau, *RADIO DAILY*
Washington—Appointment of Richard Carlson as director of personnel and William B. Robertson as director of budget and planning was announced yesterday by the FCC. Both men have had a wide and varied experience in the radio industry.

(Continued on Page 2)

Buy More War Bonds and Stamps

Two CBS Tobacco Accts. Renew Complete Networks

Two tobacco accounts on CBS have renewed for full networks, each for 52 weeks. R. J. Reynolds Tobacco Co. for Camel cigarettes has re-signed for another year.

(Continued on Page 2)

Washington Bureau, *RADIO DAILY*
Washington—Senator Robert L. Taft, who Wednesday delivered a scathing attack upon the FCC and the recent Supreme Court decision, told *RADIO DAILY* yesterday that he will not press for suspension of the new network rules, as he had indicated Wednesday he might do. "I'm afraid I'm too late," he said, adding that he discussed the matter with Senator Wallace H. White, Maine Republican and co-sponsor of the White-Wheeler Bill, "in the motion picture sent to the Interstate Commerce Commission."

(Continued on Page 5)

Buy More War Bonds and Stamps

Sales Promotion Men Meet Re N.Y. Market

Sales and promotion execs of the networks and independent stations in this area will meet today at a special session to confer on the matter of maintaining a strong New York metropolitan market amid adverse conditions. Huddle is scheduled for 3 p.m. at WOR. Joe Creamer, director of sales promotion at WOR, is in charge.

(Continued on Page 2)

Buy More War Bonds and Stamps

WJZ Names S. Chapin Acting Sales Manager

Slocum Chapin has been appointed acting sales manager of WJZ, succeeding Robert I. Garver who is on leave of absence, according to John H. Slocum.

(Continued on Page 2)

War Bond Boosters

The experts of "Information Please" are scheduled to appear in San Francisco over KPO-NBC, July 12 on behalf of the Treasury Department's war bond campaign. The broadcast will be held in the War Memorial Opera House where the 3,300 seats will be sold to purchasers of bonds. Audiences have paid more than \$250,000,000 in war bonds to date, to see them.

Washington Bureau, *RADIO DAILY*
Washington—Matthew D. Gordon, head of the United Nations Section of the OWI Domestic News Bureau, is the only witness definitely known to be scheduled to appear today before the Cox committee when it resumes its investigation of the FCC this morning. Gordon is head of a section which funnels to the press foreign news picked up by the FCC's Foreign Broadcast Intelligence Service.

(Continued on Page 3)

RADIO DAILY



Vol. 24, No. 6 Fri., July 9, 1943 Price 10 Cts.

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

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FINANCIAL

(Thursday, July 8)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Net Chg. |
|-----------------|--------|---------|---------|----------|
| Am. Tel. & Tel. | 156 | 155 5/8 | 155 5/8 | ... |
| CBS A | 22 5/8 | 22 1/2 | 22 1/2 | ... |
| CBS B | 22 1/2 | 22 1/2 | 22 1/2 | + 1/8 |
| Crosley Corp. | 19 7/8 | 19 7/8 | 19 7/8 | + 3/8 |
| Gen. Electric | 39 | 38 1/2 | 38 1/2 | ... |
| Philco | 24 | 23 3/8 | 23 3/8 | - 1/8 |
| RCA Common | 11 3/8 | 11 1/8 | 11 1/8 | ... |
| RCA First Pfd. | 69 3/4 | 69 | 69 3/4 | + 3/4 |
| Stewart-Warner | 13 1/2 | 13 1/2 | 13 1/2 | ... |
| Westinghouse | 98 3/4 | 98 | 98 3/4 | + 1/2 |
| Zenith Radio | 35 3/4 | 35 | 35 3/4 | + 1 |

NEW YORK CURB EXCHANGE

| | Bid | Asked |
|------------------------|--------|--------|
| Hazeltine Corp. | 31 3/4 | 31 3/4 |
| Farnsworth Tel. & Rad. | 8 1/2 | 9 1/2 |
| Stenberg-Carlson | 12 5/8 | 13 5/8 |
| WJR (Detroit) | 26 | |

OVER THE COUNTER

WJZ Names S. Chapin Acting Sales Manager

(Continued from Page 1)

McNeil, station manager of the Blue Network outlet. Chapin has been a member of the WJZ sales staff since August, 1942. He was formerly on the sales staff of the New York office of Howard H. Wilson Co., station representative, and was previously general manager of WSRR, Stamford, Conn.

Two NBC Drama Series Exchange Time Listings

(Continued from Page 1)

"The Guiding Light," which will be moved to 2 p. m., EWT. Both programs are sponsored by General Mills, Inc. The time change is effective Monday, July 12.

EXECUTIVE

Experienced all phases station operation, programming, production, general managerial, 250W, 5,000W, 50,000W. Draft status—3A, father. East, South or Southeast preferred. Available August 1st. Write RADIO DAILY, BOX 78 1501 Broadway New York City

FCC Appoints Directors Of Budget And Personnel

(Continued from Page 1)

experience in the government service. Carlson comes to the Commission with 28 years diversified administrative and personnel experience in industry and government. He was technical director of the supervision improvement program of the United States Civil Service Commission. From 1939 to 1942 he served as director of personnel for the Civil Aeronautics Administration and from 1935 to 1937 directed the personnel activities of the Farm Credit Administration. He was for eight years director of the Personnel Research Bureau of San Francisco, a private consulting service in industrial relations.

Robertson was employed by the Columbia Gas & Electric Corporation from early in 1924 until November 1, 1934, when he accepted a position as fiscal officer in charge of the finance division of the Federal Surplus Commodities Corporation, later becoming treasurer of that Corporation. He was connected with the Federal Surplus Commodities Corporation and affiliated bureaus of the Department of Agriculture until his transfer to the FCC.

Musician Union Studies DuMont Tele Payments

(Continued from Page 1)

those questioned raised issue of whether or not all musicians hired had been union members. One or two persons reported employed by the station as house pianists have not been identified as union members yet.

Union exec stated that the regular Class A station rates prevailing in standard broadcasting for single engagements apply to television. They are \$12 per man for the first hour or fraction thereof of each separate performance broadcast, and \$3 for every additional 15 minutes or fraction thereof of each separate performance broadcast, and \$6 per man for the first hour of rehearsal. Aim of the investigation, he said, was to establish the proper scales, and to obtain whatever moneys are coming to the players who received less than scale. Most of the jobs were in connection with the "Cafe Television" experimental broadcasts held Wednesday evenings since the early part of May.

Receiver Sales In Canada Increased Slightly In May

Montreal—Retail sales of radio receiving sets in Canada in May, according to an analysis by the Dominion Bureau of Statistics, increased 4.4 per cent over April, but were 22.3 per cent under the figure for May, 1942. In the five months ended May 31 this year sales declined 14.2 per cent compared with the corresponding period last year.

Sales of radios, musical instruments and supplies by 21 Canadian department stores reporting to the bureau declined 25.6 in May compared with May, 1942, the figures showing a decrease from \$284,693 to \$211,739.

Agency Exec Uses Shows For "Clinical Analysis"

(Continued from Page 1)

of the NBC-Northwestern University Summer Radio Institute on Wednesday.

"In preparing commercials for our shows, we always try to identify the advertising message with the listeners' interest at the moment. We strive to make our commercials gentle and unobtrusive with a minimum of ideas. We believe, further," Broby told his listeners, "that the best commercial radio writing is based on understatement. Thousands of listeners have written us in commendation not only of the program content but also of the commercial appeal of our broadcasts." The advertising executive declared that good script writers were at a premium. "A good scripter must have many of the qualifications of a great novelist. He must have a deep understanding of people, coupled with a keen imagination. Radio writing is improving and I am sure it will reach new heights in the future," he asserted.

Broby was the third speaker in a series of six seminars offered students each Tuesday night during the Institute. The lectures are held at the Institute of Technology Building on the Evanston Campus and are free to the public.

The fourth lecturer will be Herbert Hollister, owner of KANS, Wichita, Kans., who will discuss "local station operation" on July 13.

Two CBS Tobacco Accts. Renew Complete Networks

(Continued from Page 1)

Bob Hawk's "Thanks to the Yanks," comedy quiz show now heard Fridays 10-10:30 p. m., EWT. In taking the Friday night time, Camel takes a summer hiatus in the 7:30-8 p. m. time and whether Hawk continues Fridays, or a new show returns to that time on Oct. 8, depends on various developments. William Esty, is the agency.

Liggett & Myers Tob. Co. for Chesterfields renews Harry James orchestra Tuesday, Wednesday and Thursday 7:15-7:30 p. m., EWT and a repeat at 11:15 p. m. Newell-Emmett is the agency.

Sales Promotion Men Meet Re N. Y. Market

(Continued from Page 1)

charge of bringing the execs together on this score.

Meeting is a follow-up to that held on June 29 by station managers discussing the same subject. Execs have been much concerned about the newspaper and magazine articles, which recently have pictured New York market as falling apart.

General Giraud On WOR

WOR today will broadcast from the Blair House in Washington, D. C., the press conference granted by Gen. Henri Giraud, who arrived in this country from North Africa on Tuesday. The broadcast will be heard from 3:03-3:08 p. m.

COMING and GOING

CLARENCE L. MENSER, vice-president of NBC in charge of programs, is in Salt Lake City to participate in the Inter-Mountain Radio Conference being held at the University of Utah.

LEWIS ALLEN WEISS, vice-president and general manager of the Don Lee Broadcasting System, left Los Angeles yesterday for the East. He will be away from the West Coast about two weeks.

JEAN COLLINS, vocalist heard on the Blue Network, leaves town today for USO appearances in Connecticut.

FRANK KOESTER, radio editor of the Cincinnati "Post," is in New York and plans to stay until next week. He is accompanied by MRS. KOESTER.

KINGSLEY HORTON, assistant manager of WEEL, Columbia's OGO station in Boston, and ROY H. MARKS, assistant sales manager of the outlet, have returned to the home offices following a few days here.

ROGER W. CLIPP, general manager of WFIL in town from Philadelphia yesterday. Paid a call at the Blue Network.

CLEMENT FULLER, American correspondent for the European Division of BBC, in Washington today and tomorrow, handling the visit of Gen. Giraud.

BOB HOWARD, comedian heard on WHN's "Gloom Dodgers," has returned from Albany where he appeared at an Independence Day war bond rally.

CHARLIE BARNET and the members of his band leave today for a theater engagement in Chicago.

BLAKEY LOCKE, general manager of KFDN Blue Network outlet in Beaumont, Texas, is in town on station and network business.

ARTHUR ALLEN returned yesterday from visit to his home town of Gowanda, N. Y., and resumed his place in the cast of the NBC program "Snow Village."

Warsell Joins WOV

Lola Warsell, formerly of Lynn Farnol Associates, has been named publicity director of WOV by Ralph Weil, manager, to replace Herb Landon who left the station yesterday for a government overseas assignment. Miss Warsell starts officially Monday.

THE DETROIT AREA NOW SOARS TO A NEW HIGH

—and this live-wire station keeps pace with a new high in retail time sales, a new high in program interest, a new high in primary coverage!

CKLW
5,000 WATTS
DAY and NIGHT
800 Kc.
MUTUAL SYSTEM

WI News Exec Sked At FCC Probe Today

(Continued from Page 1)
as well as the monitors. was rumored here also that Admiral G. E. Hooper, retired, communications expert among naval personnel, would also testify, but there is no confirmation. Committee Counsel Eugene L. Garey could not be reached by telephone—or would be reached.

Reports that Commissioner T. A. M. Owen would also appear were denied yesterday by Craven, who told RADIO DAILY that "all I know about is what I read in your publication." He has not been subpoenaed, said, nor invited to testify, and no plans to be on hand this morn-

No Plans Announced

Garey has announced no plans for hearings, although there is a rumor here that if Army and Navy officers he hopes to have on hand do show up the hearing will be adjourned in short order. He said last week that he understood these officers had been ordered not to testify and implied that the military was refusing to co-operate with the committee. This has since been confirmed.

In this matter, Rep. Lyle Boren of Oklahoma told Congress, while attacking the FCC for allegedly falsely representing its activities as essential to the war effort, that "there neither been nor can there be any denial to the chairman of the Federal Communications Commission of the facts and by the joint chiefs of staff, on which the recommendation was made for the transfer of the FCC's so-called intelligence activities to the military establishments, where such activities may be better and more fully utilized. The secretaries of War and Navy have said that the so-called war functions of the FCC are worthless. The joint chiefs of staff have said the same thing, and it is unfortunate that Army and Navy officers have been silenced and prevented from giving testimony before the Select Committee now investigating the FCC.

Says "Gag" Charge Confirmed

It is now known" said Boren, that both the secretaries of War and Navy have informed the House Committee of such a gag on their officers, though it is clear to all the testimony to the effect FCC's alleged war activities render no valuable services to the military establishment from the

THIS LITTLE BUDGET WENT TO WORL BOSTON MASS.



PROMOTION

"WLW Faxfile"

Usability, with no sacrifice of color and layout, is the keynote of the new WLW (Cincinnati) Faxfile, a compilation of information. Created to meet the growing needs of agencies and advertisers for reference material in file size, all promotion releases from WLW are now being tailored to fit the new file.

In making the announcement, Robert E. Dunville, vice-president of the Crosley Corporation and assistant general manager of WLW, expressed the belief that the WLW Faxfile would make it more convenient for time buyers to find quickly all the information they need on WLW.

The original mailing of the WLW Faxfile to agencies and advertisers throughout the country, to take place in the next ten days, includes WLW's new mail map "How Deep Is Day-time?" and a set of maps on early morning, early evening and nighttime. It also contains three insert sheets on WLW's night-time, afternoon and morning audiences in 32 cities and 218 rural communities as reported in the Mid-Winter C. E. Hooper study.

From time to time, Dunville said, additional factual material will be released, including a complete reprint of the Mid-Winter Hooper report, which includes the first rural coincidental study made, new information on WLW's Cost Allocation system, distribution and market data, WLW test markets and some special studies the station is making on wartime marketing in general.

In mailing the file to its list, WLW employed a teaser campaign standpoint of intelligence does not, and in the very nature of things cannot, involve the disclosure of any military or naval secrets. One has only to read, even carelessly, the testimony of the FCC representatives in appropriations and other hearings, when the claimed importance of that agency's war activities have been glowingly described, to see that such hearings have involved disclosures which should not have been made in respect of the activities of any agency doing truly military or naval intelligence work."

Sees "Aroused Congress"

"There is but one conclusion to be drawn," continued Boren, "and that is that the officials of the Federal Communications Commission are afraid that an aroused Congress, now and at long last supported by public sentiment, may expose the utter uselessness of the FCC's war communications activities and curtail their huge appropriations. An outraged public is sure at some time to demand a curtailment of spending by our 'squad-dermaniacs' on the domestic front. So, Mr. Speaker, why should we not have the facts concerning the FCC as a starting point for better things to come in the way of economy and good government? If we do good there, further good may flow from

Outdoor Advertising

"News... World Wide... Every Hour... On the Hour... 1420 on your dial... WHK-MBS" is the statement displayed on the six new outdoor billboards recently purchased by WHK, Cleveland. The six 24-sheet boards are located at busy intersections of the city, using one media to advertise, another to increase the interest and emphasize the important features in the minds of the public.

Each board is topped by a huge clock as a constant reminder to the readers of the outdoor advertisements. The banner which carries the statement circles a globe on the left and on the right of the composite sheets is a large lithographed microphone with the call letters "WHK" facing the front and the affiliation letters "MBS" on the perspective side. The format is enhanced in brilliant colors.

A traffic count compiled for the Central Outdoor Advertising Company showed that every day 554,442 people pass in automobiles; 148,402 people pass in street cars and buses and 96,014 are pedestrians, totaling 798,858 people who pass the six billboards.

itled "Commando Course for Secretaries." The course, by the use of a series of clever illustrative hand drawings, instructs the girls who get the mail in judo techniques to be used against the time salesman who brings in unfiled material, with a movie fade-out for the WLW representative armed with the new streamlined Faxfile.

AFRA's Legal Dept. Mulls Off-The-Air ETs

AFRA Board of Directors, yesterday, tabled for legal interpretation, the problem of off-the-air records of children's programs aired by the Blue Network on the West Coast as delayed broadcasts. The board also approved a contract renewal with WJW, Detroit.

other things which surely will follow."

Boren also inserted into the Congressional Record a column supporting the Cox committee written by George E. Sokolsky for the New York "Sun."

The House late yesterday joined the Senate in approving a recommendation that Congress be adjourned until September 14, unless summoned for special session before then. The recess makes it appear, then, that tomorrow's session will be the last public session of the summer of the Cox committee. In existence since January, the committee has so far had one session which is public, though it could hardly be described as a "hearing." Today's session probably will be the last before September.

Decca To Determine WBS-AFM Procedure

(Continued from Page 1)

casting System Inc., with P. L. Deutsch as president will continue to function."

Jack Kapp, president of Decca, told RADIO DAILY that he couldn't, at this time, answer such a question, but reported that Milton Diamond, Decca's attorney, was in Washington, representing World at the public hearings called by the WLB for this morning. Official announcement of the sale stated that Decca had acquired all of the outstanding preferred and common shares of World.

Decca, along with other record companies, had negotiated independently of the transcription companies with James C. Petrillo, president of the AFM, on the matter of the recording ban, and when the deal fell through had not joined the transcribers in their suit against the union. Acquisition of World now places Decca in the class with the other major record companies all of whom are affiliated somehow with transcription company subsidiaries.

NBC's Tele Manager Commissioned In Marines

Noran E. Kersta, manager of NBC's Television Department since Jan. 1, 1942, has been commissioned First Lieutenant in the U. S. Marine Corps. He leaves this week for his new assignment.

Kersta joined NBC in 1935 after several years in television research. He was a pioneer in the development of business methods for the new visual art and has conducted a continuous study of television commercial policies and the future operations of television as a complete broadcasting service.

John T. Williams, formerly of NBC's Radio-Recording Division, has been appointed acting manager of the Television Department.

A NEW SERVICE

GEORGE L. STONE, President POSITION SECURING BUREAU, Inc.

with 22 years of achievement in the commercial employment agency field announces the inauguration of a new department devoted exclusively to

RADIO & MOTION PICTURES

under the personal supervision of

FRANK McGRANN

formerly Exploitation Director of Columbia Pictures, and for 20 years prominently connected with theatrical, radio and motion picture organizations.

331 MADISON AVENUE, N. Y. C.

Tel. Murray Hill 2-6494

Los Angeles

By RALPH WILK

LARRY ROBERTSON assumed his duties as Blue producer, starting July 1. He has been transferred from the Blue's San Francisco office. He had a brief but busy vacation looking for a house for his family, which consists of his wife and four-year-old child.

Erskine Johnson's guest during his "Hollywood Spotlight" on KECA, Friday (2) was Judy Canova, lively comedienne of screen and radio. Miss Canova appeared instead of Frank "Bring 'Em Back Alive" Buck, who will be heard at a later date.

"Noah Webster Says" said it to the Blue Network audience for the first time on Tuesday, July 6, with a choice prize for the service man who gave the best answers on the show—a dinner date with lovely Elyse Knox, Universal Pictures starlet. Haven MacQuarrie, master-of-ceremonies on the program, also had his pockets filled with \$50 bills for the contestants who gave the correct definitions of the words he tosses at them—to keep Mr. Webster and his well-known book current. John Frazer is the announcer.

Major Knox Manning, who served in the Air Corps Photographic Division in Africa, will be stationed in Culver City, now that the Air Corps Photographic Division is being transferred here from Dayton Field, Ohio.

Robbins Music Company has purchased "The Moment We Met," music by Johnny Richardson and lyrics by Vick Knight. "The Moment We Met" is the theme song on the Jack Carson show.

Frank Forrest, of "Double or Nothing," on Mutual, will be in Hollywood for a couple of months. He will cut in from out here on his regular spot on the program.

Dean Jagger, one of the finest actors of the American stage and screen, appeared in the leading role of "America, The Beautiful," which marked the opening trial production in the "Sneak Preview" series, July 4, over the Blue Network. Each week a different type or production will be presented and the public is invited to write in with opinions and preferences.

James M. Landis, director of the Office of Civilian Defense, spoke on the necessity for civilian defense when he appeared as guest of Upton Close, historian-commentator, on the "World News Parade," Sunday, July 4 (NBC).

Jean Hersholt, veteran character actor and star of Columbia's "Doctor Christian" series, was re-elected president of the Motion Picture Relief Fund for the sixth consecutive year at the organization's annual meeting this week.

Barry Sisters To Ellis Island

Claire and Merna Barry, singing duo heard on WHN, will go over to Ellis Island today to do a benefit for the members of the Coast Guard stationed there.



Reporter At Large . . . !

● ● ● Red Skelton found himself with a ten-day vacation from Hollywood chores so the carrot-topped bundle of energy, booked himself forthwith a series of Camp appearances. . . . that in itself, is worthy of a few lines in this pillar which takes note and makes mention of the activities, on behalf of our servicemen, by Radio Folk. . . . however a recent appearance by Skelton at Camp Hood, Texas, aroused such a wave of enthusiasm, as to prompt a letter to us from your old friend (and ours from grammar school days) Pvt. Sid Weiss, who, with a background of about fifteen years experience on Broadway and Radio writes " . . . and from the moment Red stepped onto the platform, he laid the boys in the aisles and knocked them cold. . . . he was hot as a fire-cracker but what I liked best was that his material was in such good taste. . . . his chatter was strictly G. I. and seemed right out of a soldier's handbook. . . . he knew what the soldiers wanted and he gave it to them unrationed. . . . and you can quote me on this," continues Sid, "I've seen many comics work in camps but none has ever topped the performance Skelton gave here at Hood" We like to hand these occasional salutes to the hard-working performers, not as rewards for their splendid work but rather, to emphasize how important it is for every Radiolite to know how much his appearance at Service Camps, is appreciated and to make him realize that as more and more men are inducted into the armed forces, the need of entertainers increases in direct proportion. . . . So if you haven't already made yourself available for this great work "get in the swim. . . . the water's fine" ask Skelton, Bob Hope, Kate Smith, Kay Kyser, Jack Benny, Al Jolson, Eddie Cantor, Hank Ladd, Bert Wheeler, the Victory Twins, Frances Langford, Dinah Shore, Edgar Bergen, Tom Slater, WJZ Victory Troupe, and the hundreds of others who have brought their talents to brighten and cheer Uncle Sam's fighters we think too, that it is fitting and proper here and now to toss an accolade to Staff Sergeant Mark Newman of the Camp Hood Public Relations Office and the "Mark Newmans" of other Camps and Bases, whose showmanship and hard work, go far toward insuring the success of the shows and the complete comfort of the entertainers themselves.

★ ★ ★

● ● ● Remarks made by Fred Allen at rehearsal of a recent Camel Caravan program, lead us to believe that when the leaves come tumbling down, F. A. will be back at the microphone, despite rumors and reports to the contrary. . . . Joan Davis, whom Rudy Vallee left in charge of the Thursday Nite NBC program, observes, "with so many of us comics fishing for gags, it's know wonder they call them networks." (come come Joan, isn't that punning on a large scale?) Virginia Gilmore and Zachary Scott, currently appearing in the Broadway success, "Those Endearing Young Charms," will co-star Sunday on "That They Might Live," the American Red Cross-sponsored NBC show. . . . A new Blue Net program, at 6:15 p.m. Mondays through Fridays, titled "Two Hearts in Ballad Time," starts Monday, featuring the vocalizations of Connie Haines and Phil Brito. . . . Lulu Bates, formerly heard on that slot will take over the 10:15 p.m. spot which Gracie Fields left. . . . Praise Agent Spencer Hare will wear a suit of Khaki beginning tomorrow. . . . Hope Emerson, signed to make a guest appearance on Colonel Stoopnagle's opening CBS show, was signed to appear as a regular after the first program. . . . If memory serves us right that female comic did the same thing on the Garry Moore-Jimmy Durantey-NBC camel show. . . . Dorothy Brewer has been signed by Tommy Dorsey to replace Liz Tilton. . . . Jay Jostyn turned down several motion picture offers during the past year and last week added "to the string" an offer from Warner Bros.

★ ★ ★

—Remember Pearl Harbor—

Chicago

By FRANK BURKE

FIVE new half-hour shows will replace "Club Matinee" on the Blue Network beginning Monday, July 12th, at 3 p.m., CWT. Collectively titled "The Blue Frolics" the new series will be ushered in on Monday with "Pass The Buck," a new quiz show with Durward Kirby as emcee. The Tuesday offering will be a minstrel show with Al Stracker of the "Four Cadets" as interlocutor. Wednesday's show will be a musical tug of war between old and new melodies and on Thursday the program will be titled, "The Blue Omnibus," a potpourri of music songs anecdotes and verse. A comedy show starring Durward Kirby will serve as the Friday program. Among the artists scheduled for the series are Nancy Martin, Marion Mann, Harriet O'Rourke, Earle Tanner, "The Four Vagabonds" and the Cadets. Writers will be Carl Gass, Jack Mitchell, Lo Hartman and Sidney Gerson.

Complete and exclusive network coverage of the All-American Open Golf Tournament at Chicago's "Tam O'Shanter Country Club will be provided by NBC and Bill Stern from July 21st through July 25th, inclusive.

Spot and local sales billings at WMAQ for the first six months of 1943 show a 50 per cent increase over the same period in 1942. Oliver Morton, manager of NBC central division and spot sales, has announced. Renewal business announced by Morton was topped by an order from the Evans Fur Co. through the State Advertising Agency for a 52-week renewal of "Songs in Fashion," a quarter-hour "Musical Clock" show.

William Murphy, continuity editor for the NBC central division, is the father of an eight-pound, three-ounce son born to him and Mrs. Murphy at St. Francis Hospital, Evanston, Ill.

Two daytime serials sponsored by General Mills will exchange time periods beginning Monday, July 12th. Under the new schedule "The Guiding Light" will be aired from 1-1:15 p.m., CWT, and "Light of the World" will be heard from 1:30-1:45 p.m.

"Whadda You Say?" a new audience participation show, makes its debut on WIND, 8:30-9 p.m., Saturday, July 10th. Series will originate in the auditorium of the USO club on South Wabash Ave., in Chicago. Craig Maudsley will act as emcee. Galvin Manufacturing Company will sponsor the premiere broadcast on Saturday and Foote Brothers Gear & Machine Corp. will sponsor the show of Saturday, July 17th.

"To Nite"
From **CARNEGIE HALL**
TINY HILL
Management: **FREDERICK BROS. MUSIC CORP.**
New York — Chicago — Hollywood

GUEST-ING

HOPE EMERSON, on the "Philip
s Playhouse," tonight (WABC-
9 p.m.).

PT. J. H. LEEGSTRA, of the
Netherlands Air Force; BROCK
MERTON, play producer, and
ANDER P. DE SEVERSKY,
designer, on "Talley Time,"
row (WJZ-Blue Network, 10:15

NZEL BROWN, newspaper re-
and author, on Frances Scott's
"What, When and Where," to-
row (WEAF-NBC, 10:30 p.m.).

Y HILL and his orchestra, on
ers of Production," Sunday
Blue Network, 11 a.m.).

OF JOHN T. FREDERICK,
y critic of CBS; RICHARD
IVAN, professor of English at
Dame University, and R. L.
EL, author and publisher, dis-
g Jack London's "Martin Eden,"
invitation to Learning," Sunday
BC-CBS, 11:30 a.m.).

NDRICK WILLEM VAN LOON,
Where Do We Stand," Sunday
Blue Network, 5 p.m.).

B BURNS, on the Paul White-
program, Sunday (WEAF-NBC,
).

ROLE LANDIS, on Groucho
s "Blue Ribbon Town," tomor-
(WABC-CBS, 10:45 p.m.).

RMAN THOMAS, DR. RICH-
H. HOFFMANN, neuro-psy-
ist, and DR. PAUL DAWSON
F, president of Adelphi College,
L. Alexander's "Mediation 8
" Sunday (WOR-Mutual, 8

**Entertainment Council
Gets Local 802 Co-Op**

al 802, AFM, has pledged sup-
to the National Entertainment
try Council, it was announced
t night at a meeting of the con-
itions committee held at the Hotel

akers added to the roster of
to be heard at the conference
Wednesday are Lawrence Tib-
Maj-Gen. Frank Osborn and
rop Aldrich. Elmer Davis and
amble, of the Treasury Depart-
will speak on Thursday.

Murrow Resumes Sunday

ward R. Murrow, European news
of CBS, has returned to London
will resume his broadcasts from
ritish capital on Sunday, July 11.

Arthur Hull Hayes III

hur Hull Hayes, general man-
of WABC, is confined to his
by illness. He expects to re-
to his duties some time next

**Suspension Of Network Rules
Won't Be Pressed By Sen. Taft**

(Continued from Page 1)

Committee" he said, "and if that
committee showed any interest they
could probably have the operation
of those rules held off. But the
interest is apparently lacking," he
implied.

Taft declared also that he thought
Republican party leaders are con-
siderably interested in the Supreme
Court decision and said the matter
of radio regulation will probably
occupy a prominent place on the
agenda of the party's post-war plan-
ning committee when it meets soon.
Taft had asked that the Interstate
Commerce Committee hold hearings
on the White-Wheeler Bill, which as
presently written would reorganize
and redefine the FCC, during the
approaching Congressional recess,
preparing recommendations regard-
ing it for the reconvening of Con-
gress. He admitted however, that
his suggestion will not be followed
by the committee. Senator Burton
K. Wheeler, the other sponsor of
the bill and chairman of the com-
mittee, intends to go home to Mon-
tana, RADIO DAILY learned, and action
on bill in his absence is unlikely.

(Wheeler announced a month ago
that nothing would be done on the
bill until fall, adding that he thought
perhaps it was too sweeping in its
recommendations and that he might
rewrite some of it.)

Repeats Original Charges

Taft repeated the charges of others
when he told the Senate that "Control
of what reaches the American people
over the air has passed from the
American public into the hands of
an all-powerful commission, whose
edicts are final and conclusive, and
which exercises power as complete
as those existing in many foreign
countries."

Taft declared that although "the
apparent intent of the new regula-
tions as stated by the Commission,
is to free the local broadcasting sta-
tions from networks control and per-

mit them to do as they please, this
is not the real effect. May be that
they will be less subject to influence
by the networks, but the direct ef-
fect of the regulations is to prevent
them from making the contracts
which they may desire to make. Such
freedom as they acquire is only ac-
quired by the adoption of a prin-
ciple under which in the future they
may be made to do exactly as the
government pleases. There is prac-
tically no limit to the manner in
which their business may hereafter
be regulated by the Federal Com-
munications Commission. There will
remain to them no freedom of ex-
pression.

Cites Potentialities

"The present regulations cover
every phase of the manner in which
these stations may make contracts
with the networks. They extend to
certain phases of their charges for
advertising, presumably may be ex-
tended to the entire manner in which
advertising charges are made, and
the amount of such charges. From
the language of the Frankfurter
opinion the Commission may deter-
mine the composition of the traffic
over the air. This apparently means
that the government can prescribe
the amount of time to be devoted
to every kind of program, and per-
haps even specify the programs them-
selves.

"If the character of the programs
and the right to advertise may be
restricted and limited, then these
local broadcasting stations cannot
long survive under private control.

"As for the network system, the
effect of the decision is ultimately
destructive. Many persons have re-
garded the networks as somewhat
monopolistic but, on the whole, I
believe the people approve the job
they have done. The destruction of
that system would be itself a serious
limitation of freedom of expression
throughout the United States."

**B&W Will Discontinue
Certain Avalon Claims**

Washington Bureau, RADIO DAILY
Washington—Brown & Williamson
has stipulated with the Federal Trade
Commission that in advertising its
Avalon cigarettes it will discontinue
representing that the report of lab-
oratory tests appearing in the July,
1942, issue of the "Reader's Digest"
proves that Avalons are the finest
quality, etc.

The stipulation also was entered
into by Russel M. Seeds Agency,
Chicago, which prepared and dis-
seminated the advertisements for
Avalon cigarettes.

According to the stipulation, Brown
& Williamson and the advertising
agency disseminated advertisements
which referred readers to the
"Reader's Digest" article reporting
the results of the tests and which
advertisements contained this state-
ment: "... Avalons—one of the seven

**Kreml—"Look Magazine"
Renew WOR News Periods**

Kreml Hair Tonic has extened its
contract for Gabriel Heatter's com-
mentaries on WOR, Mondays, Wed-
nesdays and Fridays, nine months,
bringing the expiration date up to
June 9, 1944 instead of October 1,
1943. Deal was consummated through
Erwin-Wasey Inc.

Son de Regger & Brown Advertis-
ing Agency Inc., Des Moines, renewed
for "Look Magazine," sponsorship of
Tro Harper's 11 p.m., EWT. Trans-
radio news broadcasts, effective July
13, for 52 weeks, Tuesdays, Thursdays
and Saturdays.

leading brands tested—proved to have
less nicotine—less throat irritating
tars in the smoke—than the average
of all other brands tested. Now, there's
proof—conclusive proof—that Avalons
give you the finest quality money
can buy."

AGENCIES

WAR ADVERTISING COUNCIL
has released a campaign folder out-
lining methods suggested for the re-
duction of absenteeism in war plants.
The six-point program of the War
Manpower Commission is outlined
and amplified. Model advertisements
are included. Copies are available at
the Council's New York headquarters.

FEDERAL ADVERTISING AGEN-
CY, INC., announces election to the
board of directors of MacGregor
Ormiston, vice-president of the
organization.

HAROLD L. ICKES, Secretary of
the Interior, will deliver an address
at the meeting of the Sales Execu-
tives Club of New York which will be
held Tuesday, July 20 at the Hotel
Roosevelt. The speaker at next Tues-
day's meeting will be George E.
Sokolsky of the New York "Sun."

R. E. McCARTHY has been elected
governor of the fourth district of the
Advertising Federation of America.
He is head of the McCarthy Adver-
tising Agency, Tampa, Fla.

N. W. AYER & SON, INC., an-
nounces that it no longer, is handling
the account of Mutual Life Insurance
Company.

MAN WANTS JOB!

Two years Promotion and
Special Events Director
of 50 kw. station—Four
years Assistant Promo-
tion Director Metropoli-
tan newspaper — Four
years, Director of Promo-
tion, Research and Mer-
chandising group of Radio
Stations—Six years with
National Advertising
Agency.

**WHAT HAVE YOU
TO OFFER?**

Write
RADIO DAILY
Box 79
1501 Broadway
New York City

Salevepost Shifts Stand On Status Of Rep. Cox

(Continued from Page 1)
this week declares editorially that the "House seems to us to have forgotten its responsibilities when it permitted Cox to head the investigating committee." In an editorial a month ago the "Post" had referred to the "extraordinary spectacle of a member of the Federal Communications Commission notifying the speaker, that he was unwilling to appear before or submit papers and records to a House Select Committee appointed to inquire into the activities and personnel of the FCC. His explanation was that he considered Representative Cox of Georgia Chairman of the Select Committee, 'animated by prejudice, animosity and personal interest.' We ignore 'personal interest' pending further definition," said the "Post," "but if animosity and prejudice have ever been upheld as disqualifications of any Congressional investigating committee, from Pujio to Black it is news to us."

Durr Sent Evidence

Durr immediately sent the "Post" the evidence in the case which brought on the current investigation—Cox's acceptance of a \$2,500 fee for representing WALB, Albany, Ga., before the FCC a criminal offense for a member of Congress. He wrote that he was supplying the definition of the term "personal interest," and that he believed the "Post would 'conclude' that the extraordinary spectacle is not the action which I have taken, but the misuse of a highly important power of Congress who seeks to sit a judge in his own case."

Says "Injustice" Likely

Frederic Nelson of the "Post" staff replied that the "Post" may have been guilty of an injustice, admitting that the editor was not entirely familiar with all the facts regarding Cox's "personal interests" or his methods of conducting the investigation. He said he hoped to be able to make amends in the near future. The "Post" says this week that, "because of the need for broad administrative powers pretty generally accepted by the public, it is doubly important that the branches of the government which must be relied on to provide necessary checks and balances should be distinguished for wisdom and maturity. Thus the House of Representatives seems to us to have forgotten its responsibilities when it permitted Representative Cox, of Georgia, to head a committee to investigate the Federal Communications Commission. The Commission declares that Mr. Cox is interested in the radio business through having received a retainer of \$2,500 from a broadcasting station in Georgia. A truly sensitive man would have withdrawn from such a committee whether or not the facts mean what the Commission, says they mean. Mr. Cox, who regards the FCC as 'the nastiest nest of rats to be found in this entire country' is not sensitive. In spite of the charges he went right on investigating the Commission, even when the

A. E. HOPPER, former engineering supervisor of studio operations at WHN, New York, was commissioned a Captain in the U. S. Army Troop Carrier Airforce on July 1st, at Camp Alliance, Nebraska. He joined the Army in August, 1942.

MARTIN WELDON, WKNY, Kingston, N. Y., program director, has resigned to enter the armed services.

WILLIAM SMITH and JIMMY PATTERSON, of WAYS, Charlotte, N. C., have reported for duty. Smith, station's assistant manager, has started training in the Army Engineer's Corps, and Patterson, announcer, is learning how the Blue Jackets do it at Bambridge, Maryland.

THOMAS C. FLYNN, former news and publicity writer for CBS, has been promoted to the rank of Sergeant Technician from that of Corporal Technician. He is assigned to the Office of Technical Information at Headquarters, Army Ground Forces.

NORMAN TWIGGER, WCAE, Pittsburgh, newscaster, is now Private Twigger of the U.S.A.

White-Wheeler Bill Hearings Next Fall

(Continued from Page 1)
mate destruction of the networks and the limitation of their freedom of expression.

"I am in favor of free speech," said Wheeler, "But I don't want that freedom to be regulated by a couple of chains that are owned and controlled by large financial interests in New York which have been guilty in the past of filling the air with propaganda on foreign policies with which they agree."

Canadian Children to Hear News Broadcasts in Class

News broadcasts and instructive dramatizations will be included in educational radio programs to be heard next term during school hours for pupils in Grades five to 10 in London, Ont. schools, it was announced yesterday by G. A. Wheable, superintendent of London schools. The broadcasts have been arranged in cooperation with the Canadian Broadcasting Corporation.

other members of his committee were absent.

Must Be "Above Reproach"

"A Committee of Congress which undertakes to make an executive agency toe the mark must be itself above reproach or justified criticism. Those who most fear encroachments by administrative agencies will regret and resent the use of the investigatory powers of Congress except in a manner to secure the public interest and inform the people of the facts."

With The Colors

MARCELLA BILLUPS, former head of bookkeeping and auditing department of WCBI, Columbus, Miss., has passed her preliminary tests in the Midshipman's School at Northampton, Mass., and has been promoted to rank of ensign in the WAVES. She will undergo intensive training at Radcliffe College before being assigned to active duty.

KENT PATERSON, Detroit salesman of the Blue, has reported to the U. S. Navy at Quonset Point, Rhode Island.

ELMORE JONES, with WNEW for eight years, to army next month.

LEWIS CHARLES, WINS, New York, announcer is in the army now.

JAMES EATHERTON, WCBI, Columbus, Miss., commercial manager, has been notified of his selection to serve Uncle Sam in the armed forces. He expects to report for induction about September 1.

BILL GIRALDIN, chief coast accountant for Universal Microphone Co. joins the Navy and trains for Norfolk, Va., to the specialists' school.

WMCA Show To Salute "Follies" 36th Birthday

The 36th Anniversary of the original "Ziegfeld Follies" will be observed this morning with a special broadcast on WMCA, New York, in which Ann Pennington, former Ziegfeld girl, will participate with Milton Berle, featured in the 1943 edition of the "Ziegfeld Follies." The broadcast will be heard on WMCA as part of "The Little Show" program from 10:03 to 11:30 a.m. Reminiscent of the Flo Ziegfeld era, the program will feature music made famous by America's exponent of glamour.

An award will be presented to Milton Berle by Ann Pennington on behalf of Billie Burke in memory of Florenz Ziegfeld.

AFM Tells Local 802 To File Oberstein Reply

Local 802 received notice this week, to file with the AFM a reply to Eli Oberstein's appeal from the local's recent action which took away the record company exec's union membership. Local was given 15 days from July 6, unless granted an extension upon proof of need for such. Oberstein, head of the Classic Record Co., filed his appeal with the parent AFM last week, signifying, also, intent to resort to the courts for redress.

Decision of the Trial Board of local 802 in dropping Oberstein from membership was based on "conduct deemed contrary to the best interests of the union," and came as a climax to the union's investigation of new records which Classic has been marketing despite the recording ban.

CBC Revenue Listed High U. S. Billings

(Continued from Page 1)
licenses were sold then in the year before. The total collection was \$468 greater and the net payment the CBC was increased by \$211. The CBC also got license fees for private commercial broadcasting stations amounting to \$34,350. This makes the CBC a total revenue from licenses of \$3,501,690.

Co-Op With Private Stations Showed

The report was made by the Transport Department. How CBC works co-operation with a whole chain of Canadian private radio stations, shares with them the revenue derives from commercial advertising were disclosed in a return produced before the Radio Committee of the House of Commons. It shows payments by the CBC to the private owned stations last year totaling \$787,000 the payments varied from \$1,148 to \$52,000. The private companies "plug in" in the commercial programs. Of the total payment \$2,000 was for programs originating in Canada and over \$300,000 from stations originating in the United States.

The government has just implemented the final recommendation of the report of last year's radio committee that without the consent of the Minister of Transport or recommendation of the CBC no more than one license shall be issued to a station owner.

No Revisions Made In Censorship Code

Washington Bureau, RADIO DAILY
Washington—Because the Code of War-Time Practices as presently written has proved to be extremely effective, there will be no revision at this time according to Director Byron Price of the Office of Censorship. Six-monthly revisions have been the rule, but further revision has been deemed unnecessary at this time. Price asks that broadcasters see to it their responsible employment review the provisions of the Code.

In a letter to all broadcasters, writes, "In order to keep the members of your staff conscious of the provisions of the Code, it is necessary that affirmative action be taken by you periodically to review those provisions and direct your attention to them. In the past, announcement of new requests every six months has prompted such reviews. In the present instance, I am asking that you carry your excellent voluntary effort one step further and see to it that the Code is reviewed in an organized way at once by your entire staff.

"The war is not over, and the experiment of voluntary censorship remains unfinished. It would be a tragedy if, after doing so well for a year and a half, we should let the record through carelessness or forgetfulness. We cannot afford drift."

1943 RADIO ANNUAL

**CONTAINS
A COMPLETE
LIST OF
NEWS
COMMENTATORS
AND
THEIR WORK
DURING 1942**

•
PAGES 761-774



- ✓MORE THAN 1000 PAGES
- ✓HARD COVER CLOTH BOUND
- ✓COVERS RADIO COMPLETELY

***Y**OUR 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



NEW series of broadcasts to be heard over WLW, Cincinnati, July 10, and will be heard on alternate Saturdays thereafter, will present war workers in cooperation with the U. S. Department of Labor. Katherine Fox, coordinator of war activities and public service director for WLW, who is handling the details of the new series, said that the opening broadcast would discuss the dangers to which the workers in war plants encounter and the workers' responsibilities in avoiding war accidents. A number of on-the-spot pickups from war plants are planned by the WLW special events department. The new vocal trio on WLW-WSAI, Cincinnati, is Mary, Jean and Betty who've come from WISH, Indianapolis.

James Stewart, who recently completed the training course sponsored by the local station managements and the A. C. A. Local No. 1, has joined the WPEN, Philadelphia, engineering staff.

Sophie Miller, program director of special programs of WKNY, Kingston, N. Y., and Miss Marion Warner, WKNY stenographer, traveled to Stuart Flying Field, West Point, July 6, to arrange for the WKNY Caravan of Live Talent to appear at the Post theater at Stuart Field on the evening of July 19. "Pancho," the band leader, and all members of the theatrical and musical world stationed there will lend their talent to aid the WKNY production.

Madeline Steingut, graduate of a radio course at Russel Sage College, Troy, N. Y., and author of several scripts produced on Troy stations, has joined the script writing staff of WLIB, Brooklyn. Absent from their desks this week at WLIB are alter Kaner, publicity director, vacationing at Tamiment, Pa., and Paul Gould, program director, relaxing at Scaroon Manor, N. Y. Joan Sack has

taken a leave of absence from her continuity director desk. Noretta Brown, script department, will assume her duties for the time being.

"The Pacific Story," a new series sponsored by the Inter-American University of the Air, will be heard for the first time over WBZ, Boston, on Sunday at 11:30 p.m., July 11. The initial program, entitled "Japan's Dream of World Dominion," will relate the secret chambers of the complex Jap mind and the inevitable involvement of the United States in the Pacific war.

Paul Schubert is the latest of Mutual's commentators to have his analyses filmed. "News Forum," a newsreel short, featuring Schubert, is now being shown in theater houses throughout the country.

In the course of the first week at the KPO-Stanford Radio Institute, Hal Burdick, KPO, San Francisco, lectured the students on the part announcers play in commercial programs.

After 39 consecutive weeks of matching wits with residents of other boroughs, Brooklymites came out on top with highest number of correct answers during the run of the "Battle of the Boroughs" on WOR, scoring 579 per cent. Manhattan followed with 563; Bronx and Queens tied at 467; Richmond trailed at 455.

Irwin Johnson conducts the new series "This Is Lockbourne" over WBNS, Columbus, O., to acquaint the listeners with the inner workings of the Lockbourne Air Base. The programs are heard every Tuesday night at 9 p.m., featuring human interest interviews and air base talent and orchestra.

Newcomers to KOCY, Oklahoma City, are Loraine Morlotte, receptionist, and Betty Swidensky, continuity writer.

Three newspapermen will compete tonight with WHN's New York, Kid Wizards. Bill Juengst, radio editor of the "Brooklyn Eagle," Fred Anderson, reporter, and Irene Neer, reporter, will attempt to unseat the incumbent champions, Harold Brown, 16; Milton Gorowitz, 16; and Frank Pollack, 15, of Seward Park High School.

Joe Frassetto and his WIP orchestra start a new series of afternoon band-shows beginning Tuesday, July 13, every Tuesday through Friday for the summer. When Ilka Chase concludes her role in S. N. Behrman's comedy "Biography" at the Bucks County Playhouse in the Bellevue-Stratford Hotel, Monday, July 12, Howard Jones, WIP, Philadelphia, staff announcer, will interview Miss Chase, John Eifrat, Freda Altman, Judith Abbott, daughter of Producer George Abbott, Judson Laire, Russell Collins and Edward Hunt, all members of the cast.

"The Camp Robert Smalls Sunday Hour" broadcast from the Great Lakes Naval Training Station, originally a July 4th feature, will be heard every Sunday at 6:45 p.m. over WBBM, Chicago.

Miles E. Lamphiear, auditor of the MBS, Chicago, has been elected a director of the Chicago Control of Controllers Institute of America. Howard E. Riordan, secretary and controller of the Colonial Radio Corp., has been elected president of the Buffalo Control of the CIA. William W. Hetzel, treasurer of the Stromberg-Carlson Telephone Mfg. Co., has been re-elected a director of the Rochester Control of the CIA.

The 32nd consecutive broadcast by the Veterans of Foreign Wars in the series "Speak Up For Democracy" will be presented Sunday morning, July 11, with Edward Allen, past commander of the Essex County (N. J.) Council, as principal speaker. The programs are scheduled on WAAT, Jersey City, every month on the 11th day, as near as possible to the 11th hour.

Bob Hanna has joined the announcing staff of WFAS, White Plains, N. Y.

Educational Director Sterling V. Couch, WDRC, Hartford, has been appointed a member of the radio committee of the Connecticut Council of Church and Religious Education. WDRC had its troubles recently when a fire in the basement of its skyscraper destroyed an electric cable to cut the electric power for hours. The night schedule went on by candlelight, including news programs, while employes walked 16 flights of stairs to get to work because the elevators were stalled. One employee claimed she walked 84 flights of stairs during the day.

Just completed at the University of Dayton is a class in Advanced Engineering, written and conducted by Paul Braden, chief engineer of WING, Dayton, assisted by Ernie Adams of WHIO, Dayton. Braden and Adams are planning to cooperate in future classes which offer condensed training in radio.

Al Schuss has been appointed general manager of KEVR, Seattle. Schuss was known as Alan Hale in eastern radio circles. He was sports announcer on KJR, Seattle in 1934 whereupon he accepted an appointment as special agent in the FBI. However, he returned to radio the same year, affiliating with CBS. From there he spent five years on WISN, Milwaukee, returning to WJJD, Chicago. Schuss was associated with WHN, New York in 1942, returning to Seattle for his health. While there he was director of Research-Advertising for KOMO-KJR.

Gunnar O. Wiig, general manager WHEC, Rochester, today announces appointment of William J. Adams, former program director and news editor of WCHA, Charleston, West Va., to a similar post with WHEC. Adams, reported, is expected to assume his duties about August 1. He was named earlier this year to the Program Managers Executive Committee of the National Association of Broadcasters. In 1942 year he was awarded the Peabody Award for public service with the feature "The Home Front" on WCHA.

Frank Shopen, KOWH, Omaha, manager for the past 15 months, has been granted a leave of absence for the duration to do special radio work in connection with the war effort. In the field engineering force of the Western Electric Company's radio division. He is succeeded by Bernard C. Corrigan who was with the Omaha "World-Herald" for 17 years.

Sgt. Frank Thomas, former WNYC, New York, announcer, now stationed with Headquarters Detachment of Camp Butler, N. C., returned to the airwaves last night at 9:30 to broadcast "Dancing Under the Stars" from the Mall in Central Park with Sammy Kaye and his orchestra providing the music.

KMTR, Hollywood, at 12:05 yesterday presented the first in a series of programs under the title Gene Austin's Midnight Revels.

Restored as national holiday by the French Committee of National Liberation, Bastille Day will be celebrated in a special program at 4 p.m. Wednesday, July 14 on WBNX, New York. The program will be produced by Jo Delinois, director of French programs for WBNX. Commandant De Lustrac will speak on behalf of Maj.-General Emile Bethouart, head of the French Military Mission in the United States and a representative of the French Naval Mission will also be heard. A rendition of the "La Marseillaise" will highlight the program.

Special Debut Program For Newfoundland Outlets

St. Johns, N. F.—Station VONW meaning "The Voice of Newfoundland West," operating on 850 kilocycles, was officially opened this week at Cornerbrook on the Humber A. inlet half way up the Western Coast of the Island. Newfoundland area has two broadcasting stations, VONW and VONS, both located in St. John's. VONW was opened with special ceremonies and broadcasts started at 8:30 p.m. Principal speaker was Vice-Admiral Sir Humphrey Thomas Walwayn, governor of the colony.

Goldman Hawley Guest

Albert Goldman, postmaster of the City of New York, will speak July 10 on Adelaide Hawley program WABC. His subject will be "Positive Zoning Regulations."

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|-----------|----|----|----|----|----|----|----|----|----|
| 1943 | | | | | | | | | |
| BIRTHDAYS | | | | | | | | | |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| 27 | 28 | 29 | 30 | | | | | | |

July 9

Martha Boswell H. V. Kaltenborn
Walter "Buck" Dice Bryan Field
Ted Lloyd Al Sommerfield
Ted Steele Ralph Wilk

July 10

Arthur M. Holland Randall Jessie
Ray P. Jordan Robert Kessler
Joan Marsh Helen Pickens
Jerry Karpf, Jr. Noble Sissle

July 11

T. H. Anderson, Jr. Fred Feibel
Merle Jones David Montgomery
Jack O'Brien Harry Von Zell
Herbert Wolf



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



24, NO. 7

NEW YORK, N. Y., MONDAY, JULY 12, 1943

TEN CENTS

Fly Questioned By Garey

B Hears Petrillo; Anti-Ban Bill In Senate

Washington Bureau, RADIO DAILY
Washington — Although James Petrillo, AFM president, is generally admitted to have made out well in his appearance Friday before the War Labor Board in a hearing called by the Board to determine whether it should take jurisdiction in the AFM recording ban, a more potent means of breaking the stronghold on transcription companies and their product appeared

(Continued on Page 5)

Shortwave-News Adds Five To Staff

William F. Brooks, manager of shortwave news and special events department, announced Friday, the addition of five members to the news-staff. They are: Daniel Murphy, formerly with the "Richmond News Leader"; Robert Brown, former assistant city editor of the "Washington Daily News"; Marshall G. Jr. of the "Providence Journal" and "Evening Bulletin"; Arthur

(Continued on Page 2)

er Sees 'Exchanges' Continuing After War

A large increase in the post-war international exchange of radio public service programs was foreseen today by Sterling Fisher, NBC assistant public service counsellor and former of the NBC Inter-American University of the Air. Fisher spoke at the meeting of the Washington chapter of the Association for Education by Major Harold W. Kent, AER

(Continued on Page 4)

Last Call!

Noon today is the last call for all members and non-members to obtain their NBC Athletic Association outing tickets for their sojourn to the Westchester Country Club, Rye, N. Y. Tuesday, July 13. Tickets may be purchased or reserved by calling upon Corinne Pearson, Room 505, or Al Walker, mezzanine reception desk, 30 Rockefeller Plaza, New York.

Treasury Clarifies Web Withholding Tax

Guide to the industry's bookkeeping departments in handling of the new withholding tax is contained in a wired clarification sent to NBC this week by the Bureau of Internal Revenue. Request was made by H. F. McKeon, network controller who wired the following to the Bureau: "Would appreciate ruling as to whether daily or weekly withholding exemption applies to amounts paid by us to artists who are paid once a week for all programs in which

(Continued on Page 5)

AFM Local Negotiates For Arranger Increase

Execs at Local 802 of the AFM have been negotiating with music publishers, through MPPA, for a 15 per cent increase in minimums for arrangers and copyists. Expected that some agreement will be reached within another week or two. Contract in effect

(Continued on Page 2)

FCC Head Claims Official Exoneration Of Alleged Army-Navy Accusations; Cox Statement Protests "Gag"

N. Y. Promotion Men Mull Market Status

Sales promotion heads of nine stations in New York were divided in opinion on wisdom of and enthusiasm for a station cooperative advertising plan designed to ballyhoo the New York market to offset recent unfavorable attacks made in newspaper and magazine articles as well as within political circles. Ten representatives conferred on the matter Friday afternoon at WOR headquarters, disagreeing for the most part with their man-

(Continued on Page 3)

UP High-Speed Wire Readied Coast-To-Coast

United Press radio sales manager A. F. Harrison announced today that the coast-to-coast speed-up of the United Press radio wire has been completed. The transcontinental

(Continued on Page 8)

"World News Roundup" Lands 8 Local Accounts

Eight stations report local sales of NBC's "World News Roundup," (8:00 to 8:15 a.m., EWT) in the last week following the network announcement

(Continued on Page 3)

Washington Bureau, RADIO DAILY
Washington — Nearly six months have passed now since the Cox investigation of the FCC was authorized, and thus far, on the face of its public record, the committee has failed miserably to produce any important quantity of evidence against the Commission. Friday's hearing, like the public session of the previous Friday, contained little aside from allegations by the committee's counsel, Eugene L. Garey who tried vainly to get his witnesses to make

(Continued on Page 6)

House Move To Define Authority Of The FCC

Washington Bureau, RADIO DAILY
Washington — Congressional action against the new FCC network rules has been called for in a bill submitted to the House last week. Seeking to define more clearly the powers of the FCC in view of recent Supreme Court decisions, Rep. P. G. Holmes, Massachusetts Republican, entered a mea-

(Continued on Page 3)

Ad Execs Set Luncheon To Hear Broadcast

Acting jointly with business leaders in communities throughout the country, New York advertising and sales executives will gather at a special luncheon meeting in the East

(Continued on Page 4)

★ THE WEEK IN RADIO ★

... Cox Probe Opens
By PEGGY BYRNE

JULY 4 week-end sounded off with loud explosions and much fireworks from the direction of Washington and the Cox FCC investigation, which started that Friday. Chief Counsel Eugene L. Garey read a series of 50 charges to the effect that the FCC is run completely by its chairman; that it plays party politics; that it terrorizes the industry; that it has used questionable means of securing funds; that it is communistic; that its activities are uncon-

stitutional; that it is hampering the war effort, etc. In addition Garey read letters from secretaries Knox and Stimson to the President asking that the Army and Navy be given military intelligence radio activities. In the course of the investigation, the much disputed chain regulations will come up for consideration. In the lengthy testimony Garey accused James L. Fly, in particular, of dominating the Board of War Communi-

(Continued on Page 2)

"Gag"
Bud Baldwin, who conducts "Breakfast in Bedlam" on WHIO, Dayton, scared his listeners recently when he apparently suffered a nervous breakdown on the air. Announcer Jack Peyser carried Baldwin out of the studio and took over. Baldwin fans inquired about his condition. Actually it was a "gag" to get him started on a two-week's vacation.

"Shangri-La"
The entire staff of artists and announcers of WEEL, Boston, appearing on a stand erected by the MPI Campaign Committee on Boston Common recently swelled the "Shangri-La" drive by \$17,000. As Jimmy Lawton, Gloria Carroll, Carl Moore drew large contributions, youngsters, grown-ups at \$1 and 25 cents per throw threw tennis balls at a smirking Jap head.



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JOHN W. ALICOATE : : : Publisher

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

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

FINANCIAL

(July 9)

NEW YORK STOCK EXCHANGE

Table with columns: Am. Tel. & Tel., CBS A, CBS B, Crosley Corp., Gen. Electric, Philco, RCA Common, RCA First Pfd., Stewart-Warner, Westinghouse, Zenith Radio, NEW YORK CURB EXCHANGE, OVER THE COUNTER, Farnsworth Tel. & Rad., Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit). Includes Bid and Asked prices.

NBC Shortwave-News Adds Five To Staff

(Continued from Page 1)

Wakelee, former city editor of the Olean (N. Y.) "Times Herald," and Miss Charlotte Huber, former staff member of "Vogue," were placed with NBC's shortwave monitoring staff.

WEMP To Basic Blue

Effective August 1, WEMP, Milwaukee, will become a member of the basic Blue Network. At present, WEMP is a basic supplementary affiliate. According to John H. Norton, Jr., station relations manager of the Blue, the importance of Milwaukee as the 13th market of the United States and the increasing popularity of WEMP justify the shift in status.

EXECUTIVE

Experienced all phases station operation, programming, production, general managerial, 250W, 5,000W, 50,000W. Draft status—3A, father, East, South or Southeast preferred. Available August 1st. Write RADIO DAILY, BOX 78, 1501 Broadway, New York City

THE WEEK IN RADIO

Cox Probe Opens

(Continued from Page 1)

cations and of delaying FM and television. Fireworks came at intervals when Charles Denny, FCC counsel, attempted to ask questions or inform the Committee of the absence of Dr. Robert Leigh, head of FCC Foreign Broadcast Intelligence Service and Radio Intelligence Division. Cox threatened to call a policeman to keep him quiet... Further meetings were postponed for a week.

Fly was quick to reply to the accusations, promising satisfactory answers to every one of them. He questioned the reading of the letters from the two secretaries, which are still supposed to be "secret." In a letter to the Cox committee he asked them when they were going to give the Commission a fair chance for a hearing, when they were going to cease their past methods of investigating, and whether they intended to continue using a "Wall Street counsel." Referring to the television charges, Fly pointed out how Cox's views on "radio monopoly" had changed to those of approval since the FCC disclosed his dealings with WALB... The Washington "Post" came out against Cox, in an editorial, and asked for a new chairman for the investigating committee... Satevepost changed its mind about Cox, decrying his chairmanship in its present issue, after condemning Commissioner C. J. Durr in the past for petitioning for Cox's disqualification.

Senator Robert L. Taft denounced the FCC and the chain regulations in a speech to the Senate last Wednesday. He demanded that the rules be suspended until Congress had time to consider the problem of radio con-

trol and its relation to free speech. He condemned the regulations as a move which would destroy the networks and, consequently, free expression. In a latter statement, however, he said he had discussed the matter with Senator Wallace H. White, and had decided not to press for a suspension... Meanwhile, Senator Burton K. Wheeler, reiterated his intention to hold hearings on the White-Wheeler Bill next Fall.

Hearings by the WLB on the AFM-transcription company case were set for last Friday. Purpose is to determine whether it is within the Board's jurisdiction... FCC relaxed its FM rules slightly because of problems created by manpower shortage and to help conserve equipment... World Broadcasting System was bought by the Decca Record Co. It was a matter of speculation last Friday as to whether WBS would continue in the AFM suit, as the record companies had not joined with the transcription companies in this particular phase of the battle... Dr. J. S. Thomson, CBC general manager, told the Canadian House of Commons Radio Committee that a private Canadian network would be too powerful for the good of the country.

South America needs more good music programs, according to Wilfred Roberts, head of program production for the Radio Bureau of the CIAA. Roberts, who has just returned from an observation trip of S. A. also stated that there was still the need of reaching the peasant classes, who do not own radios but who listen to loud speakers in the villages. Programs must reach them.

"Double Or Nothing" Doing Show From Detroit

"Double or Nothing" will do a special broadcast from Detroit, July 16, 9:30-10 p.m., on MBS, participating in bond drive rallies among that cities' war plants.

Show will originate from Rockhan Memorial Hall where guest contestants will be top production war workers selected from the plants there. Feen-a-mint commercials will be deleted and war bond sales spiels substituted. Cast, consisting of John Reed King, emcee, ork leader Nat Brusiloff, tenor Frank Forest and announcer Alois Havrilla will also take part in several off-the-air bond rallies throughout the week. Frank Forest, who is now touring Army camps on the west coast, will go to Detroit for the week's engagement.

Elmer Davis To Rest

Elmer Davis, director of the OWI, announced at the end of his broadcast last Friday night that he would be away from Washington for a while and that he would suspend his broadcasts. It is believed here that Davis is taking a vacation and that his broadcasts are off indefinitely.

The Davis programs were heard on

Radio First With News Of Allies' Sicily Invasion

Radio, shortly after midnight Friday, July 9, was the first to inform the public of the Allies' invasion of Sicily.

Having received some advance information relative to military operations in the Mediterranean, representatives of the press and radio gathered at the War Department in the Pentagon Building, Washington, D. C. The networks and independent stations immediately assigned commentators to 24-hour duty.

When Robert Donat, the English film actor, on a BBC short-wave hook-up from Algiers broadcast that the United Nations had invaded Sicily, the networks and independent stations quickly transferred the military announcement through domestic channels. The broadcast approximated three minutes.

Meanwhile the various networks have made arrangements to have their representative correspondents carry the details of the invasion as soon as conditions permit in Sicily.

NBC, CBS and the Blue Network from 10:45-11:00 p.m. EWT, and on Mutual by transcription the following day.

COMING and GOING

CLIFTON FADIMAN, JOHN KIERAN, LEVANT, FRANKLIN P. ADAMS and GOLENPAUL are in San Francisco for the casting of tonight's "Information Please" program over NBC as another in their bond-selling appearances.

ELINOR INMAN, broadcast director religious programs, is on a three-day WAC training centers, in Georgia, Kentucky, Illinois and Michigan. She will arrange to take some of the network's "Church of the Home" programs at WAC camps.

SHERMAN MARSHALL, president and commercial manager of WOLF, Syracuse, is in town Friday for conferences with the town representatives of the station.

JOHN WELLINGTON, Blue Network program director in Salt Lake City for the airing of a "Spotlight Bands" show from the Army Forces Training Command at Camp Kearney, Utah, is in town.

GEORGE COW, newscaster on WLVN, Cincinnati, spent the week-end on a fact-finding trip to Washington, D. C.

AFM Local Negotiates For Arranger Increase

(Continued from Page 1)

at the present time expires September 1. Despite the fact that the union network and Class A station contracts contain a cost-of-living clause, the union is not contemplating negotiations now, but will wait until the contract runs out, February 1, to negotiate the whole thing at once. This takes in arrangers and contractors at the stations.

Barbe New Sesac Rep

Charles M. Barbe was appointed last week as the new Sesac relations representative in the United States. Barbe is familiar with the middle west as he operated a experimental radio station at the U.S. Military Academy in 1924. He also associated with WFBM (WKBK, WIRE) in Indianapolis, WPTF, Raleigh, and WBIG, Greensboro, N. C.

Reporting from Berlin, Barbe and London, Barbe succeeded William L. Shirer as European representative of CBS in December, 1941. When he was in England early in 1941 he was associated with the Ministry of Information, giving special broadcasts for BBC.

Advertisement for WEVD radio station, featuring '5000 WATTS', '1330 KILOCYCLES', and 'ENGLISH • JEWISH • ITALIAN' programming.

Promotion Men Mull Market Status

(Continued from Page 1)
 who had decided that such a should have been undertaken meeting June 29. Managers set as a deadline for the idea have the plan set up, but the on execs are not meeting until Friday, July 16, to arrive common working ground.

Representatives in Attendance

reamer, WOR promotion chief, riam Adelson, assistant hosted Attendance included Lucy I. WMCA; Hartley Samuels, Bill Carley, WINS; Wally Dun- NEW; Herb Chason, WHN; Dundes, WABC; Edward De- ry, WEAF; Bob Hutton, WJZ. for the meeting started with Streibert, vice-president of who became alarmed at the effect on advertising of the comments printed by publi- and political parties. Accord- he critics, New York is falling There have been attacks on its ing population, housing em- ent, etc. After a few prelimi- with other station managers, rt called them all to a formal June 29, and then they agreed would participate in a co- ve campaign in the trade press, rhaps augment the drive with cal plugs on their programs. eamer summarized it for the ion boys, the plan would con- a series of ads which would tical but which each different would run as part of its ad- g schedule. Only the logotypes be individual. Ads would rily have to contain propa- and emphasis of the city's attri- Felt that with towns and cities out the country boasting of chievements and growth, such rland, Ore.; San Francisco; port, etc., New York, by com- was not looking too well.

Unconvinced in Beginning

a discussion of the project first derway among the promotion t was apparent that they had en consulted by their man- and that they were not sold on ole thing. After an hour and of talking, however, they agreed ey would abide by the deci- of their managers. Question of

★ PROMOTION ★

Tetley Tea Tie-Ins

Offering a bargain and at the same time an inducement to try its product Joseph Tetley & Co., sponsor of "Morning Market Basket" on the Blue Network, will invite listeners to mail 25 cents to femcee Isabel Manning Hewson for a utility bag, useful for knitting, shopping or the beach. In the bag will be a photograph of Miss Hewson and a coupon entitling the purchaser of one package of Tetley's Jiffy soup (containing three envelopes of the dehydrated soup) to another package free.

The offer will be made over a two-week period beginning Tuesday, July 13. Tetley sponsors the "Morning Market Basket" on the Blue from 10-10:15 a.m., EWT, Tuesday, Thursday and Saturdays through Duane Jones Co. C. F. Mueller Co. sponsors the program Monday, Wednesday and Fridays.

Conducts Afghan Campaign

Zella Drake Harper, through her woman's program on WIBG, Philadelphia is conducting a campaign for afghans for the American Legion. Ladies who make the afghans will meet once monthly in the WIBG auditorium to put the "squares" together, and pack the afghans for shipment to the Legion. Campaign, officially sanctioned by Mrs. Walter C. Rice State Rehabilitation Chairman of the American Legion Auxiliary, is

Sees Close Coordination Of Radio And Newspapers

Kenneth O. Tinkham, general manager of KMTR, Hollywood, in announcing a twenty-four-hour schedule of five minutes of news headlines on KMTR, predicts "a close coordination between newspapers and radio."

"Newspapers, magazines and radio must all play their part in the dissemination of news to the public," Tinkham said, as "each is a very necessary part."

Tinkham, although hiring three experienced newsmen to the KMTR staff, said, however, that "to the newspapers, of course, the people will look for the complete news stories and the many interlocking details for real news coverage."

basis of ads—should data be confined to New York City, Metropolitan area, primary markets, etc., was finally settled so that the plan will take in the five boroughs. WOR's promotion department has prepared a preliminary study of facts which might be used as spring boards.

Will Supplement Ideas

During the coming week the others will supplement with their own ideas, and then on Friday the final weeding out will take place. Suggested that the group run a series of different ads, but that all the stations participating sign them. This and other details will be ironed out at the end of the week.

Teaches Radio Language

Current ad series at WSB, Atlanta, subordinates its programs to the teaching of radio terminology and slang. Each day a thirty-inch newspaper ad presents a word used in radio under the headline: "Radio Has A Language All Its Own." It continues, for example, with "What is a 'fluff'?" Two programs heard over the station are then used to explain "fluffs." In addition, a box containing the radio definition of "fluff" is printed at the bottom of the ad with the caption—"Clip this definition for your radio scrapbook."

"Mr. Lucky"

Recently WHIO, Dayton, presented a quarter-hour broadcast featuring ten questions in conjunction with the RKO picture "Mr. Lucky," starring Cary Grant and Laraine Day, shown at one of the local first-run houses. A pair of theater tickets for the show was given to each of the first ten listeners to answer the questions correctly. In addition to the questions, musical numbers centered around the word "lucky" were played by Tommy Dunkelberger, staff organist. These included "Happy Go Lucky," "You're My Lucky Star," and "Thank Your Lucky Stars and Stripes."

titled "The Zella Drake Harper Afghan Campaign for the veterans of both wars of the American Legion."

"World News Roundup" Lands 8 Local Accounts

(Continued from Page 1)

that the daily program would be available for sponsorship. According to E. B. Lyford, NBC Stations Departments, additional contracts will be closed shortly.

Stations already reporting sales are WMBG, Richmond, Va., (Marlowe Tire Co., and Martin Bros. Roofing Co.); WIS, Columbia, S. C. (South Carolina Elec. & Gas Co.); WTMA, Charleston, S. C. (Van Smith Bldg. Materials Co.); WTAR, Norfolk, Va. (James G. Gill Co.); WIRE, Indianapolis, Ind. (Block Dept. Store); WSOC, Charlotte, N. C. (Home Federal Savings & Loan Co.); WBLK, Clarksburg, W. Va. (Watts Sartor Lear Dept. Store); and WISE, Ashville, N. C. (Belks Department Store).

The participation plan, inaugurated July 5, specifies a 90-second opening by newscaster W. W. Chaplin, from New York, followed by a 30-second break for the local commercial. NBC's foreign correspondents are then heard for approximately ten minutes after which stations are given a 90-second break for local announcements. Chaplin concludes the period with a 40-second summary of the day's news.

"World News Roundup" is now available daily Monday through Saturday, on this basis, but Sunday broadcasts at 9:00 a.m., EWT, remain sustaining periods.

House Move To Define Authority Of The FCC

(Continued from Page 1)

sure to supersede his earlier bill, which was simply a re-writing of the Sanders Bill of last year.

Holmes had indicated to RADIO DAILY several weeks ago that he intended to re-write his earlier bill which lay with the House Interstate Commerce Committee since early January without any action being taken on it. In fact, the Republicans were so disinterested that they failed to name their members to a sub-committee to consider the bill. The new bill has been referred to the same committee.

New Bill Similar to Old

Holmes' new bill contains most of what was in the old one—including the division of the Commission into two parts, one to handle common carriers, the other radio. The whole procedure for hearings before the Commission and appeals from its rulings is liberalized, in addition, he amends Section 326 of the Communications Act to read as follows:

"Nothing in this Act shall be understood or construed to give the Commission the power to regulate the business of the licensee of any radio broadcast station and no regulation, condition, or requirement shall be promulgated, fixed or imposed by the Commission, the effect or result of which shall be to confer upon the Commission supervisory control of station programs or program material control of the business management of the station or control of the policies of the station or of the station licensee.

"Nothing in this Act shall be understood or construed to give the Commission power of censorship over the radio communications or signals transmitted by any radio station, and no regulation or condition shall be promulgated or fixed by the Commission which shall interfere with the right of free speech by means of radio communications. No person within the jurisdiction of the United States shall utter any obscene, indecent or profane language by means of radio communication."

KFAR To Free And Peters

The Midnight Sun Broadcasting Company, operators of Alaska's KFAR, Fairbanks, announced recently the signing of a contract with Free & Peters offices as exclusive representatives.

HELP

IF YOU ARE HAVING DIFFICULTY FINDING THE RIGHT PERSON FOR ANY VACANCY IN YOUR ORGANIZATION—CALL

FRANK McGRANN

PROTECTION SECURING BUREAU, INC. (AGENCY)

Madison Ave. (43rd St.), N. Y.

MURRAY HILL 2-6494

WENR
Blue Points

WENR recently delivered 700% more returns than the advertiser expected! Here is real pulling power!

WENR is Chicago's Basic Blue Network Station. 50,000 watts on a clear channel, 890 k.c. Represented nationally by Blue Spot Sales.

Los Angeles

By RALPH WILK

SCHOOL teachers have been writing in to Haven MacQuarrie of the "Noah Webster Says" word quiz show telling him that even if school is out for the summer, many are going to return to class Tuesday nights to brush up on their knowledge of the English language.

Richard Earnest has become supervisor of the newly established cost accounting department for Universal Microphone Co., Inglewood. He was connected with various Hollywood firms in an accounting capacity.

Maestro Billy Mills has pledged himself, for the summer months, to make one visit weekly to an Army Ordnance base near Los Angeles to assist in training a band which the servicemen have organized.

Personnel of the Lockheed-Vega "Ceiling Unlimited" series carries over to the new "James Hilton, Observer" program on CBS each Monday at 7:15 p.m. Patrick McGeehan continues as narrator and Thomas Freebairn-Smith as producer.

Cass Daley, radio and screen comedienne, is making plans for a trip abroad to entertain with song and dance, as soon as rearrangement of film schedules can be made.

John Conte, who is a regular on the Fannie Brice-Frank Morgan series, will visit the Joan Davis-Jack Haley program on July 15 to try to sell his managerial possibilities with his melodies. Joan and Jack are looking for someone to take over Rudy Vallee's village store now that Rudy's Coast Guard duties have taken him away for the rest of the war.

Fisher Sees 'Exchanges' Continuing After War

(Continued from Page 1)

national president, was chairman of the meeting.

Fisher pointed out that our war agencies have developed excellent machinery for the exchange of such programs between the United States and members of the United Nations and neutral countries. He declared that activity in this field had increased about 20 times since Pearl Harbor.

After the declaration of peace, however, there no longer will be the necessity of exchanging war programs, but it would be a great pity," Fisher pointed out, "if the excellent machinery for exchange is dropped. A substantial audience has been developed for these programs. Public service broadcasts of a cultural or historical background, with news and special events as additional features, should fill the gap when war programs are discontinued."

Exchange of programs during peace time should follow the same general methods now employed, with interchange of scripts and recordings and by rebroadcasts of shortwave programs by local medium-wave stations.

MAIN STREET

OL' SCOOPS DAILY

Memos Of An Innocent Bystander . . . !

● ● ● About two months ago this column reported that a radio-entrepreneur, while down in Florida for a vacation, heard a 17-year-old high school lass, sing in a school musical. . . when he returned North, he was accompanied by the young lady whom he had signed for his exclusive management. . . last Friday we heard off-the-air-recordings of the vocal-ly's first two Blue Network broadcasts and we predict here and now that Carol Lee Sutton, discovered by Bob Kerr, is headed for the big time. . . Carol will be heard over the Blue Net Fridays at 11:20 p.m. . . and just to give you an idea, she didn't audition over a mike. . . Kerr merely called Bud Barry on the phone, asked if he cared to hear a new voice. . . after the thrush had sung exactly 16 bars, she was hired. . . Ben Grauer, who has been named chairman of the "For This We Fight" meetings sponsored by NBC's Inter-American University of the Air, heard from Washington every Saturday at 7 p.m., will continue to emcee the New York-emanated "Babe Ruth In Person" the same mornings at 10:30 a.m. . . When a lusty-lunged youngster, was born to the Charles Michelsons July 5, the boy was named Robert, Chick. . . the 'Chick' in honor of the NBC debut, that same day of "Chick Carter, Boy Detective," which Michelson produces.

★ ★ ★

● ● ● Coral Tempest, golden-haired actress heard on Charles Warburton's "Your True Story" series on the Blue Net, will be re-auditioned for the role of "Jezebel" in the new "Light of the World" sequence. . . An agency, confronted with problem of recording a half-hour script show at very short notice, hired Peter Donald, who, in reading every line of a 28-page script, played the two principal and nine supporting roles himself. . . While Martha Atwell vacations, John M. Gunn will direct the Ralph H. Jones strips, "Linda's First Love," "Hearts In Harmony" and "Editor's Daughter," all recorded at the World Broadcasting System. . . Ralph Welliver, 22-year-old actor who, before joining the U. S. Marines, was a "make believe" hero, has been awarded the 'Order of the Purple Heart' for heroic action performed when his troopship was torpedoed off the coast of Iceland. . . severe arm injuries sustained, won him an honorable discharge from the Marine Corps and he's back on the air in NBC's "Just Plain Bill."

★ ★ ★

● ● ● Lester Lewis has acquired the radio rights to Booth Tarkington's "Little Orvie" stories for the Ed Wolf office. . . Mort Lewis and Dave Victor will write the ether adaptations. . . Ginny Simms' maestro Cookie Fairchild has been signed to do Deanna Durbin's arrangements which she'll thrush in her next vehicle, "His Butler's Sister" . . . WJZ's "Hollywood Radio Theater" will feature Margo Thursday in a comedy titled, "People Don't Talk Like That" . . . Johnny Long, whose band does a swell job in the Abbott-Costello-Ginny Simms soon to be released flicker, "Hit The Ice," will open Thursday for the entire summer season at the Hotel New Yorker. . . Sammy Kaye, when he guest-disc-jockeys today on Dick Gilbert's 1-3 p.m., WHN program, will interview his own vocalists, Nancy Norman and Tommy Ryan. . . The Mark Warnows (she's the former Helen McGowan) greeted Sir Stork Friday at the Doctor's Hospital. . . the 7-pound bundle from heaven is named Susan Helen. . . Kate Smith will write a daily column for a New York evening newspaper, starting next month. . . the column will be written in home-spun philosophical vein. . . Incidentally, every American should place on the "Must" list, Walt Disney's "Victory Through Air Power," based on Major Alexander P. deSeversky's sensational book. . . Art Green, yarn and record-spinner at WINS wonders if you've heard about the radio performer, who thinks he needs glasses because all he could see was sustaining spots before his eyes.

—Remember Pearl Harbor—

Chicago

By FRANK BURKE

"PEER GYNT" will be presented by WGN-Mutual Saturday, July 10, from 8-9 p.m., CWT, as "The Chicago Theater of the Air" presentation. Five hundred aviation cadets will be guests of "The Northerners" their broadcast on WGN from 9:30 p.m., CWT, on Wednesday, July 7, Theatrical press agents were featured on the WGN "Spelling Book of Sunday, July 11th. Those scheduled to compete included Jim Keane, Reuben Rabinowitch and Larry Holt.

A new comedy "The Meaningwell" a story of home life of an American family, will make its debut on WGN Saturday, July 10th, from 8:45-9 p.m., CWT, on WGN.

Ad Execs Set Luncheon To Hear Broadcast

(Continued from Page 1)

ballroom of the Commodore Hotel, 12:15 p.m., Wednesday, to hear a broadcast to American industry, Washington officials. The luncheon will be under the auspices of the War Activities Committee of the New York Advertising Club.

The coast-to-coast broadcast, sponsored by the War Advertising Council in cooperation with the Office of War Information, will start at 1 p.m., EWT, over an NBC network of 138 stations. Government leaders will discuss the role of business in furnishing the people with essential war information, will include Director of War Mobilization James C. Byrnes; Donald Nelson, chairman War Production Board; Marvin Jones, War Food Administrator; and Elmer Davis, director, Office of War Information. Chester J. LaRoche, chairman of the War Advertising Council will also speak.

Eugene Thomas, of WOR chairman of the War Activities Committee, will preside at the luncheon. Tickets at two dollars, and may be purchased at the door.

Homer Jordan

Homer Jordan, 43, Texan radio artist, died in Dallas recently. He survived by his mother, Mrs. W. Jordan, and his brother, Charles Jordan, managing director of WJZ-Dallas.

Jordan majored in music, graduating from Clarendon College and attending Southern Methodist University. His radio career began in 1919 interpreting popular music on WRR.

BALTIMORE'S BLUE NETWORK
OUTLET

W C B M

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

Petrillo Testifies At WLB Hearing; Senate Gets Bill Aimed At AFM Ban

(Continued from Page 1)

Senator James M. Tunnell, a liberal Democrat, who served as chairman of the silent members of the Interstate Commerce sub-committee headed by Senator D. Worth Clark, last winter to investigate the recording ban, introduced a bill to make it unlawful for any person to hire or compel any employee to refrain from working to produce records or transcriptions, or to hire or compel any radio station to refrain from using transcription records of objections to the manner in which they were manufactured. A fine of five years in prison is provided as penalty. Tunnell admitted his bill was aimed directly at Petrillo, saying it is a "terrible thing for one man can prevent all the rights of the United States from the profits of transcriptions." The hearing at the WLB heard Petrillo and his counsel, Joseph C. Padway, make plain that AFM has altered its position since the Senate hearings in February. AFM is no longer interested in making recordings at any price, but taking the board. "We're not going to pay our own funeral any more—what it amounts to," said Petrillo.

Socolow ET Attorney

Walter Socolow, appearing in behalf of the transcriptions companies, told the board the record-keeping ban is a "labor dispute which has resulted in an interruption of work and an interference with the effective prosecution of the war. The board therefore has jurisdiction and should exercise its jurisdiction by ordering the union forthwith to end its strike." The history of the negotiations, carried on since the ban was called, was reviewed briefly by Socolow. No specific demands were made by the union of the transcription companies until February 11, 1943," he said.

"At that time, the union demanded that the employers pay directly to the union, in addition to the larger compensation paid to employees a percentage of the gross receipts of the employers.

Rejected By Employers

The employers rejected this demand, but offered to negotiate an increase of the rate of pay to the musicians employed by them. The union refused and received financial data on the gross income and net earnings of the employers. Upon receipt of this information, the union with-

draw its demands stating that the entire gross receipts of the companies (\$4,000,000 per annum) would not satisfy the unions demands.

"On May 11, 1943, the union substituted a demand that the employers agree to prevent the use of electrical transcriptions by any broadcasting station which might at any time be declared to be unfair by the union. The Union stated that one criterion of unfairness would be whether the broadcasting station employed a quota of union members satisfactory to the union.

Intervention Requested

"On June 8, 1943, the employers requested the intervention of the conciliation service of the United States Department of Labor. The union met with the conciliator and the employers on July 1, 1943. At that time, the union stated that it would not permit its members to participate in the making of electrical transcriptions, and that, therefore in the absence of satisfactory counter-proposals from the employers, it had nothing further to negotiate. The union stated that its position was the same as it had been on August 1, 1942. The dispute was accordingly certified to the War Labor Board by the Secretary of Labor.

Socolow went on to cite from the decision rendered by Federal Judge Elmer Barnes when he ruled against the government last year in the first case brought against AFM by the Anti-trust Division of the Department of Justice. He revealed that the AFM had accepted Barnes' statement that what is actually involved in the ban is "labor dispute, within the meaning of the Norris-LaGuardia Act." Padway later remarked that AFM accepted this merely because it was convenient at the time, because they didn't want to get into another controversy.

Quotes Fly-Davis Testimony

Socolow pointed out that Judge Barnes' decision was upheld by the Supreme Court.

"Here a labor dispute has been certified and has actually resulted in an interruption of work for many months," said Socolow, adding, "This interruption has resulted and is resulting in substantial interference with the war effort."

Here he quoted from testimony given the Senate Interstate Commerce Committee by FCC chairman James Lawrence Fly and OWI Director Elmer Davis, as to the deleterious effects of the AFM ban. Both testified concerning the importance of transcriptions to radio, and radio's importance in the war effort.

"The union, itself, has consistently characterized its action in this instance as a strike," said Socolow. As recently as June 23rd, he pointed out, the president of the union in an interview referring to this matter said:

"We don't pull any John L. Lewis stuff here. When we call a strike, we

call a strike. He calls a strike every two weeks and look what he gets. We will do everything the government tells us."

Calls Objective Constant

"While the union has changed its tactics from time to time," said Socolow, "its objective has always been the same—to seek to compel the employment of larger quotas of union musicians, or in the alternative, the payment of money directly to the union by interfering with the manufacture and use of transcriptions. When the union first made its demands in February, it published in its official journal that the demands were made voluntarily. Later it said that the demands were made only because of Senatorial pressure. Before the Senate committee, Mr. Petrillo testified on January 12, 1943 that he did not 'have in mind not making records at all any more,' and, indeed he agreed that the American public would not stand for the stopping of manufacture or progress. When Mr. Petrillo made his demands in February he said that they represented his total claims, and that he had no demands to make upon radio broadcasters. In July, he said that he was stopping transcriptions in order to get at the radio companies. Using the transcription companies as unfortunate pawns in moves over which they have no control.

"Obviously, it is unprofitable to view this matter from the aspect of what Mr. Petrillo's stated position may be from moment to moment. Each position consecutively taken by the union has been asserted to be a final position. The matter must be approached by regarding the union's actions and objectives as a whole."

Milton Diamond, appearing for World Broadcasting, revealed that Decca records, recent purchaser of World Broadcasting, are now conducting independent negotiations with the AFM in an effort to settle the ban insofar as they are concerned.

Many ET Men Present

Besides Diamond and Socolow, C. M. Finney of AMP, C. L. Egner of NBC, and C. L. Langlois of Lang-Worth feature programs were on hand.

Petrillo told the board that the transcription people simply don't understand the party's over. His musicians, he said will not resume work for them.

He cited a letter to OWI Director Davis in which he promised to make free transcriptions or records needed in the war war effort, including discs for soldiers "juke-boxes."

"If you tell us to work for these people we, in all good faith shall have to at least accept the courts if we must accept involuntary servitude."

Closing the hearing, Socolow said in a final summation that FCC Chairman Fly had remarked recently that this strike has the effect of a creeping paralysis upon those small stations.

Treasury Clarifies Web Withholding Tax

(Continued from Page 1)

they appeared during preceding week. Artists may be engaged for one, two or more programs in one week, and amount of payment depends on number of performances. We do not pay at end of each performance. An artist does not expect payment at end of performance, but expects payment on regular weekly payday. Although engaged for a performance artists must attend rehearsals which may or may not be held on day of appearance on program. Seems clear that payroll period is weekly since there is an established pay period for all work done in one week but wish your confirmation."

Timothy C. Mooney, deputy commissioner of the Bureau replied:

"In case of employee paid weekly for less than one week's employment employer may apply weekly period withholding exemption provided employer secures from such employee a statement in writing that he works only for such employer and that in case of other employment he will notify such employer within ten days thereafter."

In the long run, the situation evens out because at the end of the year, taxpayer will have to make up differences if allowances were too great. Local 802 of the AFM, has for convenience and uniformity, recommended to its members and licensees that under certain conditions musicians might hold themselves as name band leaders without running contrary to Form B and placing themselves in the category of independent contractors. As name band leaders, then, the musicians would be able to deduct the salaries of the side men, commissions and certain travelling allowances before applying the withholding tax. To qualify for a name band leader, musician must, in addition to having "name" maintain a permanent organization of a minimum of four men.

AFRA is not seeking any official Treasury Department ruling on the tax in as much as individuals can even things up at the final tax returns.

Costello On Monday, Wednesday

Bill Costello is broadcasting the 6:10-6:15 news program over CBS on Monday and Wednesday. He is replacing Leigh White.

SEEK OPPORTUNITY WITH METROPOLITAN BROADCASTING STATION

have been employed in the business, as well as the promotion department, of a large motion picture company. I have had several years of formal voice training and an excellent singing and speaking voice. I am twenty-five years old, classified 4-F. I believe I can be of service in one of several departments in your station. Salary is not important. B.A. Degree. Write Radio Daily, Box 625, 1501 Broadway, New York City.



"Ever since WFDF, Flint, Michigan, announced the gasoline ban, the Smith's family car has responded nobly on ice water."

Fly Questioned By Garey

Denies Preferring Charges Against Neville Miller

(Continued from Page 1)

certain admissions which might support the charges Garey implied. Most of the session concerned reported charges against Neville Miller, president of the NAB.

On behalf of the committee it must be reported that a war is going on, and certain information desired by the committee is not thought by responsible military authorities to be proper for public disclosure at this time. In fact, the President of the United States, who is also Commander-in-Chief of the Army and the Navy, has refused to permit the introduction of certain matter into the public record, even though he is assured by as high an authority as Rep. E. E. Cox or Attorney Eugene L. Garey that the information is not of strategic military importance.

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Coast-to-Coast



HISTORIC old Court House Square, situated in the heart of Denver, was recently the scene of an all day Red Cross blood plasma bank rally of the Rocky Mountain region. Paratroopers from the Alliance, Nebraska paratroop base, with a complete display of their various types of equipment, were the chief attraction. KLZ, Denver, covered the event with a wide range public address system, rotating a crew of announcers at the microphone urging the public to donate their blood. The KLZ engineering staff volunteered 100 per cent with many other members of the staff following suit.

Two dancers, an actor, orchestra leader, singer and editor are scheduled for interviews by Adrienne Ames on WHN, New York, beginning today. Among the guests to appear are: Zachary Scott, Monday; Stuart and Lea, dancers, Wednesday; Hal McIntyre, orchestra leader, Thursday.

B. Altman & Company, New York department store, is now sponsoring "The Music Festival" every Tuesday, Thursday and Friday evening over WQXR, New York. The contract was placed through Kelly, Nason Inc.

Eric Norman has resigned his announcing position with WOR, New York, to free lance. . . . Before leaving for his vacation Alfred Wallenstein, conductor of WOR's "Music for an Hour" heard Sundays from 9 to 10 p.m., arranged to have quest conductors lead. Jacob Scharzdorf, musical director of the Broadway musical, "Oklahoma," conducted an all-Gershwin program. Frances Greer, soprano, and Donald Dame, tenor, were the soloists yesterday.

A long list of prominent musical personalities were on hand to wish Art Green success on his first disc program on WINS, New York. The two-hour period was extended to three hours so that Green could present Connie Boswell, Bandleaders Mitchell Ayres, Guy Lombardo, Vincent Lopez, Bobby Sherwood, and "Duke" Ellington with Sunny Skylar, Joe Ricardel, Tiny Hill, Peter Donald, Jerry Cooper, Arthur Blake, Arthur Brogan, Joan Edwards, Teddy Wilson, WINS' own Maggi McNellis, Judith Allen and others.

Following her broadcasts of canning instructions on the Zella Drake Harper women's program. WIBG, Philadelphia, Grace Carey, Philadelphia Electric Company home economist, will also conduct a series of demonstrations in the WIBG auditorium studio where the broadcasts originate. The actual demonstrations will begin Tuesday, July 13. An all electric kitchen has been furnished to aid the series in fruit and vegetable canning until the close of the season. Door prizes will be awarded by WIBG and the sponsors will distribute samples of their merchandise.

Keith Field, former publicity director for the State of Maine, more recently advertising manager of Adams department stores in Central Maine, has been named sales manager of WHEB, Portsmouth, N. H. Manager Bert Georges announced. For the past ten years Field has been active in newspaper advertising circles in the Pine Tree State.

When the fire in the WDRC, Hartford, studio building destroyed the electric cable that cut the power. Commentator George B. Armstead broadcast through the WHTT, Hartford, mike, piping the regular nightly newscast to the WDRC transmitter. Thanks were expressed for the cooperation. . . . Chief Announcer Harvey "Longfellow" Olson polls the listeners of the Saturday afternoon WDRC "Strictly Swing" club shows to name the 10 top tunes for each broadcast.

Emile Reiss, coin, medal and document collector was interviewed by Fran Fillmore over WHIO, Dayton, with such questions as; how does a collector go about acquiring items of interest; do you feel that this hobby helps you to forget the worry about the war after a hard day's work helping to win the war; and how many items do you have in your collection?

WPAT, Paterson, N. J., released a new dual colored program folder for the week of July 11, utilizing the space at the bottom of the inside schedule spread to feature some of their best programs of the week.

WELI, New Haven, Conn., will re-broadcast Wednesday evening, July 14, the Army-Navy "E" given earlier in the day to A. C. Gilbert Company, the eleventh New Haven war plant to receive the award. Brigadier General William C. Rose will make the award to Alfred C. Gilbert president of the company. Mayor John W. Murphy will be among the speakers.

Roger W. Clipp, vice-president and general manager of WFIL, Philadelphia, was so impressed with the sincerity and simplicity of the essay "Thank God I Am an American," written by Margaret Betz, Rochester high school student and reprinted in its entirety in the "Saturday Evening Post," that he arranged a reading against a musical background on the

WFIL Independence Day ceremonies, Norman Black and the WFIL orchestra provided the symphonic scores, while Bettina Cerl, actress identified with the Bucks County Playhouse, read the essay.

The WLW, Cincinnati, "Boone County Jamboree" stars began Saturday, July 10, a summer-long series of personal appearances throughout Indiana and Ohio. Their first appearance was held at the Johnson County Fair, Franklin, Ind., to be followed by some 40 shows, according to Bill McClusky, manager of the WLW talent division.

Bernice Foley, children's newscaster over WSAI, Cincinnati, is receiving the cooperation of the Cuban Ministry of Education, supplying information on Cuba for Miss Foley's newscasts. The plan is to help the younger Americans acquire a better understanding of Cuba and her people.

Col. Gordon Reel, a resident of Kingston, who is working on an idea to have a bridge span the Hudson River at Kingston, will have a weekly program over WKNY, Kingston. Col. Reel, the state highway commissioner under Governor Dix, is the designer of the air-base at Bermuda, consultant in the construction of Floyd Bennett Field, LaGuardia Field, East River Plane Base and the Delaware Aqueduct.

Gil Hodges, formerly special events chief of WTAG, Worcester, has been commissioned a second lieutenant in the army at the graduation exercises of the Adjutant General's school, Fort Washington, Md. . . . Enjoying her vacation for the time being is Mildred Bailey, WTAG's women's feature editor.

Calo's dog food has signed with KLZ, Denver, for a three-a-week strip titled "Calo's K-9 Quiz." The show feature Wes Battersea as quizmaster. Prizes of cash, war bonds and merchandise are given away. KLZ, meanwhile, is using taxi signs, street car placards and program schedule inserts to boost the quiz.

A. D. Willard, Jr., general manager of WBT, Charlotte, N. C., has accepted the general chairmanship of the Charlotte War and Community Chest Association annual drive. . . . Due to transportation difficulties, Charles H. Crutchfield, WBT program director, arranged to have the North Carolina Symphony Orchestra concert held Friday, July 9, transcribed. Mrs. Athel C. Burnham of the orchestra's executive staff, who narrated, brought the selections with her to the studio.

Free outdoor concerts presented by the Department of Parks in collaboration with the Associate Committee of the League of Composers will be broadcast Tuesday nights from 8:30 p.m. to 9:15 p.m., EWT, from the Mall in Central Park over WNYC,

New York. Five choral groups will be heard July 13 while on July 14 the Sperry Gyroscope Company orchestra will accompany Carol Bruch contralto. The Hall Johnson Chorus will be heard on July 27, followed by the League of Composers orchestra, under the baton of Leon Barkin, August 3 and August 10.

Cecil H. Hackett, managing director, WINS, New York, was selected as one of twelve radio executives in the United States to express his views on the value of radio broadcasting to the development of world affairs to be incorporated in an address before a special meeting of the Herrin, Ill. Rotary Club.

WEEI, Boston, has added the Associated Press radio news service. The new machine was installed last week.

Charles Tappy has joined the sales staff of WMAL, Washington, D. C., replacing Sam Booth who is now ensign. Tappy was former salesman for the "Washington Post" . . . Pete Cousins, assistant chief of the WMAL-Blue newsroom, is father of another son, Roland, while Program Director Jack Edmunds is the father of a girl, Gayl Allen.

UP High-Speed Wire Readied Coast-To-Coast

(Continued from Page 1)

change-over of transmission facilities from 40 words a minute to 60 words a minute was the biggest mechanical operation ever undertaken by a news organization. It was accomplished Sunday morning, July 11, between midnight and 5 a.m.

"This is the greatest forward step we have made since the inauguration of our transcontinental radio wire," Harrison said. "It means we now are able to expand our feature service as well as our national and regional service to the more than 500 radio stations served by United Press. "From the standpoint of foreign news," Harrison said, "United Press now is able to bring broadcast these history-making events almost immediately after they happen."

Harrison said there would be no relaxing in the selection and writing of the news. "The United Press will maintain the same high standard of editing and writing that has made this organization a respected leader in radio," Harrison said.

Simultaneous with the speeding up of the wire, the United Press announced the addition of two new saleable features to its service. One is a five-minute personality and biographical sketch of world leaders is called "Names in the News." It is being carried six days a week, Monday through Saturday. The first script moved today. The other is a Sunday feature on food preservation and canning. It is called "Canning for Victory" and will run for six weeks. The first of the series was carried yesterday.

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|---------------|----|--------------|----|------------------------|----|----------------------|----|----------|----|---------------|----|----------------|----|
| 1943 | | | | | | | | | | | | | |
| BIRTHDAYS | | | | | | | | | | | | | |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 |
| July 12 | | | | | | | | | | | | | |
| Gracie Barrie | | Milton Berle | | Oscar Hammerstein, 2nd | | Thomas F. Harrington | | Joan Kay | | Jimmy McClain | | Harold R. Peat | |
| Ray Winters | | | | | | | | | | | | | |

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

DI 24, NO. 8

NEW YORK, N. Y., TUESDAY, JULY 13, 1943

TEN CENTS

OWI Realigns Clearance

Investigation Of FCC Resumes On Monday

Washington Bureau, RADIO DAILY
Washington—Public sessions by the committee will be resumed next Monday morning, the committee counsel, Eugene L. Garey, said yesterday. Although it has been reported that the committee would return until after the Congressional recess, which ends in September, Garey said he hopes to proceed with public sessions throughout the summer. It is known that no committee

(Continued on Page 7)

NAB Sales Manager Group Meets In N. Y. Tomorrow

Washington Bureau, RADIO DAILY
Washington—A two-day meeting of NAB's new sales managers executive committee is scheduled for New York tomorrow and Thursday, with the industry's war sales problems coming in for discussion. Dietrich Dirks, KTRI, Sioux City, Ia., has been named chairman of sales managers and sales managers executive committees by Wille Miller, president of the NAB,

(Continued on Page 3)

CBC Fixes Regulations For Political Speeches

Montreal—The CBC yesterday announced regulations governing broadcasts of political speeches during the Ontario general election campaign along with a schedule of free broadcasts over the Corporations' Ontario regional network. The free network totals seven hours, with 2½ hours for the Liberal and 2¼ hours

(Continued on Page 2)

Caricaturist Cugat

Although Xavier Cugat is now hospitalized, King Features announced over the week-end that a one-column panel drawn by Cugat will be syndicated nationally beginning August 2. The new feature, prepared about a week in advance, will be titled "Today's Birthday." Accompanying the panels will be a stick of copy relative to the national personality of the day.

Sell-Out!

Hammond, Ind.—Another station has sold out all of its time the day that Germany unconditionally surrenders. WJOB here has set up a "Salute to Victory" program on the day of capitulation and the 11 sponsors run from Sears Roebuck to the Calumet Iron & Supply Co. down to various local and East Chicago retail stores as well as one savings bank.

Radio Writers' Guild Calls National Confab

Chicago—A national conference of officers and representatives of the Radio Writers' Guild, branch of the Author's League of America, will be held here at the Drake Hotel, July 15, Pauline Hopkins, writer of "That Brewster Boy," and president of the Midwest region of the organization announced yesterday. Don Quinn, scripter for the "Fibber McGee and Molly" program and Hector Chevigny, well known West Coast writers, are coming from California to attend the meeting.

Jergens Setting Subs For Winchell Vacation

Andrew Jergens Co. has selected two of three personalities who will substitute for Walter Winchell on the "Jergens Journal" on the Blue Network while the newscaster is on vacation. Winchell will not be heard

(Continued on Page 2)

All Available Angles Used In Covering Sicily Invasion

Ascasp Second Quarter Divides \$1,260,000

Upon the authorization of the Board of Directors, the American Society of Composers, Authors and Publishers yesterday distributed to its membership and associated societies \$1,260,000 in royalties for the second quarter of 1943 which ended June 30. This figure represents largest royalty distribution in any quarter since 1940.

(Continued on Page 3)

Domestic Radio Bur. With Budget Cut To Take Over Field Service Duties; Plans Confab With Industry Men

Femme Advisory Unit In WOR Post-war Plan

Plans for the establishment of a women's advisory committee to guide the station's programming department have just been announced by Alfred J. McCosker, president of WOR. He had invited a group of women, leaders in their fields, to discuss problems involved in the station's desire to further aid women listeners at

(Continued on Page 5)

FTC Allows More Time For Sending Adv. S

Washington Bureau, RADIO DAILY
Washington—The Federal Trade Commission has announced that it is allowing more time in the supplying of advertising scripts to the Commission. The Radio and Periodical Division has adopted a new schedule, it was announced, wherein

(Continued on Page 2)

Two Southern Outlets Joining CBS July 18

WHOP, Hopkinsville, Kentucky and WPAD Paducah, Kentucky will become affiliated with CBS as of the opening of business on July 18, H. V.

(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—Announcement is expected late this week from the OWI Domestic Radio Bureau of a plan to take over, insofar as possible, the matters of local clearance formerly handled by the now-defunct OWI field service division. At best, only a portion of the aid given broadcasters in the past will now be available, but officials hope that effective guidance, at least, can be provided even with the sharp budget reduction

(Continued on Page 3)

Predicts FM Adv For Post-War

Montreal—Great changes in transmission of radio broadcast are expected after the war, Dr. Augustin Frigon, assistant general manager of CBC, said in evidence before the Canada House of Commons radio committee. Discoveries and developments made during the war will then come into general use and an international conference will be necessary to allot wave lengths and take up

(Continued on Page 6)

Council On Candy Renews "Rationing" Show On NBC

The Council on Candy as Food in the War Effort, an organization sponsored by the National Confectioners' Association, has renewed its contract

(Continued on Page 2)

What Stuff?

Hollywood—In an unsigned confession made over a cheese sandwich on meatless Tuesday, Johnny Mercer admitted that he once indulged in painting water colors. "I worked in water colors for nearly a year," NBC's combination Hope & Crosby related. "One day I stepped back to admire my work. I quit right then and na touched the st since."



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FINANCIAL

(Monday, July 12)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Net Chg. |
|------------------------|--------|---------|--------|----------|
| Am. Tel. & Tel. | 156 | 155 7/8 | 156 | + 1/8 |
| CBS A | 23 3/8 | 22 7/8 | 23 1/4 | + 3/8 |
| CBS B | 22 7/8 | 22 1/2 | 22 7/8 | + 1/8 |
| Crosley Corp. | 19 1/4 | 19 1/2 | 19 1/2 | |
| Gen. Electric | 39 1/4 | 39 | 39 1/8 | |
| Philco | 23 7/8 | 23 1/2 | 23 3/4 | |
| RCA Common | 11 3/8 | 11 1/4 | 11 1/4 | - 1/4 |
| RCA First Pfd. | 69 7/8 | 69 3/4 | 69 3/4 | + 1/4 |
| Stewart-Warner | 13 3/4 | 13 1/2 | 13 3/4 | + 1/4 |
| Westinghouse | 98 1/2 | 98 1/4 | 98 1/2 | + 1/4 |
| Zenith Radio | 37 1/2 | 35 1/2 | 37 1/2 | + 2 1/4 |
| NEW YORK CURB EXCHANGE | | | | |
| Nat. Union Radio | 3 3/4 | 3 3/4 | 3 3/4 | |
| OVER THE COUNTER | | | | |
| | Bid | Asked | | |
| Farnsworth Tel. & Rad. | 87 7/8 | 91 7/8 | | |
| Stromberg-Carlson | 12 3/8 | 13 3/8 | | |
| WCAO (Baltimore) | 20 | 23 | | |
| WJR (Detroit) | 26 | | | |

Jergens Setting Subs For Winchell Vacation

(Continued from Page 1)

on the Sunday night broadcasts August 8 through August 29. He will resume September 5.

Replacing Winchell will be Fulton Oursler, writer and magazine editor who will report on spot news from New York. The program will then shift to Hollywood where Louella Parsons, Hollywood columnist, will give the latest news from the movie capital. Returning to New York, the program will present another well-known commentator whose name has not yet been announced.

The "Jergens Journal" is heard Sunday from 9 to 9:15 p.m., EWT, in behalf of Jergens Lotion and beginning July 18, will be aired on the complete Blue Network.

Andy Kelly Resigns CBS West Coast Post

West Coast Bureau, RADIO DAILY
Los Angeles—Andy Kelly, Columbia Pacific publicity director, has resigned to take over management of the Tom Fizdale Hollywood office. His successor has not been named as yet.

CBC Fixes Regulations For Political Speeches

(Continued from Page 1)

each for the C.C.F. and Progressive Conservatives. There are nine half-hour broadcasts and 10 quarter-hour broadcasts.

The Canadian Association of Broadcasters announced that independent radio stations in Ontario are co-operating with the CBC in providing free time for election campaign speeches.

The CBC announcement said that broadcasting facilities available for election speeches would be: Free time on the Ontario regional network; subsidiary hook-ups of privately owned Ontario stations on a commercial basis and individual privately-owned stations on a commercial basis.

The announcement said that political broadcasting "must be restricted to strictly political addresses and announcements."

Two Southern Outlets Joining CBS July 18

(Continued from Page 1)

Akerberg, CBS vice-president in charge of station relations, announced yesterday. Both stations are owned and operated by the Paducah Broadcasting Co., Inc. and join the network as special basic supplementary stations.

Established in 1939, WHOP, operates full time with 250 watts power on a frequency of 1,240 kilocycles. WPAD broadcasts on a frequency of 1,450 kilocycles with 250 watts power day and night. The station was established in 1930.

Pierce E. Lackey is the president of these new CBS affiliates in Hopkinsville and in Paducah.

Council On Candy Renews "Rationing" Show On NBC

(Continued from Page 1)

with NBC for the continuance of the radio program, "Washington Reports on Rationing," for a third 13-week period, extending from August 15 through November 7, 1943. It is a 15-minute program aired over the basic network of NBC from Washington every Sunday afternoon at 3:00 o'clock, EWT. The sustaining host-commentator is Ernest K. Lindley, Washington editor of Newsweek magazine.

The program was originated by and is directed through the offices of Jos. W. Hicks, public relations and industrial relations counsel Chicago, and the Chicago offices of BBD&O.

FDR Signs Deficiency Bill With Watson-Dodd Rider

President Roosevelt yesterday signed the Urgent Deficiencies Bill which carries a rider requiring presidential reappointment before November 15, and Senate confirmation for FCC employes Goodwin B. Watson and William E. Dodd, Jr. The President refused to comment on this feature of the bill.

FTC Allows More Time For Sending Adv. Scripts

(Continued from Page 1)

the usual typed copies of radio advertising scripts will be procured from individual radio stations representing commercial announcements originating in their respective studios as individual broadcasters, at an average rate of twice yearly per station, starting with the opening of the new fiscal year on July 1, 1943.

The actual calls for the commercial script covering station broadcasts in the interest of products moving in commerce will continue to be issued for 15-day broadcast periods, as specified in advance notices sent out by the Federal Trade Commission, which allow adequate time for preparation of extra carbon copies as occasion may require. Also, the Commission will continue the issuance of its requests on a staggered monthly basis to groups of individual radio stations, selected both as to geographic location and proportionately as to transmittal power. The announcement states:

"The sampling of individual station commercial broadcasts covering the 15-day specified period should be considered as entirely separate from the weekly rendering by certain individual stations of commercial network announcements which may have originated in their respective studios as originating key outlets of nationwide and regional networks. Such commercial network scripts should be forwarded as in the past, on a weekly basis, to the Federal Trade Commission through the head offices of the networks (or direct) by the key stations, where centralized head offices are not maintained by certain cooperative regional network groups."

Many Radio Folk Guests At Paramount Pix Preview

Special press and radio invitational premiere of Paramount's technicolor version of Ernest Hemingway's "For Whom The Bell Tolls" at the Rivoli theater here will be attended tonight by prominent and distinguished personalities of national and international circles in advance of the world premiere tomorrow night.

Press and publication fields and radio broadcasting will be widely represented.

Executives of broadcasting networks and radio commentators who will be in the preview audience are: Niles Trammell, William Paley, Alfred J. McCosker, Edward Klauber, Mark Woods, W. E. McFarlane, Earle McGill, H. V. Kaltenborn, Kate Smith, Bill Stern, Ted Collins, Johannes Steel, Cecil Brown, Quincey Howe, Bessie Beaty, Estelle Sternberger, John Vandercook, Lisa Sergio, Robert St. John, Marion Young, Edward C. Hill, Dan Golenpaul, Alma Kitchell, Frank Kingdon, Boake Carter, Gabriel Heatter.

Pre-curtain ceremonies attendant to the world premiere of Paramount's "For Whom the Bell Tolls" will be broadcast from the lobby of the Rivoli Theater over Station WMCA, 8:30-8:45 p.m., Wednesday, July 14.

COMING and GOING

EDGAR KOBAK, accompanied by MRS. KOBAK, has left on a vacation of two weeks in Connecticut.

C. L. McCARTHY, general manager of KQW Columbia outlet in San Jose, Cal., is in New York for conferences at network headquarters.

LESTER GOTTLIEB, head of the MBS press department, leaves tomorrow for the "Double or Nothing Bond Week" in Detroit, after which he will go on a two-week vacation.

RAY LOCKWOOD, head of production in the New York office of BBC, and STANLEY STEVENS, publicity manager, in Philadelphia today for the broadcast of the all-star baseball game which will be heard by American troops in the British Isles, North Africa and India.

GEORGE CRANDALL, Columbia's director of press information, and WILLIAM SCHUDD, JR., eastern division field manager of the network, have returned from their vacations.

WALLACE A. WALKER, manager of WJHP, Jacksonville, has arrived from Florida for two weeks in town on station and network business.

JOSEPH M. SEIFERTH, audience promotion manager of WJZ, is back from Fort Dix, N. J., where he and the WJZ Victory Troupe participated on Saturday in the opening of the new Air Base Theater.

ERNEST SHOMO, eastern sales manager of WBBM, Chicago, a visitor yesterday at the offices of CBS.

WILLIAM F. MALO, commercial manager of WDRG, is in town from Hartford on a short business trip.

VICTOR BENNETT, vice-president in charge of national sales for WAAT, has left on a business trip to Chicago.

BEN GRAUER has returned from Washington, D. C., where he presided as chairman on NBC's "For This We Fight," which was broadcast Saturday night.

WARREN HULL and JINX FALKENBURG were in Seattle yesterday, where they broadcast the "Vox Pop" program on CBS from the Puget Sound Navy Yard at nearby Bremerton.

TODAY'S FLASH!

THE 3B'S FOR TRIPLE A SALES!

Symphony Hall, returns to the air September 12th.

9:15 to 10:00 P.M. Sunday thru Friday.

2000 monthly subscribers make the selections!

Available, subject to prior sale.

"The People's Voice of Baltimore"
Represented by Headley-Reed

WITH



OWI Radio Bur. Plans Clearance Realigning

(Continued from Page 1)

...necessitated by action of Congress. The President yesterday signed the War Agencies Appropriations Bill, providing only \$2,750,000 for the OWI Domestic Branch—for which over \$100,000 had been asked. The Radio Bureau is expected to be cut about one-third from the \$811,499 it had sought.

Spot transcriptions will probably continue to be made, but already the "Victory Parade" disc series, which was to have replaced the "Uncle Sam" series and to star top talent, has been cancelled. Aside from the spots, special discs covering regional problems will be made on occasion.

All government agencies have been ordered by the bureau to "hold off" pending the working out of a system to replace the clearance given by OWI field offices. Officials predict that additional personnel for the bureau may be necessary and it is likely that it will be concentrated in the station relations division, under Van D. Hymes, new chief.

Although bureau officials are pleased with the co-operation they have been receiving from the industry right along, and anticipate that the negotiations will continue to run smoothly, a meeting of industry leaders with top officials of the OWI domestic branch is expected shortly.

All Available Angles Used In Covering Sicily Invasion

(Continued from Page 1)

copy covering the background of the Italian isle.

When the War Department in the Pentagon Building in Washington, D. C. had intimated late Friday night that a military announcement relative to the war operations in the Mediterranean would be released shortly, the networks, the independent stations and the press realigned their news broadcasts for 24-hour coverage believing that an invasion of continental Europe was imminent. The networks and the UP and AP contacted their respective representatives to be on the alert for the first news.

Shortly after Robert Dunnet, BBC correspondent in Algiers, announced that Sicily was invaded, the networks picked up their respective correspondents; NBC—Ralph Howard; MBS—Seymour Korman; and CBS—Winston Burdett, followed by other information that the Washington correspondents were able to obtain from the Office of War Information and the War Department, pending further developments in Sicily, Africa and Washington, D. C.

J. O. Rennie, of the British Press Service, said that it was easy to mistake the identity of the BBC announcer with the British film actor,

Robert Donat, as both names are pronounced alike.

The language programs particularly over WOV and WHOM used the first opportunity when they resumed operations on the air Saturday, conveyed the news to the Italian people residing in their areas. Arrangements were made to contact some of the more prominent Italian leaders in this country to comment on the invasion.

Utilizing the emergency agreement which went into effect July 9, the shortwave broadcasters of the United States were able to give all of Latin America daytime reports on the Sicily invasion from its beginning, according to the Office of Coordinator of Inter-American Affairs. During the newly allocated daytime hours the CIAA, in cooperation with the United States shortwave broadcasters, including NBC and CBS presented Saturday various Latin-American commentators treating all phases of the story.

Networks and independent stations alike put on special news and dramatic programs anent the invasion. CBS claims the first flash right after midnight and also offered it to morning newspapers not yet apprised of the official news. Typical incident related to RADIO DAILY by one large morn-

NAB Sales Mgr. Meet In N. Y. C. Tomorrow

(Continued from Page 1)

personnel of the latter group including C. K. Beaver, KARK, Little Rock; Sam H. Bennett, KMBC, Kansas City; Arthur Hull Hayes, CBS; James V. McConnell, NBC; John M. Outler, Jr., WSB, Atlanta; W. B. Stult, KOMO-KJR, Seattle, and John E. Surrick, WFIL, Philadelphia.

On Thursday the executive committee will meet with the retail promotion committee to go over a preview of the retail promotion plan. A two-day session of the retail promotion group gets under way Thursday—"the most important meeting we have ever had," according to chairman Paul W. Morency, WTIC, Hartford.

ing newspaper here was that of a new boy taking the flash off the press wire and putting it on the wrong desk. Meanwhile, the cable desk which was to handle it sat idly by until getting a call from CBS newsroom offering to give them what they had. They took it in a hurry.

CBS incidentally made a fast switch in its "Man Behind The Gun" script Saturday 7 p.m. and in place of a Guadalcanal yarn gave an idea of what the Sicilian invasion was like to the listener, including terrific sound effects.

The Stuff that Sales Are Made Of

"JUDY CANOVA"

C.B.S. 120 STATIONS. 8:30 P. M. TUES. E.W.T.

for Colgate Tooth Powder

"TERRY & THE PIRATES"

BLUE. 155 STATIONS. 6:00 P. M. DAILY. E. W. T.

for Quaker Puffed Grains

"BILL STERN"

N. B. C. 66 STATIONS. 10:30 P. M. FRI. E.W.T.

for Colgate Shave Creams

"THE MAN ON THE FARM"

SPOT. 46 STATIONS. 12 NOON SAT.

for Quaker Oats Poultry & Stock Feeds

"THE FAMILY FRIEND"

ONE MINUTE SPOTS. 258 STATIONS

for the Dr. W. B. Caldwell Division

STERLING DRUG, INC.

SHERMAN & MARQUETTE, INC., CHICAGO, NEW YORK

Los Angeles

By RALPH WILK

JEAN HERSHOLT, in a reminiscent mood backstage at the "Dr. Christian" rehearsal, remembered his first movie made in Denmark, his mother country. "In fact," he chuckled, "it was the first film ever made in Denmark. Another boy and myself chased an old man through a 300 feet flash. That was the plot, but it seemed terrific at the time. I came to America the same year, and have spent 31 years in pictures."

Our selection of the week of the most photogenic non-professional—Beverly Gardner, secretary of Alex Robb manager of package Sales—NBC Western Division.

Howard Harris, writer on the "Fred Brady" show for Lifebuoy, has been signed to do a dialogue polish job on the RKO picture, "Higher and Higher," musical to be produced by Tim Whelan, with Jack Haley and Frank Sinatra.

Phyllis Parker and Mary Sheldon are doing the writing for the series heard on NBC network, Saturdays, 4:30 to 5:00 p.m., PWT, "Perpetual Emotion" starring Otto Kruger and Binnie Barnes. The first of the series was heard on NBC outlets, Saturday evening, July 10.

George Riley comedy lead of the Gilmore Furlough Fun show heard Friday nights over KFI and the Pacific network, has received a citation from Major General Lindsay Silvester, commending him for his efforts in entertaining members of the 7th Armoured Division in the southern California desert areas.

Pedro de Cordova is acting as narrator on "Pacific Story," new NBC program, telling the story of the Pacific Basin and its people. "Pacific Story" will be broadcast every Sunday for 13 weeks, and initial program was heard July 11. Owen Lattimore, and authority on the Orient is featured.

Our Passing Show: Sidney Strotz, Frank "Bud" Berend, Earl Gilmore, Raymond R. Morgan, Bob Brewster, Wayne Tiss, Robert Hixon, Dan Golenpaul, Franklin P. Adams, John Kieran, Oscar Levant, Joseph Bell, Rupert Hughes, Ned Tollinger, Hal Bock, Matt Barr, Joe Alvin, Bob Brewster, R. E. Messer, Bob Temple, Howard Chaney, Jefferson Wood, New Crawford, Ed Barker, Jack Smock, Jack Messler, Jack Smalley, Leigh Crosby, John Swallow, Joy Storm, Lucille Hobson, Norton Mogge, Dudley Logan, Alex Robb, Robert Phillipi, William Blee, Leslie Rad-detz at cocktail party given by NBC in honor of the "Information Please" personnel.

Have You Met the Voices
of
GILBERT MACK
?

LEX. 2-1100



A Reporter's Report Card . . . !

● ● ● **ARCH OBOLER:** The anti-fascist film titled "This Precious Freedom," starring Claude Rains, which General Motors produced a year ago but never released, has been purchased by M-G-M and will be issued as a two-reel special. . . . film is based on your prize-winning radio play of the same title which was NBCast originally October 11, 1940, starring Raymond Massey. . . . **TONY KOELKER:** Merci Beaucoup for the Dick Bellamy Radio column. . . . it's nice to know efforts are successful to help to bring well-deserved recognition to Radio Artists who work so diligently to entertain Servicemen at Camps and Bases all over the world. . . . not only do they not receive payment, let alone time and a half for this overtime work, but most of them actually pay all their own expenses. . . . **JUDY GARLAND:** Richard Carlson, who, in your current cinema, "Presenting Lily Mars," is your hero, will be starred in a radio version of "One Way Passage" which will be aired over NBC's "Hollywood Theater of the Air" week of July 19. . . . the following week he'll don the Navy Blue for Uncle Sam. . . . **JACK CARSON:** Comic Benny Baker will sub for you as Johnny Mercer's guest artist on his NBC show tonight.

★ ★ ★

● ● ● **NADINE CONNER:** It was swell of you to offer to pay all expenses for a 16-year-old Wisconsin lad to visit you in New York. . . . the youth blind since birth and slowly regaining his sight, told his medico that he wanted to see a picture of "Nadine Conner, whose voice and records brightened my dark days." . . . **VINCENT YOUMANS:** Phil Spitalny rejected your offer to sign him and the All-Girl Band because the "Hour of Charmers" are musicians—not dramatic artists. . . . **ARTURO TOSCANINI:** Your second NBCconcert for the Treasury Department, which will be ethered next Sunday will feature an address by Under-Secretary of War Robert P. Patterson, who will make an appeal intended to up War Bond sales. . . . **CLIFTON FADIMAN:** The eight-week summer replacement, for your "Information Please" experts, starts July 19. . . . featured on the two-month schedule are Dorothy Kirsten, lyric soprano, Reed Kennedy, concert baritone and Wilfred Pelletier's 27-piece orchestra. . . . **GEORGIA GIBBS:** Understand you might double into the famous Mocambo when you accompany the NBCamel cast to Hollywood, early next month. . . . **CHARLES FUREY:** If Monogram agrees to postpone the shooting date of his next picture, Jerry Cooper your "Keep Ahead"liner vocal star, can have the male lead in the Broadway Production, "Artists & Models."

★ ★ ★

● ● ● **RAYMOND PAIGE:** Berry Kroeger, the narrator on your NBCcommercial "Salute To Youth" and the "Falcon" on that Blue Net series, leaves both shows to head for Hollywood and screen tests, July 30. . . . Berry formerly supported George Sanders in the Movie versions of the "Falcon" . . . **HARRY HERSHFIELD:** Peter Donald is being auditioned for the lead in a new radio version of your comic strip character "Desperate Desmond" . . . **GINNY SIMMS:** Some months ago one of your program's soldier-guests, Air Engineer Craig Hayes met your secretary Cora Mae Wilson at "Philip Morris" rehearsal. . . . they'll wed July 23.

★ ★ ★

● ● ● **LOU WALTERS:** After we penned the above line to wit: that Jerry Cooper may get the singing lead in your forthcoming "Artists & Models," two notes arriving at this desk in the last half hour from two different praise agents, insist that Bob Hannon "will probably get the coveted spot of singing opposite Jane Frohman in 'A&M'" and "Jerry Wayne is a strong possibility for the singing lead in Walter's 'A&M'" Evidently you plan to produce a musical this season.

★ ★ ★

—Remember Pearl Harbor—

Chicago

By FRANK BURKE

A SPECIAL meeting of the Chicago Federated Advertising has been called for tomorrow at 12:15 p.m., hear the broadcast to "American Industry from the nation's capital through special lines furnished by NBC from their central control panel. As previously stated, those who will be heard from Washington will be James F. Byrnes, Elmer Davis, Donald M. Nelson, Marvin Jones and Chester LaRoche. Jack Ryan, of NBC press department, has invited the press to attend the luncheon, which will be held in the Sherman Hotel.

Marilou Neumayer, Chicago radio actress vacationing in Hollywood, will be a guest on "Breakfast at Sardi's" from Hollywood on Thursday, July 13. Lee Walters, announcer on the John Freedom series, is the father of a seven pound, two ounce daughter, Elaine, born to Mrs. Walters at Augustana Hospital.

Michael Henry Charles, one-and-one-half-year-old son of Ray Charles, of the NBC "Double Daters" quartet, flew from New York to Chicago this past week-end for a visit with his grand-parents.

Judy Starr, radio, screen and stage personality, has signed as a staff artist on WBBM, and will begin her Chicago radio work this week. Miss Starr's first assignment will be "Victory Matinee," a sustaining show on WBBM.

Lenore Ulric has joined the cast of "The Voice of the Underground," a transcribed show sponsored by the Greek War Relief Association, and heard over 178 stations. Programs are produced here.

Major General H. S. Aurand, commanding general of the Sixth Service Command, will speak from Milwaukee on the special WBBM-CBS broadcast of a reception for Col. William H. McCarty, newly appointed commanding officer of District 2, Sixth Service Command.

"The Voice of the Dairy Farmer," a quarter-hour weekly program featuring Clifton Utley, news analyst and Everett Mitchell, agriculture expert, will make its debut on 30 NBC stations Sunday, July 18. Show will also be transcribed for airing on 20 other Midwest and Pacific Coast stations.

HELP

IF YOU ARE HAVING DIFFICULTY FINDING THE RIGHT PERSON FOR ANY VACANCY IN YOUR ORGANIZATION—CALL

FRANK McGRANN

POSITION SECURING BUREAU, INC.
(AGENCY)

331 Madison Ave. (43rd St.), N. Y.

MURRAY HILL 2-6494

GUEST-ING

MARIA KURENKO, Russian soloist on "Invitation to Music," to WABC-CBS, 11:30 p.m.).

BERT E. SHERWOOD, author and playwright; REP. EMANUEL RAY, New York Democrat; RAY RAY, syndicated columnist, and J. WILLIAM DITTER, Pennsylvania Republican, discussing "Production in War," on the "American of the Air," today (WOR-1, 8 p.m.).

ERMAN HAYES, vice-president of Philadelphia National Bank; GEORGE T. NEWELL, vice-president of Manufacturers Trust Co., and MAEL J. GILROY, retail meat merchant, discussing "Banks in War" on "This Nation at War," to WJZ-Blue Network, 10:30 p.m.).

BROTHY MAYNOR, soprano, and the ADRIAN ROLLINI TRIO, on "Presta Blanca Carnival," tomorrow WABC-CBS, 10:30 p.m.).

PHY MONROE, on Wally Butterfield's "Take-A-Card" quiz show, tomorrow (WOR-Mutual, 8:30 p.m.).

SIL RATHBONE and ELLEN RAY, on "Soldiers with Wings," tomorrow (WOR-Mutual, 9:30 p.m.).

ERMAN SHUMLIN, as guest director on the "Saturday Night Bonanza," Saturday (WOR-Mutual, 9 p.m.).

WEMP On 24-Hour Sked

Milwaukee—For the benefit of war workers unable to hear many of the featured programs during the day because of their irregular working hours, WEMP, Blue outlet, effective today is now operating on a 24-hour schedule.

A varied program of music, news and sports will be heard from 12 p.m. to 6 a.m. Monday through Saturday with news given every hour on four while sports news will also be given at regular intervals. Mickey will present a play-by-play feature of the day's game, while "Chuck" Lanphier, general manager, plans transcribing the big Blue Network shows and replaying them to the benefit of the night war workers. The news, broadcast 24 times a day, will be handled by Jack Ray-

THIS LITTLE BUDGET WENT TO

WORL BOSTON MASS.



WOR's Own Staff-Execs In First Tele Program

WOR execs and staff commentators and performers will comprise the first television show which the station will present over Du Mont's W2XWV, tonight, 8:30-9:30 p.m. in a cooperative experiment announced some time ago. Theodore C. Streibert, WOR's vice-president and general manager, will talk on the program, to explain the purpose of the series. Broadcast is scheduled for 8:30-9:30 p.m. tonight. Others who will appear are Don Arres, Uncle Don, Maxine Keith, Vincent Lopez, Sydney Mosely, Pegeen Fitzgerald, Gerry Larson and Sonny Schuyler.

Program activities are under the supervision of J. F. Seebach, Vice-President in Charge of Programs. Others in the group are Ray Nelson, Director of Daytime Programs; Robert A. Simon, Director of Continuity; Ann Honeycutt, Executive Producer; and Staff Directors Roger Bower and Sherman "Jock" MacGregor.

CBS Sets News Program In Elmer Davis's Time

In the time slot just vacated by Elmer Davis, head of OWI, who is reported heading for London and the European Theater of war operations soon, CBS has scheduled "Bill Henry Looks at Washington" a new commentary featuring the recently appointed correspondent in Washington.

Net's scheduling indicates, also, that William L. Shirer is coming back to New York, from London, for he is set for his July 18 broadcast from New York.

WDSU Petition To FCC For Transfer Of Control

Washington Bureau, RADIO DAILY Washington—The FCC yesterday was asked to approve the transfer of control of WDSU, New Orleans from J. H. Uhalt to E. A. Stephens, H. G. Wall and Fred Webber. Webber is former general manager of Mutual. WDSU, which operates on 1,280 kc., is 20 years old and is the New Orleans outlet for the Blue Network. Transfer of 150 shares of stock is involved.

Air CNR Terminal Opening

Montreal — Ceremonies attending the opening of Canadian National Railways new central passenger terminal in Montreal, constructed at a cost of \$15,000,000, will be broadcast over the full National Network of CBC, Wednesday, July 14, at 5 p.m., EDT. Speakers will include Hon. J. E. Michaud, minister of transport and chairman of the CNR directorate, and R. C. Vaughan, president of the system, who will be introduced by Hon. Wilfrid Gagnon.

KTMS Takes AP News Wire

KTMS, Santa Barbara, Cal., has acquired the special AP radio news wire from Press Association, Inc. Expanded news coverage will include Teletcripts and special features as well as AP dispatches.

Max Hill Joins Blue; Will Bat For Roy Porter

Max Hill has joined the news commentator staff of WJZ and will be heard Monday through Saturday from 7:50 to 8 a.m., EWT.

Hill, who is also substituting for Roy Porter in his morning news broadcasts on the Blue for the next three weeks while the latter takes over the Ford Motor Company's "Watch the World Go By," is author of the recent best-seller, "Exchange Ship," based on his experiences in Japan. He was chief of the Associated Press bureau in Tokyo until his internment by the Japanese following Pearl Harbor. Ford Motor series which recently renewed, increased its network from 107 to 129 stations.

Six N. E. Governors Set For Special MBS Show

Six New England governors will participate in a special broadcast of a discussion on "New England At War" to be heard over the Mutual network, Friday July 16 11:30 to 11:50 a.m., EWT.

Governors Raymond E. Baldwin, Connecticut, Leverett Saltonstall, Massachusetts, J. Howard McGrath, Rhode Island, Robert Blood, New Hampshire, Summer Sewall, Maine, and William Wills, Vermont, will speak from the Governor's Conference, at New London, Conn.

AGENCIES

WARREN AMBROSE has joined the copy staff of Duane Jones Co. He formerly was associated with NBC and the Blue Network.

BENTON & BOWLES has been appointed to handle the advertising of the condiments of Snider Packing Company, organization recently acquired by General Foods.

SHELDON, QUICK & McELROY, INC., formerly O'Dea, Sheldon & Canaday, Inc., has elected as officers: George H. Sheldon, president; L. C. McElroy, vice-president; J. F. Quick, vice-president, and Agnes R. Volk, secretary.

L. E. McGGIVENA & CO., INC., has been named to place the advertising of Air Associates, Inc., aircraft equipment manufacturers of Teterboro, N. J.

HAMPSHIRE PAPER CO., Holyoke, Mass., has appointed Horton-Noyes Co., Providence, as advertising counsel for its Hampshire Fine Stationery.

BRUCE BARTON, president of BBD&O, has been elected a trustee of the East River Savings Bank.

Advertisement for WCKY radio station. Features the call letters 'WCKY' in large stylized font. Text reads: 'DELIVERS MORE TUNED-IN HOMES FOR THE ADVERTISER'S DOLLAR IN METROPOLITAN CINCINNATI THAN ANY OTHER STATION.' Below this is the signature 'L.B. Wilson' and the call letters 'C B S'. At the bottom, it says 'FIFTY GRAND IN POWER'.

Femme Advisory Unit In WOR Post-war Plan

(Continued from Page 1)

home and in the war effort at a luncheon July 15 at the Waldorf-Astoria. Those attending will be invited to become members of the WOR Women's Advisory Panel.

The decision to hold such a meeting is a direct result of several trends recently tabulated. WOR is the leading women's station in New York according to a special question asked only of women by Crossley Inc. in the WOR-Crossley Continuing Study of Radio Listening in Greater New York.

The question: "What New York radio station has programs that you feel give you the most help in your household work?", found WOR leading, with the second station 1.7 per cent behind. The third station trailed by 4.8 and the fourth by 11.7.

Since that survey, taken early in 1943, WOR programs and personalities have devoted themselves more and more to women in the war effort in addition to continuing their services to housewives.

Among the questions that will be asked at the luncheon meeting are: How can WOR increase its aid to women in the war effort? How can WOR make its women's programs more attractive? What type of information not on WOR do women want? Do women want news edited for the women's angle? Should WOR have women's programs at night, so that women working during the day can hear them? What is the group's opinion of that type of program known generally as "soap-opera?"

Among those who will attend are: Mrs. Winthrop Aldrich, Vice-Chairman CDVO, Mrs. Dorothy Dunbar Bromley, Editor Sunday Women's Activities Page, New York "Herald Tribune," Mrs. Frances K. Marlatt, president, N. Y. State Federation of Business and Professional Women, Mrs. Betsy Talbot Blackwell, Editor-in-Chief of Mademoiselle Magazine, Mrs. Charles S. Maddock, president of the N. J. Federation of Women's Clubs, Mrs. Harold V. Milligin, N. Y. Federation of Women's Clubs, Miss Hazel Corbin, general director, Maternity Center Association, and Mrs. Lillian Poses, representing Mrs. Anna Rosenberg, regional director, War Manpower Commission.

WAVES Show On Mutual

Quarter-hour program produced by the United States Naval Training Station, Women's Reserve, Bronx, New York, will be presented over Mutual, starting July 14, every Wednesday 3:15-3:30 p.m. Songs by the WAVES Glee Club as well as soloists who formerly sang professionally in civilian life will be presented. A 35-piece military band and a 17-piece dance orchestra composed of members of the armed services will provide musical accompaniments. A WAVE will act as emcee on the program, also.

WORDS AND MUSIC

By HERMAN PINCUS

WHEN RUDY VALLEE made his last appearance on the air July 1 to take up active duty in the U.S. Coast Guard, it marked the end of an era in radio that started back in the days when Radio, the Infant, began to toddle: those days found a blond son of old Eli with a group of boys called the Connecticut Yankees, selling Herbert's Blue-White diamonds via WMCAirwaves with the soft melodies of romantic ballads. On that final program, the cast of the Sealtest show, in tribute to his showmanship, artistry and all-round good-fellowship, presented Rudy with a handsomely-framed Crossley rating, which showed the program in the highest position it had ever attained in the four years of its existence, sixth place in a survey of all half-hour programs...but we're a bit ahead of our story.

☆ ☆ ☆

It was early in 1929 when Rudy first sensed that the American Public seemed to be tiring of the tempestuous and torrid pace of the teeming "twenties." The wild, shrill blarings of jazz music, symbolical of the hectic, rapidly-changing conditions and its accompanying wild attempts to keep pace on the part of jazz-mad, get rich quick-addicted people, was taking a huge toll in the mental and physical health of a great number of them...the pace was much too rapid...what was vitally needed was a "slow-down in tempo...perhaps Vallee didn't diagnose the situation in just those terms, but he did feel, nevertheless, that life in general and music in particular would be benefited by a return to soft music, sweet ballads and romantic settings.

☆ ☆ ☆

Rudy started to sing ballads on all his programs and two of his own compositions, "Deep Night" and "Just A Vagabond Lover" became immediate hits. Songwriters and music publishers began to write and publish sentimental lyrics and for the next five years and we venture to say that 95 per cent of all new sheet music, carried Rudy's photograph on the title page. The Vagabond Lover was responsible for having made more song hits than any other singer in theatrical history. Keenly aware that a fickle public might soon seek new idols and with the knowledge that others' stars were on the ascent, namely, Bing Crosby (who after leaving Paul Whiteman's Rhythm Boys to branch out on his own became a sensation on the coast), the late Russ Columbo, Morton Downey and orchestra leaders, Guy Lombardo, Wayne King, Jan Garber and others, and sensing too, that as a singer, his own star was on the wane, Rudy began to sing less on his Fleischmann program, instead, adding talented guest artists.

☆ ☆ ☆

Artists, who later became radio stars, but who first met a microphone face to face on the Vallee hour, include, Burns & Allen, Alice Faye, Edgar Bergen, Bob Burns, Frances Langford, Tommy Riggs, George Jessel, Lou Holtz, Phil Baker, Fanny Brice, Helen Hayes, Jimmy Durante, Grace Moore and Victor Borge. For ten years, Rudy worked for one sponsor, becoming so identified with the sponsor's product that he had to remain off the air for a year before resuming for his second sponsor in fifteen years. On this program, Rudy brought out from semi-retirement the late John Barrymore (undoubtedly the greatest thespian of our time) and Joan Davis. Unusual and unexpected was the appearance on his last program, of Commander H. B. Roberts, who informed Rudy and his vast audience that he had been promoted to the rank of Lieutenant in the Coast Guard and assigned to active duty.

☆ ☆ ☆

So to you, Lieutenant Vallee, who, while in the U.S. Coast Guard, donated your entire salary to the Coast Guard and Naval Relief Funds, and who, during World War I, served in the U.S. Navy, we bid you Godspeed...and when the world once more can bask in the sunshine of peace, somewhere on a Thursday Nite radio schedule, there'll surely be room for a program that starts with the familiar strains of "My Time Is Your Time."

—Be A Rational National—

Predicts FM Advance For Post-War Canada

(Continued from Page 1)

matters of interference across national borders, Dr. Frigon said.

An important factor would be developments in Frequency Modulation, Dr. Frigon said, this making possible the granting of numbers of licenses for commercial broadcasts which would not interfere with existing stations on the same wave band.

The CBC has started a fund of \$150,000 as a reserve for the post-war period when heavy expenditure will be necessary to take advantage of improved equipment.

Dr. Frigon said the CBC is doing its best to keep the total cost of the shortwave radio station at Sackville within the \$800,000 estimate, but it is difficult because of the high cost of materials in wartime.

In granting an outlet to the Mutual Broadcasting System in Toronto last August, Dr. Frigon said he did not think the CBC has given Mutual "vested interests" because it did not own the station and the contract which it obtained the outlet could be terminated by the CBC on 30-day notice.

The Mobile broadcasting units of the CBC, one in the United Kingdom and several in Canada, were doing efficient work but the one in the United Kingdom was almost worn out, DR. Frigon said.

The number of broadcasting licenses licensed this year in Canada is: CBC, 27 (including five shortwave licenses and 12 repeater licenses); University (education station licenses at a fee of \$50, and privately-owned commercial stations, 85 (including eight shortwave licenses).

Stork News

A seven and three quarter pound son was born to Mr. and Mrs. Charles Michelson, July 5 at Doctor's Hospital, New York. Father owns Charles Michelson transcription and recording company. New baby Michelson's first, has been named Robert Mark.

A son has been born to Mr. and Mrs. Joseph Lawler, in the Miscordia Hospital. The new arrival, third in the Lawler family, has been named John. His father is building manager at WCAU, Philadelphia.

It's a girl, Sandra Jane, for Mr. and Mrs. Bernard F. Goodrich of Ithaca, born June 25. Goodrich is the sales manager of WHCU, Ithaca. The other member of the Goodrich family, Robert Kerry, age four.

Capt. Richard A. Borel, former manager of WBNS, Columbus, and with the Service of Supply, Washington, D. C., announced the birth of a son, Richard Wilson Borel, born recently.

W BUSINESS

Minneapolis: Larus & Bro. continues twice-a-week announcements through Nov. 30 in new from Warwick & Legler; with 1-minute ETs for 26-schedule, placed by Miller of Toledo; National Biscuit continuing sponsorship of 8:30-9 p.m. Saturday night "Sunset Barn Dance," for Premiums, also continuing spots for Cracker and Nabisco Wheat; Tuesday and Wednesday periods of "Morning News of the Air" daily at 7:30 a.m., sponsored by C. Thomas Stores, Minneapolis; Renewal of spots by Pillsbury Flour Mills, station 65 additional 1-minute through McCann-Erickson, Minneapolis; Salisbury & Satterlee Co., manufacturers, renew "Star Sunday night airing by Corinne for 13-week period, with feed WY, Fargo; KFYR, Bismarck NBC, Duluth, now preparing material used by Miss Jordan, distribution to listeners; Vickal Co. continuing through "Highlights in Headlines" at 5:45 p.m. Tuesdays, Wednesdays and Saturday.

WO-WGL, Fort Wayne, Ind.: Wayne Morris Plan (Loans) 260 minute news forecast, direct; Gilhoe Store (Shoes), 15 one-minute, direct; Wayne Motors, Inc. (dealers), 45 50-word anns. for weeks; Clyde Beatty-Wallace Circus, 15 anns., direct; Griffin Co. (Shoe Polish) 52 weeks 15-minute programs, direct; American Co. (Dentyne Gum) 13 weeks 1-minute anns., direct; Michigan Liability Co. 28 one-minute direct; Auto-Owners Ins. (Ins.), 1-minute anns., direct; Hartzell Co., 52 weeks, half-hour programs, Gibson Company (Casite), 52 minute anns., direct; Bonsib Adng Co., 54 50-word anns., direct; Hat Shop (Hats), 156 one-minute, direct; Zollner Machine Co., 26 times, 15-minute sport st, direct; Sears Roebuck Co., one-half-minute anns., direct; Tire & Rubber Co. (Tires), 1-minute anns., direct; Rex Re-Corp. (Fly Tox), 26 one-minute direct.

Wasey Appoints Schliesser Time Buyer

George H. Schliesser has been appointed time buyer by Erwin-Wasey Inc. and will continue to buy for newspaper and magazines agency as he has been doing for the past 12 years. Prior to this, he was in the space buying department of The Blackman Co., now known as Compton Advertising Agency, New York, for ten years. He was also assistant to the National Advertising Manager of the New York "World," and with the American Press Association.

FCC Probe Resumes Monday; Two More Papers Support Fly

(Continued from Page 1)

quorum is in town at present time. Garey said he thinks it will take all of next week, with all-day sessions to finish the present phase of the investigation—FCC relations with the military. After that, he said, he will go into other facets of the Commission's activities.

In the meantime, support for the Commission continues to grow. It is known that a large number of small broadcasters have written Chairman James Lawrence Fly of their confidence in the FCC. Fly said yesterday that he had had strong evidence through wires, letters, calls and personal visits of the sympathy of industry quarters.

Significant is the character of press support the FCC has had in recent days. Last week the staid "Saturday Evening Post" swung around, reversing itself to chide Congress for permitting Cox to go ahead with the inquiry. Yesterday the conservative Baltimore "Sun," commenting editorially on the refusal of the President and government departments to furnish the committee the information it desired, said, "This question is certainly not as important as the one raised by Commissioner Durr of the FCC as to the propriety of Mr. Cox serving as chairman of the investigation. If there is anything to these charges, it would seem much more important for Mr. Cox to step out of the investigation than to be raising Constitutional issues as to the refusal of the executive departments to furnish confidential information for which the committee calls."

In an editorial entitled "Investigative Farce," the Washington "Post," which has come out repeatedly against Cox, returned to the attack yesterday. The investigation was termed a "smear campaign," with the attempt by the committee to palm off Admiral Hooper's comments as representing an official Navy viewpoint affording, according to the paper "insight into the ethical level upon which the Cox committee inquiry is being conducted. For nothing better than this can be expected of a Congressman whose ethical values permit him to lead an investigation of an agency in the defamation of which he has a direct personal interest."

The "Post" calls upon either the House or the Department of Justice to get busy and call a halt to the

present activities of Cox—the House by removing him from the committee and the Justice Department by turning the facts regarding Cox's acceptance of \$2,500 to aid a broadcaster before the FCC—a criminal offense for a member of Congress—to a grand jury.

Carrying on where Garey, counsel for the Cox Committee investigating the FCC left off Friday, on the merits of Fly and Garey as lawyers, Fly yesterday gave his impression of Garey as a legalite. He told his press conference, "I think he (Garey) proves the purpose of his committee very well."

Fly charged yesterday that the current investigation of the Commission is "punitive and irresponsible in its origin." He laughed when asked for what action the FCC might merit punishment. "Everybody must be shocked by the conduct and methods of the committee," Fly said, "But I don't see how any of us could assert that we were surprised."

Fly spoke of the "tremendous importance of Congress as an investigating agency," declaring that it should be given all possible cooperation. The value of Congress, as an investigative agency however, should not be impaired, or brought into question, he said.

Asked whether he intended to answer in detail the charges of Rear Admiral Sanford E. Hooper, retired former Chief of Naval Communications and long a critic of the FCC, Fly said he will not do so unless in public hearing—and he does not "expect the committee to give him that opportunity." Admiral Hooper had charged in a confidential memo released over the week-end by the Cox committee, that Fly was hindering the military in various ways.

Responsibility for these charges have been emphatically denied by both the Army and Navy department, the latter making it clear that they represented merely Hooper's own opinions.

Of Hooper, Fly said yesterday that "In his time, the Admiral has rendered valuable services in the communications field." He referred to his long period of activity, explaining that Admiral Hooper is now "retired for reason of health, and I can only express sincere regard and sympathetic interest in his welfare."

Gerald A. Kelleher

Gerald A. Kelleher, president and founder of the Empire Broadcasting Company, 480 Lexington Avenue three years ago, died Sunday night in the New York hospital after a brief illness. He was 42 years old. He leaves a widow, Mrs. Helen Dwyer Kelleher, and four daughters, Margaret-Anne, Kathleen, Denise and Maureen.

Before his broadcasting enterprise, Kelleher was partner in the New York stock brokerage firm of Henry Morgan & Co.

Gerry Murray To Blue

Gerry Murray has resigned her position with WOR's publicity department to become affiliated with the sales promotion department of the Blue Network as a copywriter, effective immediately.

Cecilia Loftus

Cecilia (Cissie) Loftus, famed as an impersonator and actress on the English and American stage for 50 years, was found dead yesterday in her Hotel Lincoln room.

PROGRAM REVIEWS

"Judy Canova Show"

Sprightly Judy Canova's personality manages to shine through a somewhat fair script on the Summer replacement for the "Al Jolson Show." The material with which she had to work on the first broadcast, however, prevented any real appraisal.

Miss Canova is at her shining best when singing hillbilly and mountain music and she performed these chores with considerable zest on the opener. Her talents as a comic, too, are sufficiently well-established to assure that the show can be made into good Summer programming.

As usual, Miss Canova plays the country cousin a-mixin' with them city folk. Gordon Jenkins and his orchestra provides the musical background for Miss Canova's songs and general goings-on. Mel Blanc and a number of other foils are on hand to aid her with the gags.

Program is heard Tuesdays over CBS, 8:30-8:55 p.m., EWT rebroadcast at midnight, EWT; Colgate-Palmolive-Peet remains the sponsor; Sherman & Marquette, the agency.

"Fred Brady Show"

Bells ring, doors slam and stooges pop in and out as Fred Brady rushes through a half-hour of comedy. Neither the situations nor the gags sparkle with originality but Brady succeeds in delivering 30 minutes of fun. Among these stooges are Lu Lubin, Joe De Rita, Marlin Hunt and Charles Kemper. Brady works a fast act. The laughs may be light on each one but the overall effect is hearty comedy.

Gordon Jenkins and orchestra furnish the music. Guest soloists are featured. Credit Howard Harris and Sid Zelinka with the script, although Brady, an old gagwriter himself, likely has a considerable hand in it.

The program replaces Bob Burns for the Summer and is heard over NBC, Thursdays, 7:30-8:00 p.m., EWT. Lever Bros. sponsors; Ruthrauff & Ryan, agency.

Par-T-Pak Renews KGO

San Francisco—"Sing With Your Favorite Band," radio contest for amateur singers heard over KGO for the past six months, under sponsorship of Standard Beverages for Par-T-Pak, has been renewed for 26 weeks through Brisacher, Davis & Van Norden.

Show gets a new time, a half-hour Sunday night spot. Featuring Bill Baldwin and the Star Builder at comcees, the program gives young vocalists a chance to sing in front of a studio audience, to accompaniment of their favorite recordings. Each Sunday night's winner is brought back to receive a gold cup the following week-end. Every fifth week the winners from the last five programs are returned again as professional singers. Watson Humphrey produces.



Coast-to-Coast



TOLEDO's Shangri-La war stamp rallies have been broadcast over WTOL, Toledo, on Fridays at 12:30 p.m. and will continue at the same listing until the end of this month. Sammy Kaye and his orchestra and Johnny of Phillip Morris appeared on the first program. The succeeding shows will feature Abe Lyman and his Californians, the Municipal Opera Group and Ozzie Nelson and Harriet Hilliard. Men and women of the armed forces also appear to voice their appeals for more purchases of war stamps to build the aircraft carrier "Shangri-La." Jean Wright handles the production.

The Yankee network "Yankee House Party" has not been discontinued. However, the broadcast is on a new time listing, 10:30 to 11 a.m. Monday through Friday while the Army-Navy House Party continues at its regular period from 12 to 12:30 p.m., Saturdays.

Don Dunphy, WINS, New York, will be at the mike tonight at Shibe Park, Philadelphia, describing the play by play action of the 1943 All-Star game on CBS and BBC overseas.

News editor Wally Rief of KFEL, Denver, invited Brig.-Gen. Albert Sneed, commanding general of Lewry Field, to announce the feature story from New Guinea by George Weller, Chicago Daily News correspondent broadcast on the station's "News Hour" last week. The KFEL "News Hour" heard six nights a week gets a new time slot on the Rocky Mountain MBS outlet, going on at 9 instead of 9:30 for a full hour. Howard Johnson, former KAO, Denver engineer, is now announcer on KFEL.

WTAG, Worcester, helped to bring home the bacon, so to say, when the station reported on a newscast that a pig had gone AWOL. While the program was still on the air, the station was notified that the vagabond porker had been found. Since yesterday morning WTAG has been signing on one-half hour earlier, starting its broadcasts at 6 a.m. Program Production Manager David H. Harris has announced that there will be a realignment of the early morning programs.

John Burton, KFI, Los Angeles, who expected to entertain George S. Hunt, executive of Douglas Aircraft, with an intelligent discussion regarding "A Candid Glimpse of the Life of a Douglas Employee" on his Sunday night program, had to be scrutinized three days by the vigilant FBI men before he could make a tour of the three big Douglas plants for material.

WGAR, Cleveland, has released another edition of the "Home News" with a rather clever cartoon of Moses Cleaveland, flag in hand, riding a sky-rocket marked "July 1943" that was apparently set off by the caricature of a WGAR mike holding the tell-tale sparking punk and a large fire-cracker in his other hand.

"Sunfall on 200 square miles of desert could, if concentrated, supply the whole United States with power" will be the chief topic of Dr. Phillips Thomas, research engineer of Westinghouse Research Laboratories, on WBZ-WBZA, Boston, Saturday, July 17.

Harold Clark, continuity writer for WGL, Fort Wayne, handles all of the accounts in the 1200 block on South Calhoun Street. However, not content to merely call on the sponsors and pick-up copy Clark has moved into an apartment in the 1200 block "to sleep and eat" with his copy and sponsors.

Norman Black, WFIL, Philadelphia musical director, has been engaged for a series of pop concerts to be presented each Sunday night at the USO-Labor Canteen, Reyburn Plaza, Philadelphia. The concerts will play 18 men, presented at 8 until 10 p.m. While Anice Ives, president and founder of WFIL's "Everywoman's Club," is on vacation, Mary D. Biddle, one of Philadelphia's elite families, will conduct the program.

Martha Thompson and Ed Daniels have been added to the announcing staff of WMOB, Mobile, Ala. Jim McManus, announcer, is now at a Naval Reserve training school. Eleanor Whitelaw, program manager and author-producer of "I Volunteer," daily woman's program, has returned from a two weeks trip to Los Angeles and Hollywood where she gathered material for her broadcasts.

Folger Coffee Company has replaced its daytime serial, "Judy and Jane" for the summer, with a new show "Tell Me Why" over WNAX, Yankton, S. D. "Judy and Jane," however, will return to air in the Fall, maintaining for the second year a full 52-week schedule on WNAX.

Arthur Reilly news commentator of WLW, Cincinnati was the principal speaker yesterday noon at the meeting of the Southern District of Rotary Clubs at the Deshler-Wallick Hotel, Columbus, O. At this meeting C. M. Everson, president of the Ohio Broadcaster's Association and manager of WHCK, Columbus, was in-

stalled as president of the Columbus Rotary Club. Reilly, following his address at 12:45 p.m., maintained his regular 1:30 newscast from the luncheon. Gregor Ziemer, also news commentator for WLW was invited to participate in a round-table discussion of "Post-War Education Problems" by the National Education Association to be broadcast from Washington, D. C. on the Columbia network July 15.

To further the sale of war bonds, WELL, New Haven, broadcast a program in conjunction with the war savings department from the A. C. Gilbert Company on Friday, July 9, originating from the huge tent erected by the company where the employees enjoy their lunch-hour daily. The talent consists of war workers within the plant.

Joan Benoit, songstress, was guest last night over WBYN, New York, on the program "In Old New York," conducted by Johnny Kane, newspaperman. Miss Benoit is currently appearing at Bill Bertolotti's in Greenwich Village.

John Robert Powers with Peggy Shannon, in charge of his Home Service Bureau, will be interviewed with other Powers models on the Hal Tunis WAAT, Jersey City, Coffee Club show to be held in the Hotel Douglas, Newark, July 16.

When paratroopers put on a hour and a half display of their technique in jumping from planes and establishing a combat unit in the field near Denver Municipal Airport, KOA and KLZ Denver, devoted an hour each to the broadcast of the event. The parachute display was staged to intensify interest in the Red Cross blood bank drive. Both stations used mobile units, while Lieut. Ed Brady, former KAO announcer now in the Army Air Corps, flew overhead as he related a description of the activity out of clear eye sight. Pvt. Tor Torland, another KOA staffer, was in the field with a portable pack interviewing paratroopers as they landed.

Wallace A. Walker, manager of WJHP, Blue Network station in Jacksonville, Fla., was made a member of the Board of Jacksonville Advertising Club recently.

Personnel additions at Milwaukee's WTMJ-W55M staff members are: Robert Lersch, University of Wisconsin student engineer, to the technical department; Paul Luke to the maintenance staff; Mary Devine and Loretta Dorszynski as night and week-end shift information clerks.

A series of patriotic, civic and service public appearances have been scheduled for entries in the WCKY "Miss Greater Cincinnati" preliminary to the "Miss America Contest, 1943." L. B. Wilson, station owner, announced. The appearances include assistance in the Cincinnati Junior Chamber of Commerce bond sale drive,

various events during the Ohio State Apartment American Legion Convention at the Cage Door, service folks came to the Cincinnati Zoo, and guest spots WCKY "Soldier Series" conducted at 5:30 a.m. by John Watkins. Don Ehbauer has been added to the newspaper staff of WCKY, Cincinnati.

While Ann Erikson, WHAI, Greenfield Mass., was on vacation in Des Chenes, WHAI continuity was handled the "The Spice Box" program. Miss Des Chenes is female the "Wilson's Victory Revue," which Miss Erikson usually conducts half-hour "Spice Box" program.

WHP, Harrisburg, Pa., was featured with an eight-column one-line banner the Harrisburg "Telegraph," Saturday July 3. The full page was devoted to shows heard on the WHP for the weekend, illustrating the page with one two column half-tones of some of personalities heard on the air through the CBS network outlet.

Walter Haase, program manager WDRG, Hartford observes his 10th year on the station this month, having joined in 1924.

As a highlight of Bastille Day, tomorrow, Hans Jacob will interview on WNYW, New York, Fernand Laurent, deputy Paris (French Chamber of Deputies), "The Future of France."

Minimum Civilian Needs For Tubes Will Be Met

Washington Bureau, RADIO DAILY
Washington—Assurance from War Radio and Radar Division that "minimum civilian requirements" for radio tubes will be met during the third quarter of this year has been given NAB by James F. Byrnes, Office of War Mobilization Director. Byrnes sent NAB's president Neville Miller, a note enclosing letter addressed to Byrnes from R. C. Ellis, WPB Radio and Radar Division director, which contains the assurance, as follows: "Steps now being taken to review all tube requirements, both civilian and military, and in the light of this review to work out schedules of production. This division will see to it that minimum civilian requirements are provided in the production during the third quarter."

Miller had previously written Byrnes to the effect that "lack of home radio tubes for home sets is creating an alarming problem" suggesting that maintenance of home radio sets was vital to the delivery of important war messages from government agencies.

Wedding Bells

Jackson Weaver, WMAL, Washington, D. C., staff announcer, and June Rowe, Buffalo, N. Y., were married recently in the capital city.

1943

BIRTHDAYS

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

July 13

Frank Dane Dave Garroway
George Ing Phillips H. Lord
Carolyn Montgomery Harry Sosnik
Tim Spencer Charlene Wyatt



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



... 24, NO. 9

NEW YORK, N. Y., WEDNESDAY, JULY 14, 1943

TEN CENTS

NEIC Meet Opens Today

R Criticizes Rider Barring Watson, Dodd

Washington Bureau, RADIO DAILY
Washington — Although it was finally reported that President Roosevelt had signed the Urgent Deputies Bill without comment on the rider barring from the public roll FCC employees Goodwin B. Brown and William E. Dodd, Jr., it revealed yesterday that the President has written rather a strong message on the matter. He summarized

(Continued on Page 7)

Buy More War Bonds and Stamps

Work News Program Set By "Time" Magazine

"Time Views the News," a summary of global news developments compiled and edited by the radio production department of "Time" Magazine will be presented over the Blue Network beginning August 2. Presented by daily cabled reports submitted by "Time's" 203 correspondents, the program will be heard Monday through Friday from 4:30 to 4:45 EWT. A staff of 15 writers and researchers, headed by Frank Norris,

(Continued on Page 7)

Buy More War Bonds and Stamps

Dewey Long Resigns Post As WLW's Chi. Manager

Chicaginati—Dewey Long, manager of the Chicago office of WLW, resigned as a result of a disagreement on policy matters. R. E. Dunville, president of the Crosley Corp., assistant manager of WLW-AM, announced yesterday. Although Long has made no announcement of plans for the immediate

(Continued on Page 6)

Gratitude

Judy Garland, MGM star, will personally congratulate the winner of the Loew-WHN Judy Garland Contest, Aida Canonico, today during the 12 o'clock portion of the "Gloom Dodger" show on the station. Miss Garland received her start in the entertainment world under similar circumstances and success has made w.k. film and radio story.

Stimson On NBC

Secretary of War Henry L. Stimson will head a special broadcast to be heard over NBC tomorrow 8:45-9 a.m., EWT from England. Occasion is presentation of a decoration to Gunnery Sgt. Maynard H. Smith who single-handedly brought home a huge bomber. Lt. Generals Eaker and Dever will also be heard on the program which is scheduled Coast-to-Coast.

Black Market Expose Readied By WOR-MBS

Expose of black market operations in New York and New Jersey via recordings of official interrogations of suspects, black market cattle auctions, and civilian neglect or indifference, will be aired tomorrow evening over WOR, 9:30-10, EWT in a special documentary broadcast which has been in preparation for three

(Continued on Page 7)

Buy More War Bonds and Stamps

RCA Buys One-Time Shot As War-Worker Salute

As a means toward promoting good will among the people of the United Nations Friday, July 23, war workers throughout the world will salute each other in a half-hour broadcast at 8:30 p.m., EWT, sponsored by Radio Corporation of America on the complete Blue Network. Pickups from Moscow, London, Sydney and Chungking on the "War

(Continued on Page 2)

Report Fly's Probe Reticence Bringing Action For Contempt

Polish Bureau Launches ET Series On 150 Outlets

The Polish Information Center here has joined numerous other United Nations with a series of 13 quarter-hour transcriptions titled "Poland Versus Hitler" to be distributed to 150 radio stations throughout the nation. Henry Milo, authority on European affairs, in cooperation with the

(Continued on Page 2)

Delegates From 42 Groups Will Attend; Gov't Agencies To Be Represented; Neville Miller Sends Greetings

95 Stations Benefit By CBS Discount Plan

By way of marking the first anniversary tomorrow of CBS' 15 per cent full network discount plan, it is revealed that currently 893 hours and 30 minutes have been added to the commercial schedule, while 95 individual outlets have benefited by the plan. Concurrent with the arrival of the first anniversary, three

(Continued on Page 8)

Buy More War Bonds and Stamps

Halt "Pen Pal" Shows, Says Censorship Office

Office of Censorship, through assistant director J. Harold Ryan, has notified broadcasters regarding certain types of shows inducing people to write to men in the armed forces. Ryan's communication reads as follows:

"This office has learned that some

(Continued on Page 2)

Buy More War Bonds and Stamps

RWG's Negotiations For Shortwave Writers

Having been certified by the National Labor Relations Board as bargaining agent for the "shortwave group" Radio Writers' Guild has be-

(Continued on Page 2)

Two representatives each of 42 organizations will convene this morning, 10:30 a.m., at the Waldorf-Astoria as the National Entertainment Industry Council, for a two-day session, to work out more concrete plans for organizing the entire amusement industry in a more extensive war effort drive. Meeting is the outgrowth of preliminary public sessions held early in June, when it was advanced that such a Council could act as a clearing house for all the theatrical agencies working in the field

(Continued on Page 7)

Buy More War Bonds and Stamps

CAB Voices Objection To 'Nationalized' Radio

Montreal—Canadian Association of Broadcasters in a presentation to the House of Commons Radio Committee said yesterday that private broadcasters were "disturbed" by the report of last year's radio committee supporting general nationalization of radio in Canada.

Jos. Sedgewick, K. C. of Toronto, acted as spokesman for the delegation

(Continued on Page 8)

Buy More War Bonds and Stamps

FTC Files Complaint Against Miles Lab. Inc.

The Federal Trade Commission in a complaint Saturday, July 10 charges Miles Laboratories, Inc., Elkhart, Ind. with disseminating advertise-

(Continued on Page 2)

"Info's" Bond Sales

"Information Please" concluded its tour for the summer with a record of having sold \$275,179,000 in bonds. While Clifton Fadiman and the regular experts, Kieran, Adams, and Levant vacation, H. J. Heinz Co., the sponsors, will replace the program for the summer with "Vacation Serenades," concert series. "Information Please" will return to NBC September 13.



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JOHN W. ALICOATE : : : Publisher

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

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

FINANCIAL

(Tuesday, July 13)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Net Chg. |
|------------------------|--------|---------|---------|----------|
| Am. Tel. & Tel. | 156 | 155 7/8 | 156 | |
| CBS A | 24 1/8 | 23 3/4 | 24 1/8 | + 7/8 |
| CBS B | 24 | 23 | 24 | + 1 1/8 |
| Crosley Corp. | 20 1/4 | 19 7/8 | 20 1/4 | + 3/8 |
| Gen. Electric | 39 1/2 | 38 7/8 | 39 | + 1/8 |
| Philco | 24 3/8 | 23 3/4 | 24 3/4 | + 1 |
| RCA Common | 11 1/2 | 11 1/4 | 11 1/4 | |
| RCA First Pfd. | 70 1/2 | 69 7/8 | 70 1/2 | + 3/4 |
| Stewart-Warner | 13 3/4 | 13 3/4 | 13 3/4 | |
| Westinghouse | 98 7/8 | 98 | 98 | + 1/2 |
| Zenith Radio | 37 7/8 | 36 3/4 | 37 7/8 | + 3/8 |
| NEW YORK CURB EXCHANGE | | | | |
| Nat. Union Radio | 3 3/4 | 3 3/4 | 3 3/4 | |
| OVER THE COUNTER | | | | |
| Farnsworth Tel. & Rad. | | 8 1/2 | 9 1/4 | |
| Stromberg-Carlson | | 123 1/2 | 133 3/8 | |
| WCAO (Baltimore) | | 20 | 23 | |
| WJR (Detroit) | | 26 | | |

FTC Files Complaint Against Miles Lab., Inc.

(Continued from Page 1)

ments that fail to reveal the harmful potentialities that may result from excessive use of Dr. Miles Liquid Nervine, Dr. Miles Nervine Tablets and Dr. Miles Anti-Pain Pills. Miles Laboratories attempted to forestall issuance of the complaint by filing suit for a declaratory judgment in the United States District Court, District of Columbia. The suit was dismissed by Justice Lohrman on June 23. Miles Laboratories intimated then that the Federal Trade Commission was without authority to determine the legality of the language used on the labeling of Miles products, seeking to have the court pass upon the jurisdiction of the Commission to issue a complaint. The new complaint by the Commission alleges that the Miles Laboratories in advertisements in the newspapers, periodicals and radio broadcasts has represented that restlessness, sleeplessness, irritability, imaginary disorders, excitability and headaches are symptoms of nervousness and that Dr. Miles Liquid Nervine and Dr. Miles Nervine Tablets constitute an adequate, proper

RCA Buys One-Time Shot As War-Worker Salute

(Continued from Page 1)

Workers Salute" will give an opportunity to workers in these cities to give voice to the spirit of cooperation that animates their efforts, while American workers will express their appreciation as they speak from Mobile, Ala. Each foreign pickup will be preceded by an announcement from New York.

One of the high points of the broadcast will be the launching of a Victory Ship constructed by the Mobile Drydock & Shipbuilding Corporation by the winners of a "Don't Miss the Boat" suggestion contest conducted among the five plants of the RCA-Victor Division of the Radio Corporation of America. Arranged by the joint Labor-Management War Production Drive Committee, the contest resulted in the submission of 3,500 ideas, a large percentage of which were found useful in saving time, manpower and materials.

Top award winner, who will cut the hawser before the ship slides down the ways, is Robert W. Young of the Camden plant, who suggested a new method of cutting quartz crystal which has increased production of a special type aircraft communication device by 50 per cent. Lena Rettberg, of the Harrison plant, the only woman among the winners, will break a bottle of champagne over the ship's prow. Other winners are Ray C. Aument, Lancaster, Pa.; Delmar Taylor, Indianapolis, and William A. Wilson, Bloomington, Ind. Each winner will receive \$350 in bonds and a trip to New York and Mobile.

Music characteristic of the country will be heard before each foreign pickup where the Allied worker will be introduced by a Blue Network representative. From New York, the RCA-Victor Octette will be heard in a rendition of the "Beat the Promise" song.

In Mobile, where a big celebration will be held, 30,000 workers will participate and 35,000 RCA workers throughout the country will be listening in. Those who are "on the job" while the "War Workers Salute" is on the air will hear the program on plant broadcasting systems.

Kenyon & Eckhardt is the agency on the account.

Polish Bureau Launches ET Series On 150 Outlets

(Continued from Page 1)

Polish Government Bureau, conducted the series with Joel Chesney writing and producing the scripts. WOR and Muzak transcribed the series.

The program format consist of dramatized interviews with personalities who have witnessed some phase. A weekly feature is a brief commentary on Poland's warfare with the Nazis. A weekly feature is a brief commentary on Poland by Stephen de Ropp, director of the Polish Information Center.

and effective treatment for the relief of such symptoms. The FTC is endeavoring to point out that these representations are misleading.

Halt "Pen Pal" Shows, Says Censorship Office

(Continued from Page 1)

broadcasting stations are producing 'pen pal' programs. These are programs during which listeners are asked to 'write to a fighter overseas' or, in some cases, 'write to our boys who are in Japanese or German prison camps.' We understand that sometimes the addresses of soldiers are given at the same time that listeners are urged to write to them.

"Nothing in the Code of Wartime Practices advises against such productions. However, it has been pointed out to this office by the War Department that communications of this sort, between soldiers and individuals who are unknown to them, are a favorite device of the enemy for obtaining information which can be used against us in the war.

"The War Department has advised all of its personnel, both within and without this country, not to enter into correspondence with individuals who are not known to them. The Postal Division of the Office of Censorship returns all letters from 'pen pal' authors, addressed to soldiers, to the senders. In view of these actions, and in view of the stated opinion of the War Department, this office requests that all 'pen pal' programs now broadcast over American radio stations be discontinued.

Price Citing Code Revision

"If individual broadcasters fail to understand the purport of this request, or wish to make special representations in behalf of programs now broadcast on their own stations, they are invited to write to this office."

The director of censorship, Byron Price, is calling attention of all broadcasting station managers to a revision in the Code relating to air raid mention. Communication says:

Paragraph 3 of Clause (f), Section I (page 3) of the Code of Wartime Practices for American Broadcasters is amended to read:

"Mention of any raid in the continental United States during its course, except on appropriate authority of the designated representatives of the Defense Commander in whose area the raid occurs or the War Department in Washington."

This replaces the present language: "Mention of any raid in the continental United States during its course, by stations OUTSIDE the zone of action, unless expressly announced for broadcast by the War Department in Washington."

RWG's Negotiations For Shortwave Writers

(Continued from Page 1)

gun negotiations with NBC for the writers in that chain's shortwave department. Upon the return of Edmund Chester, of CBS's shortwave section, from his vacation, Guild will also negotiate for a contract there. Upon completion of negotiations with the chains, matter will have to go through OWI inasmuch as government has leased the facilities for the duration. Then the WLB will have to be countered with last.

COMING and GOING

BENEDICT GIMBEL, JR., president of Philadelphia, in New York for the meeting the Mutual network's board of directors.

WENDELL WILLIAMS, manager of NBC's continuity acceptance office in Hollywood, is for conferences with Stockton Helffrich, of NBC's continuity acceptance division, will leave next Tuesday for Chicago.

GEORGE H. ROEDER, general manager WCBM, Baltimore, and CHARLES ROEDER, program director of the station, were called yesterday at the headquarters of the Blue Network.

LEONARD KAPNER, president and general manager of WCAE, Pittsburgh, is in town talks with the New York representatives of station.

WALTER PRESTON, program director WBBM, Columbia's OGO outlet in Chicago, here for a few days on business.

NORRIS WEST, director of W69PH, Philadelphia FM station of WCAU, is in town to operate with and advise New York FM outlet which are considering adopting the Philadelphia policy of pooling time, equipment and manpower.

CHARLES E. DENNY, general manager WERC, Erie, Pa., visiting yesterday with local station reps.

ROBERT D. ENOCH, managing director of Oklahoma network, is expected in New York the latter part of the week.

JOHN H. McNEIL, manager of WJZ, on a vacation trip in Connecticut.

KEN CHURCH, general manager of WJZ, Cincinnati, is in New York on station and work business.

NORMAN E. BROWN, station manager WSUN, St. Petersburg outlet of the Blue Network, has arrived from Florida on a business trip.

HUGH B. TERRY is in town on station mess. He's station manager of KLZ, Blue Network affiliate in Denver, Colo.

TODAY'S FLASH

CUSTOM-TAILORED FOR SALES!

Want a show accurately attuned to your product and to the booming Baltimore market?

WITH can do it! Ask B.B.D. & O. what we did for Royal Crown.

What's your problem?

"The People's Voice of Baltimore" Represented by Headley-Reed

WITH



The Signal Corps Message

FORT MONMOUTH, N. J., FRIDAY, JUNE 25, 1943.

'Get The
Message
Through'

Published Weekly



No. 14.

Dials Right

By Staff Sgt. Geo. V. Mc Nally

AMID THE WELTER of nasal twangs, tummy rumbles and foreign gutterals which characterize our more formidable radio commentators, GEORGE PUTNAM'S voice suffers sadly by comparison. He, poor fella, speaks clearly, simply, sanely. He totes no axe to grind against the calloused ears of cynical listeners. Remember when Hitler's Panzers were jostled, hub-to-hub, along neutral European borders? When "Let's guess who's next" held its peak of popularity as a parlor pastime?


No commentator who lacked the solemn slurp of Teutonic gravity, the lush liquidity of a Latin lisp or clippety, crunchy Oxfordian tones could hope to hold an audience. We've since learned, of course, that our various newscasting diathermy-salesmen then knew only what the standard press-service bulletins conveyed, which was no more nor less than what the German High Command cared to have known. Yet, they garnished their few skimpy little facts with a froth of weird and, all-too-frequently baseless, prophecies. They weighed down every incidental bulletin with portents of horrendous doom, such as drove occasional jittery citizens either to the gaspipe or the bottle. We have no quarrel with these gentlemen. They are popular and enjoy remuneration beyond our wildest post-war dreams. We merely exercise a sovereign prerogative to throttle them viciously with a twist of the dial and to favor MR. PUTNAM, who enjoys our indulgent blessing. He tells us only what the teletype tells him. That's about enough, and nearer to the truth! (Daily-2300.)

Thanks Fellers

George F. Putnam
NBC, NEW YORK



R.G.N.


RODDETS CORPORATION
107 E. 100TH ST. N.W.

Dear Bob

Raymer's presentation yesterday hit the nail on the head—spot radio is just what the doctor ordered for next season's bread campaign.

We're leaving the details up to you!

Cordially,
Larry *Larry*

Frank—
Start issuing
those spot contracts—
Bread campaign
okayed!

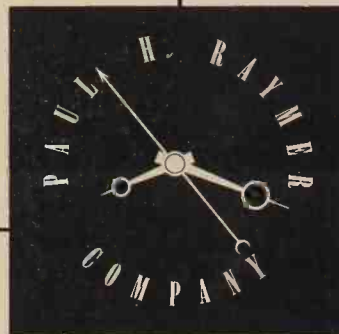
Bob



At The Start

Your business sometimes starts like this. The orders you receive
result from an idea some one properly presented.

We like to do our part in creating spot campaigns. This requires
a comprehensive knowledge of *all* advertising media
and above all the confidence and respect
of the advertising agencies.



PAUL H. RAYMER COMPANY • RADIO STATION REPRESENTATIVES
NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO • LOS ANGELES.

Los Angeles

By RALPH WILK

ART BAKER, a busy member of the radio colony, acted as narrator on Walt Disney's new picture, "Victory Through Air Power."

The Ken Dolans (Shirley Ross) are receiving congratulations on the birth of a seven-pound boy. He is their second son.

Jack Benny leaves in a few days for European theater of war to entertain Allied Troops there. Departure of comedian results in Warner Bros. postponing "The Horn Blows at Midnight," his next starring picture, for at least two months.

Mark Brennehan is celebrating his first year as master-of-ceremonies on "Smile In The Morning," heard on KECA, Blue Network, Tuesdays, Thursdays and Saturdays at 9:00 a.m. Program is sponsored by Turco Chemical Products.

Tenor Steve Merrill took the spotlight for the vocal offerings on the "Music by Lou Bring" program heard Sunday, July 11, singing in this order "A Pretty Girl is Like a Melody," "People Will Say We're in Love" and "Twilight on the Trail." Pacific Coast Blue Network, 6:00 to 6:30 p.m., PWT.

Preston Foster, director of the new "Silver Theater" series, held some 56 positions of various types before he entered pictures in 1934. His fortieth position was that of a radio singer; meanwhile making side money as a door-to-door salesman throughout New Jersey.

Haven MacQuarrie, master of ceremonies of the "Noah Webster Says" word quiz show, has two hobbies which absorb most of his time away from the microphone, namely; his children, Ronnie, age eleven, and Patty Lou, seven.

Betty Rhodes, singing and dramatic star on KHJ-Mutual Don Lee "This Is the Hour," broadcast, had vocal competition on her Saturday, July 10, broadcast. For as a part of the dramatic sketch in which she was starred one of her co-actors, Wally Maher, sang a song especially written for that production by Reuben Gaines and Jud Conlon. The opus, entitled "Broadway," was sung during the dramatization of "The Moran Touch," in which Miss Rhodes played the feminine half of a Broadway vaudeville team.

HELP

IF YOU ARE HAVING DIFFICULTY FINDING THE RIGHT PERSON FOR ANY VACANCY IN YOUR ORGANIZATION—CALL

FRANK McGRANN

POSITION SECURING BUREAU, INC.
(AGENCY)

331 Madison Ave. (43rd St.), N. Y.

MURRAY HILL 2-6494



Notes From A Ringside Seat. . . ?

● ● ● Competition among radio singers, hitherto confined to male crooners, has invaded the ranks of distaffers. . . if this is to be the beginning of a feud it holds promise of novelty for both Joan Brooks and Carol Lee Sutton have what it takes to line up their constituents in their respective corners. . . and who'll benefit most by this most unusual happenstance but Mills Music, publishers of the song, "Stormy Weather," which at 11:27 p.m. on Friday, will be aired by Joan over CBS and by Carol over the Blue Net. . . on second thought tuners-in to either of the vocaloveties, really will benefit most 'cause Old Scoops made it a point to listen to both gals during their respective rehearsals of the song and our decision is that the Harold Arlen classic will once again zoom to the top of the heap as a result of this unusual and co-incidental?? programming. . . and the job Lena Horne does with the song in the Fox Flicker of the same name just about clinches a top spot the "Hit Parade" in the very near future. . . Warner Bros. seem interested in the film rights to Chris Cross' book titled, "My Fighting Congregation," based on the 'battle experiences in the Pacific South West' of Chaplain William C. Taggart, which Doubleday-Doran will publish. . . A one-man revolution, albeit a bloodless one, took place Tuesday morning when WEAf newscaster, Don Goddard, devoted his entire program to ridiculing the OPA regulation which stipulates that "you have to have points to slaughter your own pig" . . . Don claimed he was perfectly willing to go along "insisting on ceiling prices and refusing to support the Black Market" but felt that if he wanted to kill WEAf (the name of the pig he had been fattening on his own farm) he had a right to do so.

★ ★ ★

● ● ● Since Mike Vallon, Woody Herman's manager went into the Army, the maestro has been swamped by agents who would handle his affairs. . . to have them and Woody from wasting each other's time, this is to advise all concerned that Mike's own firm of Goldfarb, Mirenberg & Vallon, is still in charge of all his affairs. . . Clinton Johnson, Production Director of CBS Education Dept., enters the Army, July 22. . . Captain Silver Syndicate, producers of the "Sea Hound," heard over the Blue Net, are celebrating that serial's first anniversary on the kilocycles with a cocktail party this afternoon at the Waldorf-Astoria. . . Coca-Cola has renewed Morton Downey for another 26 weeks on the Daily afternooner over the Blue. . . Because he learned that victrola needles cost the boys overseas too much moolah, Barry Wood has started a campaign to have listeners donate same to him for shipment along with donated records, to our Fighting Yanks. . . Corp. Bill Berns, former Hollywood and Broadway news commentator on WNEW, has authored a musical comedy, "Hooray for the WACS" themed on a farce of two men, who get inducted into the Women's branch of the Service by mistake. . . When Freddy Martin's band features such tunes as "Two Sleepy People," "Stardust," "Skylark," "I Get Along Without You Very Well" and "Lazy River," on the "Fitch Bandwagon" Sunday, the composer of those hits, Hoagy Carmichael will be the guestunsmith.

★ ★ ★

● ● ● George Putnam, NBC's news reporter, believes in helping his sponsors by spending his own money to boost programs on which he works. . . full page ads, appearing in Trade Journals this week, are samples of what an enterprising 'radio name' does in his spare time (the time he has left) after appearing on "The Army Hour," "That They Might Live," "Men At Sea" and three newscasts all in one Sunday. . . Jeanne Ambur is the new gal, who with Charles Rulledge and Dick Mooney, handles the Coco-Cola shows' publicity at Steve Hannigan's.

★ ★ ★

— Remember Pearl Harbor —

Chicago

By FRANK BURKE

DEED MYERS, one of Chicago's most popular radio time salesmen who has just completed 15 years service with WGN, will be honored fellow workers and agency executives at a luncheon at the Kungsho Restaurant on Friday, July 16. Reputed with having brought more than \$3,000,000 worth of billings to the station.

O. J. Neuwirth, production manager of WBBM, off to the National Music Camp at Interlachen, Minn. where he will act as producer of three broadcasts over East Lansing WKAR, which will originate at camp.

Vicki Hart, Blue singer, has been signed as guest artist on the "Hep' Hep' Hooray" show on WGN which will feature Bob Trendler and his swing orchestra. The show will premiere on WGN-Mutual today from 11:05-11:30 p.m.

Joseph P. Novy, former assistant central division engineer, WBBM, left for Princeton University yesterday to begin his indoctrination as a lieutenant in the United States Navy Bureau of Ships. Since leaving WBBM, Lieut. Novy has been director of the Chicago Radar School Signal Corps, Sixth Service Command.

Dewey Long Resigns Post As WLW's Chi. Manager

(Continued from Page 1)

future, he stated that he planned to continue in the broadcasting industry.

Long first came to Crosley station from Radio Sales, Inc., five years ago to manage WSAI.

He was placed in charge of the WLW Chicago office shortly after taking over its own sales representation. Prior to service with the Crosley stations, Long was sales manager of WBT and Radio Sales representation in Charlotte, N. C.

LEW CHILDRÉ

in person

Available for participating or exclusive sponsorship

THE SOUTH'S BEST KNOWN HILLBILLY SINGLE

plus . . . widest coverage

WSGN

BIRMINGHAM, ALA.



Updated with
The Birmingham News
THE BIRMINGHAM AGE-HERALD

Contempt Proceedings Against Fly Reported

(Continued from Page 1)
 of contempt. The Washington Times-Herald," published by Mrs. For Patterson, devoted a full column to a story on this matter yesterday. Although the "Times-Herald" is aware that the matter would be handled by the Attorney-General, it apparently forgot that the Attorney General has before him another matter concerning Rep. E. E. Cox, committee chairman, and a radio station—WALB, Albany, which paid Cox \$2,500 for representing it before the FCC. It is reported that Cox would be quite so successful as to force Attorney-General Biddle's hand so openly, so talk contempt proceedings against Fly in only talk. It is highly improbable that Cox will press the matter. Recent stories in the press and on the radio have contained serious allegations about the operations of the Commission," said Fly in a memo to FCC employees. "These stories are based upon facts but are merely unsubstantiated charges. I want to advise the staff that when an opportunity is given, the Commission will meet each and every charge to be fully without foundation. In the meantime the Commission knows that all have the loyal support of all of you and that you will continue to render the same efficient and devoted services that have characterized your work in the past. One of the more valuable by-products of the investigation at least will be that the public will have an opportunity to become acquainted with the qualities of the Commission's staff, which is made up of as patriotic, hard-working and capable a group as can be found in any part of the government."

Cooper With Ed Wolf

Frank Cooper is now associated with Ed Wolf offices in the RKO building and his end of the talent, producing and package show sales will be known as Frank Cooper Inc. in association with Ed Wolf. Wolf Associates will continue as usual. Cooper was formerly with General Amusements Corp. and is credited with most of the work in bringing out Frank Shore and Frank Sinatra and his.

KLZ DENVER
 The Trend in NATIONAL SPOT is to KLZ — a better buy in cost and audience
 REPRESENTED BY THE KATZ AGENCY

NEIC Opens Two-Day Session To Work Out Concrete Plans

(Continued from Page 1)

of war entertainment for armed forces and the civilian front. Council will be a permanent body, representing entrepreneur and talent.

Sixty organizations had been invited to join. Major among those who has not yet formally accepted are the AFM and the IATSE, though their New York locals are already in.

Neville Miller, in accepting membership for the NAB on the Council, also wrote the following:

"Please express my sincerest wish to the Continuations Committee that the fine efforts they have put forth throughout the last month will bear fruit in a permanent organization which will safeguard and act in the best interest of the entertainment industry in all days to come."

The two day conference will fea-

ture representatives of the OWI, National War Fund, War Production Board and the armed services in addresses to the meetings. In addition, the Council will discuss and decide upon a national pool for talent, services and facilities, and such other projects as may be recommended as a means of further contributing to the war effort. Permanent set of officers will be elected, also.

NEIC's original plans for an elaborate outdoor midnight dedication of an industry service flag for Times Square have been modified, so that instead of the gala July 14 display which would have tied in with the session, the Council will have a dedication August 2 within one of the theaters. Talent will go through with pledges of services at the same time.

Today's Agenda

MORNING SESSION, 10:30 A.M., PERROQUET SUITE

"The Star-Spangled Banner" Luey Monroe
 Greetings to Delegates and Opening Statement George J. Schaefer, Temporary Chairman
 Presentation of Proposed Resolution on National Entertainment Industry Council James Cagney
 Report of Credentials Committee Leonard Callahan, Chairman
 Report of Organization Committee James Sauter
 Discussion on Report of Organization Committee
 Election of Nominating Committee

LUNCHEON SESSION, 12:30 NOON, LOUNGE RESTAURANT

Speakers:
 Bert Lytell, President Actor Equity Association
 "The American Soldier Thanks the Entertainment World" Brigadier-General Frederick Henry Osborn, Chief of Special Services, United States Army
 Address Theodore W. Gamble, Chairman, War Finance Committee, United States Treasury Department.

AFTERNOON SESSION, 3:30 P.M., PERROQUET SUITE

Report of Nominating Committee
 Election of Permanent Chairman and Officers
 Introduction of Permanent Chairman and Officers
 Proposed Coordinating Committee George Heller
 Discussion of National Pool for Talent, Services and Facilities
 Kenneth Thomson and Margaret Speaks
 Address—"The National War Fund and the Entertainment Industry" Winthrop Aldrich, Director, National War Fund

FDR Criticizes Rider Barring Watson, Dodd

(Continued from Page 1)

it yesterday for reporters, and said it will go to Congress some time in September.

The Chief Executive said the action was illegal, unwise, etc., and that he signed the bill only because it was necessary that the other provisions of the bill be carried out—including payment for a number of federal workers. He said also that he did not think the rider was binding upon the Administrative or the Judicial branches of the government, serving notice that he will almost certainly reappoint Watson and Dodd in November.

RCA School Takes WJZ Anns.

RCA Institute, Inc., New York, will launch an eight-week campaign on WJZ beginning today. The technical school will sponsor live one-minute announcements, two weekly for five weeks and four weekly for three weeks. The account is handled direct.

Network News Program Set By "Time" Magazine

(Continued from Page 1)

managing editor of the radio "March of Time" since 1941, will prepare the material, with "Time's" \$1,000,000-a-year news bureau facilities at their command.

Presenting the news will be Westbrook Van Voorhis, familiar to listeners as the "Voice of Time"—the narrator of "March of Time" broadcasts and films.

Two Join Blue Production

Arnold Michaelis and Alexander Leftwich, Jr., have been appointed to the production staff of the Blue by Ray Knight, production head.

Michaelis comes to the Blue from the Biow Company, New York, where he was a radio producer. Leftwich, with a background both in the legitimate theater and in radio, has been associated with Max Reinhardt, for whom he was the stage director for "Eternal Road," and was the stage manager for Billy Rose's show.

Black Market Expose Readied By WOR-MBS

(Continued from Page 1)

months. Dave Driscoll and John Whitmore of the station's War Services and New Division, through their portable recording equipment, and working in conjunction with the Enforcement Division of the OPA in New Jersey, made over 20 hours of recordings for this project. Mutual will carry the program Sunday, 1-1:30 p.m., EWT.

Absolutely no attempt was made to cut or alter those portions of the records in which black market operators were interrogated by OPA inspectors, and the long pauses which are to be heard between questions and answers have been left intact. They are, in themselves, indications of guilt. It is believed that this marks the first time in radio that the questioning of actual suspects has been recorded.

Other portions of "The Black Market" contain descriptions of a black market cattle auction, at which the purchase price for beef was far in excess of what it should have been to comply with ceiling regulations; a visit to a black market slaughter house where graphic details of the existing filth and lack of sanitary facilities are given; and the questioning and sentencing of a bootleg retailer selling foodstuffs and products under cover of an automobile paint shop.

Two of the most dramatic portions of the program are to be heard when the black market dealers admit that their meat is uninspected, may be unhealthy, and that the buyers should worry about that; and later, when the bootlegger breaks down and confesses after being told that what he is doing is endangering the life of his own son now in the service.

"The Black Market" ends with the question put squarely to the listener. If we are to exterminate these unpatriotic profiteers it will be only through the efforts of the people themselves.

WENR
Blue Points
 WENR pulled returns from 42 states and 3 Canadian provinces on a late hour test offer. WENR gives you coverage!
WENR is Chicago's Basic Blue Network Station. 50,000 watts on a clear channel, 890 k.c. Represented nationally by Blue Spot Sales.

CAB Voices Objection To 'Nationalized' Radio

(Continued from Page 1)

tion which included Glenn Bannerman, Toronto, president and general manager of the Association; George Chandler, Vancouver; N. Thivierge, Quebec; Philip Lalonde, Montreal; Jack Cooke, Toronto; Senator Rupert Davies, Kingston, Ont.; Harold Garner, Peterborough, Ont.

Sedgewick said the sense of security of private broadcasters had been weakened by the report of last year's parliamentary radio committee, and by some things not said but "hinted at."

The committee last year recommended action to prevent groups of stations being allowed under one ownership. Steps in this direction were taken recently when the regulations were amended to prohibit, except under special circumstances, the granting of another license to an individual or firm which already held a license for some other station. Sedgewick said last year's report constituted a restatement of the nationalization of radio originally proposed in the report of the radio commission, particularly in the recommendation that there should be no hesitation to cancel, in the public interest, the license of any private station and a further recommendation that consideration should be given to the wisdom of continuing to allow the use of Canadian privately owned stations as outlets for U. S. chains.

Asks Plain Speaking

This policy did not create an atmosphere of encouragement to private stations in expanding their service to the public, Sedgewick said.

If the committee proposed total nationalization of radio if should say so flatly. If it did not, radio should be freed of a constant threat of nationalization.

D. G. Ross (Prog. Con Toronto-St. Pauls) asked how programs like addresses by Premier King would rate in competition with commercial broadcasts. Sedgewick said this would depend on his topic and the time of his broadcast. In a moment of crisis the listening audience would probably constitute almost complete coverage while a less important address put on at the same time as a very popular program might have a comparatively small audience.

Coast-to-Coast

TOM McCARTHY, WKRC, Cincinnati news chief who edits the weekly WKRC "Times-Star" Servicemen's News, has added a novelty to the miniature newspaper by summarizing the "Times-Star" comics... Dr. Judson J. McKim, educational director of WKRC, arranged to interview Joseph B. Eastman, ODT head, and Dr. Eugene Barrett, general secretary of the International YMCA in connection with the convention of the International Railroad YMCA in Cincinnati.

Johnny Betts, who first joined the WGN, Chicago, staff, in 1930, returned Monday to do a series for the Evans Fur Company, singing and piano-playing. Betts was first a singer and announcer on WTOL, Toledo in 1927. He has been in radio continuously, serving a three-year period with WKY, Oklahoma City.

While Ralph Binge, heard on CKLW's, Windsor, "Early Morning Frolic," was confined to his home due to illness, Bruce Chick and Happy Joe Gentile carried on for him... Margaret Pratt, CKLW's traffic manager, will be on her vacation July 16 to fly to the East Coast and join her brother Lieut. James Pratt, Royal Canadian Navy.

George Lasker, general manager of WCOP, Boston, announces the appointment of Gertrude Richmond as program director. Miss Richmond was formerly head of the continuity department on WORL, Boston. She is now replacing Lou Walker recently inducted to serve in the armed forces.

WMCA, New York, celebrated the second anniversary of its musical quiz program "Platterbrains," by having Lionel Hampton, drummer, pianist, xylophonist and band leader as guest. Since the initial broadcast the guests to appear on "Platterbrains" number Harry James, Glenn Miller, Vincent Lopez, Larry Adler, Hazel Scott, Fletcher Henderson, Mildred Bailey, Henry Levine and Paul Lavalle amongst others.

John Robert Powers, the model impresario, will be the guest of Kathryn Cravens on her "News Thru a Woman's Eyes" program on WNEW, New York, this afternoon. Miss Cravens' guest Thursday will be Brock Pemberton, and on Monday, July 19 Mary Jane Yeo, skating star from "Stars on Ice" at the Center theater, will be heard.

Ray Dorey, who has been an announcer-singer on WBRK, Pittsfield for the past two years, is now engaged by Benny Goodman and his band as a vocalist.

Alice Fraser, WDRC, Hartford, is receiving some first-hand experience in announcing on the "Shopper's Special" program during the early hours of the day... General Manager Franklin M. Doolittle of WDRC, a member of the Con-

necticut War Council, has been appointed a member of the publicity sub-committee by Governor Baldwin.

WBEN, Buffalo, sportscaster Jim Wells is now an ensign in the Naval Reserve, awaiting orders for active duty... Clint Beuhlman will return from his vacation July 19, at 6 a.m., giving Vera Holly, who has been taking his place in the interim, an opportunity to catch up on her sleep.

Pete Van Steeden, veteran radio conductor, is the new baton-waver for Bob Hawk's comedy-quiz "Thanks to the Yanks," which has recently moved to the Friday, 10 p.m. spot on WABC, New York. Van has also conducted bands on the Fred Allen, Jack Pearl, Duffy's Tavern, Mr. D. A., Stoopnagle and Budd, and other programs.

Judith Allen, heard on WINS, New York, through her program "Curtain at 7:45," has had her book "How to Get into the Movies" come off the press July 12.

Sylvia Milrod, who broadcasts the program "Victory Starts at Home" on WINX, Washington, D. C., has been granted a leave of absence to devote her efforts to a special war assignment, assisting John Heiney, who produces the Blue Network presentation, "This Is Official," with research and writing.

Since Chris Mack, farm director for WNAX, Yankton, S. D., has joined the Seabees, George B. German, WNAX entertainer, has taken over Mack's duties, including the interviews on the "Man on the Farm" program. The series is sponsored by DeKalb Hybrid Corn thrice weekly and is heard daily at 12:50 p.m. as part of the WNAX "Dinner Bell Roundup."

Sophie Miller, script writer and entertainer on WKNY, Kingston, N. Y., has been added as a regular staff member of the WKNY program department as program director of special programs and events.

Gregor Ziemer, WLW, Cincinnati, European authority who spent a decade in Hitler's Germany, will speak at a meeting of the Industrial Recreation Association here. His topic will be "Recreation Over There and Here."

Bill Wiseman, promotion manager of WOW, Omaha recently returned from an inspection trip through the Granada Japanese Relocation Center near Lamar, Colo. Wiseman was one of a dozen radio and newspaper men making the visit at the request of the War Relocation Authority which has faced Congressional criticism in regard to Japanese Relocation centers. Wiseman will report his findings over WOW... Eric Mattson, WOW tenor who appeared in "The Firefly" recently at Philharmonic Auditorium in Los Angeles, is expected to return to the WOW staff in September.

95 Stations Benefit By CBS Discount

(Continued from Page 1)

additional accounts announcement of going full web, these Campbell Soup Co. for Reader's Digest"; Bayer's for "American Melody Hour Ironized Yeast for "Light's On."

Bayer Aspirin's first renewal "American Melody Hour" on July 20, adds forty CBS outlets to the program's chain of stations, replacing the musical show on the network. B-S-H is the agency.

Through Ward Wheelock Co., Campbell Soup increases Reader's Digest stations by fifty places the program on the full network July 18. This program Conrad Nagel as master of monies and featuring well-known actors and actresses in dramatic stories that have appeared Reader's Digest Magazine, is Sundays from 9-9:30 p.m., EW.

Presently heard on a seven station hook-up, Ironized Yeast, its mystery thriller "Lights On" the full CBS network July 20, drama is broadcast Tuesday from 8-8:30 EWT, with rebroadcast at 11:30 p.m. The agency has the account is Ruthrauff & Ryan.

It was on July 15 just one ago, that CBS' 15 per cent discount plan went into effect. At that 9 CBS advertisers using 19 separate program periods weekly took advantage of the plan. Having been in operation one year, there are 33 CBS advertisers using 49 different shows, or 95 separate program periods weekly, taking advantage of the network plan.

Breakdown by Stations

As mentioned above it is in the most recent survey of effects of CBS' Full Network that 893 hours and 30 minutes have been added to Columbia's commercial schedule. Ninety-five individual stations have benefited the plan with one or more programs weekly. Fourteen separate CBS lets have added 30 or more programs weekly; 43 have received 15 or more new programs weekly; stations have added 5 or more commercial programs to their weekly schedules. The sum of the result of this weekly CBS schedule increase is the addition of 16 program hours and 40 minutes to 24 individual stations; of 8 commercial programs and 20 minutes to 41 separate stations and 58 outlets.

Thirty-six CBS programs, representing 68 individual program periods weekly have increased their stations to adopt the full-network facilities. Ten advertisers have added 5 or more Columbia stations to their program's network; 27 have added more outlets to their show's hook-up while 36 clients have increased their networks by 10 or more stations.

Thirteen clients scheduled the network with the beginning of broadcast of their programs and are included in the station-hours-a-week breakdown.

BIRTHDAYS

July 14

| | |
|------------------|------------------|
| Frank Chizzini | Walter Gross |
| Harry Hoff | Carmen Lombardo |
| Bill Meeder | Ken Murray |
| Louie Perkins | Monte Proser |
| George F. Putnam | Gene Rouse |
| Harlan Ware | J. Eric Williams |



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



24, NO. 10

NEW YORK, N. Y., THURSDAY, JULY 15, 1943

TEN CENTS

Sales Managers Open Up

Council's Appeal War Message Drive

Four of the government's war structure directors and American Business and Industry to go to bat in the "A Message in Every Ad" campaign just launched by the Advertising Council, as a means of making the home

Callahan Cites FM Outlets Aid in Bond Campaign

Washington Bureau, RADIO DAILY
Washington—The work of the national FM stations in the Second War Bond Drive was raised highly by President F. Callahan, press and radio officer of the Treasury's war savings drive in a letter to Walter J. Damm, president of FM Broadcasters, Inc., who stated that FM activities in the drive added up to a "magnificent showing indicating the whole-hearted

On Special Show Marking Pipe-Line Finish

Petroleum Administrator Harold L. Callahan, Deputy Administrator Ralph A. Jones, Secretary of Commerce Herbert C. Jones, and W. Alton Jones, president of the War Emergency Pipe-Line Inc., will be heard on a special broadcast marking the completion of the much-publicized "Big Pipeline" Monday, July 19, at 8 p.m., EWT. Ceremonies will mark the final

On Land, Sea, Air

Ralph Edwards had the KPO, San Francisco staff dial-crazy when they hooked-up voices from a tank, an airplane and at sea for the show "Truth or Consequences" recently. However, it wasn't as easy as that. Permission had to be obtained from the U. S. Signal Corps and the Navy for frequencies that would not interfere with military operations.

Precedent
Agenda of the NAB Sales Managers Executive Committee called for "Suggested study of compensation and supervision of local salesmen." One of the older members disclosed that the subject has passed from committee to committee for the past four years. So this year's group voted to table it for the next committee.

Gamble Lauds Radio At Meeting Of NEIC

Singling out the broadcasting industry for laudatory comment on its cooperation with the Treasury Department, Theodore Gamble, chairman of the War Finance Committee of the U. S. Treasury Department gave a concise picture of the financing problem facing the government in its contemplated Third War Loan Drive at the luncheon meeting of the first day of a two-day convention of the National Entertainment

Republic Pix Co. Plans Network-Program Tieup

Republic Pictures Corp., either late this summer or early fall, will feature their roster of studio talent on a weekly series of sustaining programs of half-hour minimum on a national hook-up, Herbert J. Yates, Sr. and President J. R. Grainger announced at the final session of Republic's

Augment Station Relations In OWI's New Radio Setup

WNBT To Telecast Food Canning Film

"Canning the Victory Crop," a half-hour film recently produced by "Good Housekeeping" magazine in its own kitchens, will be telecast Monday, July 19, at 8:30 p.m., EWT, NBC's television station WNBT. The film, which critics have called one of the best so-far produced in the current

Condemn 5-Minute Commercial Shows Also Hitch-Hike Anns.; Mull Revision Of Standard Contract Forms

Expect WMC To Set List Of Critical Jobs

Washington Bureau, RADIO DAILY
Washington—War Manpower Commission is expected to announce this week-end the release of a super-list of critical occupations which might be included among all the various essential occupations. Although old lists of essential activities and jobs will probably not be recalled, this critical list is expected to be of far

NBC "Parade Of Stars" Planning Third Edition

NBC's "Parade of Stars," the third in a series of effective program promotion projects, will be in the hands of affiliated stations sometime in August. Like its predecessors—the

Maxon Resigns Post As OPA Deputy Director

Washington Bureau, RADIO DAILY
Washington—Lou R. Maxon, head of the advertising agency bearing his name, announced this morning his resignation as OPA Deputy Director and Information Officer. Maxon

Resolutions condemning cow-catcher and hitch-hiking announcements both on networks and spots, five-minute commercial programs and overloading of participating programs with commercial announcements were adopted yesterday by the NAB Sales Managers Executive Committee meeting at the Hotel

Record Spot Business Indicated For WABC

Forecasting a record July for WABC, Arthur Hull Hayes, general manager of the CBS outlet in New York, yesterday announced six new campaigns scheduled and three renewals for the station, plus the purchase of additional time by another client. Hayes also pointed out that the new "Help Wanted Column" orig-

Int'l Fashion Authority Appointed To WKY Staff

Addition of Marjorie Howard, internationally known fashion authority as style consultant was announced by WKY Oklahoma City yesterday. Miss Howard, formerly Paris Fashion

'Lone Ranger' Pawnee

The "Lone Ranger," who tracks down western desperadoes Wednesdays and Fridays at 7:30 p.m., EWT on the Blue, will be sworn in as a blood brother of the Pawnee Indian tribe in a special ceremony to be heard on the Blue today at 11:30 a.m., EWT. General Mills sponsors the "Lone Ranger" for Cheerioats on 44 Blue outlets thru Blackett-Sample-Hummert.

Tomorrow... "SHOWS OF TO-MORROW"



Vol. 24, No. 10 Thurs., July 15, 1943 Price 10 Cts.

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

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

FINANCIAL

(Wednesday, July 14)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Lists various stocks like Am. Tel. & Tel., CBS A, CBS B, Crosley Corp., Gen. Electric, Philco, RCA Common, RCA First Pfd., Stewart-Warner, Westinghouse, Zenith Radio, and includes CURB EXCHANGE and OVER THE COUNTER.

WNBT To Telecast Food Canning Film

(Continued from Page 1) food campaign preservation, demonstrates home canning methods approved by the Department of Agriculture. The scenes show step-by-step procedures for the housewife to follow in both water-bath and pressure cooker processes. Frank Singiser, well-known radio announcer, acts as narrator in the film story.

RCA Elects Briggs V. P.

Lloyd A. Briggs, general superintendent of RCA Communications, Inc., was elected vice-president and general superintendent at a meeting of the company's board of directors, David Sarnoff, president of RCAC, announced recently.

G.E. Volume Up 9%

Orders received by General Electric Company during the first six months of this year amounted to \$941,529,000 compared with \$865,372,000 in the same period of 1942, an increase of 9 per cent, President Gerard Swope has announced.

Int'l Fashion Authority Appointed To WKY Staff

(Continued from Page 1) editor of "Vogue," director of the Paris office of "Harper's Bazaar," and until the armistice, Paris correspondent of the "Woman's Home Companion," will do a 15 minute daily program over the station, according to J. I. Meyerson, sales promotion manager who completed arrangements in New York.

Miss Howard's coming to Oklahoma will be accompanied with a forceful promotion build-up, accompanied by luncheons, for local merchants, receptions in the studios for listeners and personal appearances on style shows conducted by the merchants themselves.

WKY has two other well-known specialists in other fields of interest to women listeners: Aunt Susan (Mrs. Mart Adams)—food, cookery and home making, and Mrs. Edythe Wallace whose column, "Points for Parents" is syndicated through newspapers.

Ickes On Special Show Marking Pipe-Line Finish

(Continued from Page 1) welding of the oil-carrying conduit at its easternmost terminal at Phoenixville, Pa. The "Big Inch" will bring sorely needed fuel from the southern oil fields to the terminal where it will be transhipped to the eastern seaboard via tank car. However, the pipe line is not expected to relieve the pleasure driving gas shortage.

Robert St. John, NBC commentator, will be master of ceremonies, introducing the prominent speakers, and Lucille Manners will close the program with the national anthem. A brief dramatization from NBC's New York studios will be included in the broadcast.

Maxon Resigns Post As OPA Deputy Director

(Continued from Page 1) warned that OPA will fail in its job if it continues to "ignore sound business principles" and to rely upon young lawyers and "slide-rule theorists."

Paul White Article In Current "Esquire"

August "Esquire" is carrying an article about Paul W. White, CBS news chief, entitled "Reporter to the Nation." Write-up is a profile of White at work and at play, giving a history of his career and full of interesting and amusing anecdotes about his work at CBS.

Trout Subbing for Brown

With Cecil Brown, CBS commentator, absent on vacation from July 12 to July 30, Bob Trout will take over his news period, which is heard on the network Monday through Friday from 8:55-9:00 p.m.

Callahan Cites FM Outlets For Aid in Bond Campaign

(Continued from Page 1) cooperation of the Frequency Modulation stations.

"On behalf of the Treasury," wrote Callahan "I want to thank you and, through you, thank the managers of the country's FM stations for their contribution to the success of the campaign."

FM Broadcasters, Inc., announced yesterday that its membership has grown to 55, having added 11 new members in recent weeks. These new members are:

American Broadcasting Corp. of Kentucky (WLAP), Lexington, Ky.; Ashland Broadcasting Company (WCMI), Ashland, Ky.; "Courier Journal" and Louisville "Times" (WSAS) Louisville, Ky.; Earle C. Anthony, Inc. (KFI-KECA), Los Angeles; Evening Star Broadcasting company (WMAL) Washington, D. C.; Greater New York Broadcasting Corp. (WNEW), New York, N. Y.; Portland Broadcasting System, NCK (WGAN), Portland, Me.; Radio Service Corp. of Utah (KSL) Salt Lake City, Utah; St. Louis "Post-Dispatch" (KSD), St. Louis; United Broadcasting Company (WHK-WCLE), Cleveland, and WJR Detroit. Four of these organizations already hold construction permits W51L (Lexington), K47SL (Salt Lake City), W53D (Detroit) and K37LA (Los Angeles). The rest have filed applications, most of which were recently reinstated and will be acted upon whenever world conditions again make it possible for Washington to authorize more FM stations.

Republic Pix Co. Plans Network-Program Tieup

(Continued from Page 1) sales meetings at the New York Athletic Club. Forty thousand dollars has been agreed upon to finance each weekly broadcast. Roy Rogers, the singing cowboy who starred recently in the "King of the Cowboys," and Mary Lee, who played the lead in "Shantytown," will receive top billing on the programs. The addition of radio now includes every known media for Republic's advertising and publicity program.

Yates reported that the Republic radio programs will carry no commercial tie-up. The programs will feature Republic's current and pending film calendar, including "In Old Oklahoma," "War of the Wildcats," "Fighting SeeBees," "Man From Frisco," "Atlantic City," "Gay Blades," and "The Old Waldorf," presenting an opportunity to introduce new talent for audience and exhibitor receptivity.

Film company officials were not sure what network would be used, nor just what kind of tieup would be or has been worked out.

Noxzema Radio Hiatus

Noxzema Chemical Co. is taking a summer hiatus in radio, but maintaining a "sunburn" drive in other media. Company's "Battle of the Boroughs" and "Quiz of Two Cities" will be resumed in the Fall.

COMING and GOING

LINDSAY WELLINGTON, North American director of BBC, has arrived in Britain and will remain there about a month before returning to the States. On the same trip to England was him was R. A. RENDELL, assistant controller, the Overseas Division of BBC, who had spent six weeks in North and Central America at the West Indies.

PAUL W. MORENCY, station manager WTIC, Hartford, and WATER JOHNSON, sales director, were visitors yesterday at the headquarters of NBC.

CARL BURKLAND, general manager of WTIC Columbia's OGO station in Washington, D. C. is on a short business trip to New York.

HAROLD E. BISSON, NBC's director of promotion production, is back at his desk following an illness of several weeks.

GEORGE DUNHAM, of the CBS Radio Sales department, leaves tomorrow on a vacation, two weeks at Wellfleet, Cape Cod.

OVELTON (JACK) MAXIE up from South Jersey yesterday to cover the broadcasting, "What's Your War Job" broadcast last night over WJZ.

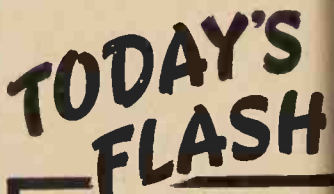
KAY KYSER was at Hueneme, Cal., last night for the airing of his "College of Musical Knowledge" from the Californian Naval Constructors Base.

GEORGE LASKER, general manager of WOR Boston, is in New York on station and network business.

CHRIS CROSS and the members of his orchestra have returned from Buffalo and are resuming their five-times-weekly broadcasts from Jack Dempsey's Restaurant.

WORTH KRAMER, station manager of WKYC Charleston affiliate of NBC, up from West Virginia for a few days. Called yesterday at Rockefeller Center.

GILBERT CHASE, script writer and hand editor of NBC's "Music of the New World" series, at Harvard University yesterday to address the Massachusetts' institution "Workshop Latin America."



ONE SOUND EFFECT THEY GOTTA HAVE!

Retailers gotta have action the same day! The cash register must ring! Perhaps that's why WITH carries more retail accounts than any other Baltimore station.

"The People's Voice of Baltimore" Represented by Headley-Reed

WITH



NAB Sales Mgr. Unit Opens 2-Day Confab

(Continued from Page 1)

rosevelt in an all-day session. Meeting was the first under the chairmanship of Dietrich Dirks, KTRI, Sioux City, Ia.

Other important matters accomplished by the group included a resolution commending and endorsing the War Advertising Council; decision to urge stations to cooperate with the WAC and other media in markets to organize the committee war advertising plan promulgated by the WAC; another resolution extending the group's cooperation to the Radio Advisory Committee of the War Advertising Council; approval in principle of the continuing amount plan for the NAB-AAAA standard contract forms; plans for length of live one-minute announcements with an aim of recommending standard practice; plans for compiling sales manuals and case histories on use of broadcasting by retail and department stores throughout the country.

Strongly condemning the cowing and hitch-hike announcements, the committee directed its attention to the Board of Directors of the NAB for more positive action.

Object to 5-Min. Commercials

Chairman Dirks pointed out that five-minute commercial programs are a direct violation of the Code, and that stations will soon receive a tag notification to that effect. As much as participating programs specifically exempt from the Code, the committee will attack the problem of excessive commercials on such as productions by pointing up the lack of showmanship in overblowing. Showmanship angle will be too, in the suggestions that the committee will present for conduct of sales managers sessions at district meetings.

Committee considered revision of the NAB-AAAA standard contract as continuing discount clause, but did not agree on the exact wording. Lew Avery, head of Department of Broadcast Advertising, was asked to draw up another draft so that the committee at its meeting early in September can adopt a final form to submit it to the NAB Board which will meet about the middle of September. Draft has to be approved, also by the Four A's. Sug-

War Advt. Council Appeals For "Message" Conversion

(Continued from Page 1)

front a more efficient front, in a 45-minute broadcast carried by 138 NBC stations, 1:15-2 p.m. EWT. Hundreds of business executives throughout the country listened in to the broadcast at luncheon sessions especially arranged for the occasion. In New York, where the luncheon was under the auspices of the War Activities Committee of the Advertising Club of New York and the War Advertising Council, approximately 400 persons attended. Other

Throughout the addresses, the radio industry received unprecedented and comforting praise for its contributions to the war effort, especially as it has cooperated with the OWI. Speakers consisted of Donald Nelson, chairman of the WPB; Fred M. Vinson, director of the OES; Marvin Jones, War Food Administrator, Elmer Davis, Director of OWI, and Chester J. LaRoche, chairman, War Advertising Council.

Eugene Thomas, Sales Manager of WOR, presided at the luncheon meeting held yesterday at the Hotel Commodore to bring together advertisers, agency and media representatives for the national broadcast which aired 1:15-2 p.m.

Elmer Davis Appeal

Elmer Davis acted as toastmaster on the special broadcast, and just before introducing the other speakers, discussed the need for getting government information across to the public by means of all media, and paid the highest tribute to radio.

In his appeal Davis asked business, through advertising, "to help create

gestion that an arbitration clause be inserted too, was turned down by the committee.

Noted, that while many small stations displayed a lack of interest in the sales manual which the committee announced several months back, committee would proceed with it anyway, and use it as a preface to a case history booklet which will supplement the Retail Promotion Plan. This will all be prepared within the next six weeks.

To Check Live Announcements

In its survey of the length of live announcements, the committee will check each station, to obtain the number of words allowed by each, and then upon receipt of all the data, attempt to set a standard guide for both advertisers and agencies.

At the committee's luncheon session, its guests consisted of Linnea Nelson, time buyer at J. Walter Thompson; William A. Fricke, secretary of the Radio Advisory Committee of the War Advertising Council and representative of the Four A's; Charles Ayres, Ruthrauff & Ryan. It was here that the committee listened in to the special OWI-WAC broadcast for the "A War Message In Every Ad" campaign, and resolved to urge broadcasters to take the lead in the local participations.

Committee discussed but soon

the public understanding that is essential to whole-hearted cooperation by the people. We know from experience that if the people know what is expected of them, and why, and believe that it makes sense, they will respond magnificently.

"The Office of War Information is fully aware and deeply appreciative of the help that business has already given us, by contributing advertising space and time for war messages. This would not have been possible without the help of the War Advertising Council—the voluntary, non-profit organization representing all branches of advertising, which has served so ably and effectively since Pearl Harbor. We in the Office of War Information, who have worked with the Council ever since our organization was established, can testify to the work it has accomplished; for we have seen the results—results that can be measured, of the space and time contributed for war messages and coordinated with the other information vehicles placed at the government's disposal...

Home Front Projects

"In telling the people about every one of these home-front projects, the War Advertising Council, the Office of War Information, and the Federal agency or agencies involved have worked as a team; and this team work has resulted in advertising space and time contributions estimated at more than a quarter of a billion dollars during the past year. Yet all this, like our military offensive operations, is just a start. It is clear that our men on the fighting fronts can do their jobs; that is being made plain every day. What is not yet quite so clear is our ability to organize a home front which in energy, morale and fighting power is worthy to be compared with them. In the months ahead, the need for people to do and not to do certain things having a direct bearing on the war will multiply enormously. Every move by every citizen is a factor that will help determine the speed of victory. The government leaders gathered at this microphone want to explain to the business men of the nation how urgent is this job of getting people to do what must be done, and how business can help

dropped the suggestion for a study of station complaints about an overdose of requests for air-check recordings by advertising agencies and advertisers.

Committee will sit in jointly this morning at 11 with the Retail Promotion Committee for a preview of the Retail Promotion Plan, and will lunch, too, with the RPC.

Committee also brought up complaints from small stations which have been listed by some advertisers and agencies as carrying the particular commercials, but which have turned down the business. Reported that the gimmick has been circularized in the trade by accounts which are strictly per inquiry business, and that agencies have distributed the station list to newspapers. Stations feel that the inclusion of their call letters is not a favorable reflection on them, and the committee planned to seek cooperation of trade press in stopping the publication of such misinformation.

In addition to Dirks, the following attended yesterday's session: C. K. Beaver, KARK, Little Rock, Ark.; Sam H. Bennett, KMBC, Kansas City, Mo.; Arthur Hull Hayes, WAAC, N. Y.; James V. McConnell, NBC; John M. Outler, Jr., WSB, Atlanta, Ga.; John E. Surrick, WFIL, Philadelphia. W. B. Stuhrt, KOMO, Seattle, Wash., was not able to attend.

Gamble Lauds Radio At Meeting Of NEIC

(Continued from Page 1)

Industry Council at the Waldorf-Astoria. Brigadier-General Frederick Henry Osborn, Chief of Special Services, United States Army, and Bert Lytell, president of Actors Equity Association also addressed the luncheon session. Osborn's subject was "The American Soldier Thanks the Entertainment World."

During morning and afternoon sessions, the sixty representatives of 43 organizations in the entire amusement industry, completed the establishment of a permanent Council body which would serve to increase the effectiveness of the war efforts of its member organizations on the battle, industrial and home fronts.

Describing the Treasury's problem of getting the average American public to invest in bonds as a means of financing the war and staving off inflation, Gamble called on the amusement industry to help in the project. He paid tribute to the contributions from the many organizations in the industry.

At an election of officers, George J. Schaefer, chairman of the War Activities Committee of the Motion Picture Industry, was elected National Chairman; Paul Dullzell, president of the Associated Actors and Artistes of America, as National Vice-Chairman; Harry Brandt, president of the Independent Theater Owners Association, treasurer; William Feinberg, executive secretary of Local 802 of the AFM, National Secretary; and the following local vice-chairmen: James E. Sauter, chairman of UTWAC, New York; Kenneth Thomson, executive secretary of SAG, Los Angeles; Virginia Payne, president of Chicago local of AFRA, Chicago.

enormously, by contributing even more space and time for war messages than heretofore.

"Your government has adopted a policy on the use of advertising for war needs that seems to be sound and practicable. We have recognized the need for harnessing this great American force to do the job that all citizens, as well as the government that serves them all, want to get done. Two alternatives presented themselves: the government could either appropriate a huge advertising budget—hundreds of millions of dollars, perhaps a billion, would be necessary to do the job; or, government could turn to the people who are experts in using the advertising mechanism that already exists, and ask them to assume this responsibility.

"We decided against huge government advertising appropriations. We decided in favor of asking business to assume the responsibility of converting its advertising to war themes. And in view of the magnitude of the job ahead, we believe it is important that business should support the War Advertising Council's campaign—'A War Message in Every Ad' . . ."

HELP

IF YOU ARE HAVING DIFFICULTY FINDING THE RIGHT PERSON FOR ANY VACANCY IN YOUR ORGANIZATION—CALL

FRANK McGRANN

POSITION SECURING BUREAU, INC. (AGENCY)

31 Madison Ave. (43rd St.), N. Y. MURRAY HILL 2-6494

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 RALPH WILK

ARTHUR W. "TINY" STOWE, at one time production manager for CBS in San Francisco, and more recently executive accountant with the Milton Weinberg Agency, has formed his own advertising agency, to be known as Coast Western Advertising Agency, and among some of the accounts which he handles are American Screw Products, Aviation Hydraulic Tool Company, Kelly Kar Company, Globe Investment and Olympic Boxing Club.

Franklin P. Adams of "Information Please" was a dinner guest of Charles Coburn at the Hollywood Brown Derby, the other evening.

A Sunday afternoon "Disneyana" program of all the well-known tunes from the land of celluloid make-believe will comprise the July 18th, 35th broadcast of Ted Bacon's Golden Strings. The all-girl string ensemble featuring "Memory Music" will be heard over KHJ from 2:00 to 2:30.

Bing Crosby left Hollywood with son Gary for a few days at his Nevada ranch. Two of the other Crosby youngsters are vacationing at Lake Huntington, while the fourth is at the Crosby home at Santa Fe. "I have to scatter my four guys around," explained the Crooner. "The Army doesn't want that many saboteurs in one place at the same time."

David Nowinson is responsible for the fine script heard last week over KECA on the "China Fights for Freedom" program, which had Herbert Marshall as master-of-ceremonies.

Wendell L. Williams NBC Pacific continuity acceptance department head, has arrived in New York for home office conferences. On his return West he will stop in Chicago for conferences with Chicago NBC executives.

When Harry W. Flannery, CBS news analyst interviewed Philip Jordan, well-known news correspondent from London on his radio program, Harry discovered his resources for eliciting first-hand information on the battle fronts were unlimited. Circumventing the globe, Jordan was at Dunkirk, in Russia when the war began with Germany, in Burma during the campaign there, and at Tunisia during the recent campaign.

Gunther Schmidt, personnel manager of the Universal Microphone Co., Inglewood, Calif. will hereafter also be director of plant protection. He recently completed a war emergency course at Occidental College.

Woods Host To Yandell

Mark Woods, president of the Blue Network, will be host at a luncheon in honor of Lunsford P. Yandell, vice-president of the Blue, tomorrow in the Louis XVI room of the St. Regis Hotel. Yandell recently returned to New York and his offices at the Blue after a 10-month stay in England where he assisted in the organization of Red Cross activities for United States troops in Great Britain.

Department heads of the Blue and their assistants will attend.



Radio Is My Beat . . . !

● ● ● Jerry Cooper, vocaluminary of Charlie Furey's "Keep Ahead" liner, was told by an executive of the Agency sponsoring that show, that the guest-artist for the next program was to be Joe Howard, who according to the exec, "owned a night club" following the usual procedure, that of taking along a script writer, to interview the guest, thus preparing a suitable script, embracing the talents of the guest, Jerry, accompanied by the gagster, dropped into Joe Howard's Cafe Zanzibar one midnight earlier this week after firing questions at the youthful Howard for two hours, it suddenly dawned on Cooper, that they were interviewing the wrong man the Joe Howard, scheduled to appear on the program, was the old-time songwriter, who also owned a night club, just around the corner on W. 48th Street That's one thing about Kilocycle Row something's always happening here's another zany Tuesday night, a group of artists including Garry Moore, Jimmy Durante, Hope Emerson, Joan Brooks and others, went to Manhattan Coast Guard Training Base, to entertain the lads there Because she had to hurry back to her nightly CBSongfest which goes on at 11:00 p.m. Joan Brooks opened the Camp show, and rushed back to Gotham arriving just in time to be told that the All-Star baseball game was still on the air and that her show therefore was cancelled that night then there is the one which also happened at CBS the sound man, needing raw carrots for a program, finally located the rabbit-fodder, taxied back to the studios, breathlessly arrived back to the studios one minute before "curtain," only to learn that the director had decided to cut the scene.

★ ★ ★

● ● ● Tony Leader, who while on a leave of absence from the Air Corps, had been directing "That They Might Live" and "Vacation Serenade" at NBC, has been given a medical honorable discharge from the service Ira Ashley, director of the CBStage Door Canteen, will be inducted into the Army the 28th of this month and will be succeeded by Lester Vail A program composed entirely of George Gershwin tunes, will be NBCast by Phil Spitalny's "Hour of Charmers," Sunday, July 25 When Bob Hawk asked Chester Lob, a New Orleans contestant on "Thanks to the Yanks" - giving, last Friday, "how to tell whether a watermelon is ripe," the Ciggie Santa was almost floored when the answer came: "why by eating it of course" Ben Cutler and his orchestra will open for an indefinite stay at Meyer Horowitz's Village Barn next Tuesday Rosemary DeCamp who appears in the Irving Berlin Filmusical "This is the Army," will be starred in "Hollywood Double-play," in next Thursday's broadcast of "Hollywood Radio Theater" via WJZ The best laugh of the week comes from Mert Emmert, WEAf's "Modern Farmer," who says, "I've got one of the most thoughtful neighbors in the world yep, he's given me the key to his tool shed so I can go and bring home my lawnmower whenever I want to."

★ ★ ★

● ● ● Dashing from studio to studio directing one show after another is the lot of Gene Eubanks of CBS because Arthur Hannah injured his hand while vacationing, Gene has been subbing on "Amanda of Honeymoon Hill," "David Harum" and "Just Plain Bill," in addition to putting the actors thru their paces on his own shows still, to one who used to handle seven shows daily in Chicago, Eubanks takes it all in stride Jackie (Homer of the Aldrich Family) Kelk, will appear on Ted Malone's "History Is Fun" tomorrow night over WJZ At The Cafe Trouville, last week Jack Benny drinks a straight lemon juice and says, "so this is what Fred Allen uses for facial make-up" Ray Milland exits from the Blue Angel and two feminine cabbles, race to pick him up as fare The Jimmy Blairs, (he's the 'Basin Street' lark), are expecting a visit from Sir Stork.

★ ★ ★

— Remember Pearl Harbor —

Chicago

By FRANK BURKE

THREE HUNDRED representatives of radio and advertising agencies gathered at the Hotel Sherman yesterday to hear key men speak. Washington tell of the government war time needs from advertising at the conclusion of luncheon. Patched a telegram to Chester J. Roche in the name of the Chicago federated advertising group declaring 100 per cent support of the government objectives. NBC official a direct line into the hotel so the advertisers might clearly hear addresses by Elmer Davis, Donald Nelson, Marvin Jones and others, consensus of opinion at the close the meeting was that the advertisers had a more serious appreciation of the role they will be asked to play in the days to come.

Roy Rogers, horse opera star, town for a personal appearance the Oriental theater beginning Friday making a number of guest radio appearances this week. Acute shortage of new records with distributor organizations and dealers is putting serious crimp into the juke box platter spinners activities, indicating are that several of the smaller stations face shut down before the year is over unless record ban is lifted.

Pauline Hopkins was selected president of the Chicago branch of Radio Writer's Guild at a recent meeting. Other officers selected were Lou Scofield, vice-president; N. Kaye, secretary, and Sidney Gershtreiner, treasurer.

Cy Howard has been signed as writer for Jack Benny and has already done some scripting for Jack off-shore tours.

Query Re FCC Personnel Finds Fly Still Reticent

Washington Bureau, RADIO DAILY

Washington—FCC Chairman James Lawrence Fly sent reporters awaguessing Tuesday afternoon who parrying questions about the recent withdrawal of the nomination of George Henry Payne, New York Republican, to succeed himself, Fly was asked about the political party of Frank McNinch, former FCC Chairman whose name has been raised a possible successor to Payne. Fly wasn't sure of that, the present chairman said, adding thoughtfully, "I don't know what the political division of the commission is now;" it generally thought to be four Democrats and two Republicans.

Ecuador Honors Tomlinson

The National Order of Merit, Official Grade, one of the highest awards that can be bestowed by the Ecuadorian government, has been conferred upon Edward Tomlinson, Blue Network's commentator on international American affairs, who was notified of the award in Washington. Colonel Eloy Alfaro, Ecuadorian Ambassador to the United States

OWI Adds Consultants to Radio Bureau Staff

(Continued from Page 1)

aid as the now defunct OWI service, but he is hopeful that increased cooperation from the radio industry will not revert to chaos that held before the formation of the OWI.

Reviewing the entire effect of Congressional action cutting the OWI budget by two-thirds upon the radio bureau, Stauffer went down the list of services offered by the radio industry, explaining how far they will operate as planned.

"We shall be able to continue the work of allocating plan on exactly the same basis as we have in the past," he said. "Therefore there will be no need for advertisers or networks to consider requests direct to the various government agencies. As in the past, we shall be able to function as the central clearing point for all requests for cooperation on network commercial sustaining programs."

Stauffer said also that, "There are no extra funds in the budget to carry out the station announcement plan, but as the Washington end of the matter is concerned. One set of described announcements will continue to be sent regularly from OWI field stations. The announcements formerly sent from the OWI field office will be sent from the extended station relations operation described."

Announces Additions

Change is planned in the work of the special assignment division, said the bureau chief. "Those non-commercial and sustaining programs which have offered to do work on behalf of the government over and over the regular allocation plan will be serviced by the special assignment division. No changes have been made in the organization or staff of this division.

There will be no change in the personnel or functions of the New York, Chicago and Hollywood offices of the Domestic Radio Bureau," Stauffer declared.

As to the matter of station relations, the bureau chief had the following to say: "As you know, the field office of the OWI Domestic Branch formerly supplied the same service to the field that the Washington office of the Domestic Radio Bureau furnished nationally. This included the clearance of all material put on local stations by the field offices of all government agencies and the sending of special stations of regional spot announcements to supplement announcements sent by the Washington Domestic radio bureau.

Since the field service has been

REGIONAL EXECUTIVES

Station Relations Division
OWI Domestic Radio Bureau

| Regional Office | Regional Chief | Territory |
|--|------------------------|--|
| 1722 Candler Bldg. Tel. Walnut 4121 Atlanta, Georgia | Willett Kempton | Georgia, Florida, Alabama, Tennessee, Mississippi. |
| 917 Court Street Tel. Lafayette 7500, Ext. 204-205 Evening: Lafayette 7503 Boston, Mass. | Walter Hackett | Maine, New Hampshire, Vermont, Connecticut, Massachusetts, Rhode Island. |
| 102 National War Agencies Bldg. 226 W. Jackson Blvd. Tel.: Andover 3600, Ext. 386 Evening: Andover 3604 Chicago, Illinois | To Be Announced | Illinois, Wisconsin, Iowa, Indiana. |
| 472 Union Bank of Commerce Bldg. Tel.: Cherry 1379 Cleveland, Ohio | Alfred H. Llewellyn | Ohio, Kentucky, West Virginia, Michigan. |
| 1031 Mercantile Bank Bldg. Tel.: Riverside 5711, Ext.: M-100-1-2-3-4 Dallas, Texas | David Russell | Texas, Oklahoma, Louisiana. |
| 717 Kittredge Bldg. Tel.: Tabor 3173 Denver, Colo. | William H. Welsh, Jr. | Colorado, Wyoming, New Mexico, Utah, Idaho, Montana. |
| 203 Mutual Bldg. Tel.: Harrison 6464 Kansas City, Missouri | To Be Announced | Missouri, Nebraska, Kansas, Arkansas. |
| 205 Midland Bank Bldg. Tel.: Main 3244 —Nestor 4518 Evening: 5032 Minneapolis, Minnesota | Hayle S. Cavanor | Minnesota, North Dakota, South Dakota. |
| C/o OWI Office 280 Madison Avenue Tel.: Murray Hill 3-6800, Ext. 284-295 Evening: Murray Hill 3-6828 New York, New York | Harry Levin | New York, New Jersey. |
| 748 Pennsylvania R. Rm. Suburban Bldg. Tel.: Locust 3416 Philadelphia, Penna. | Broughton Tail | Pennsylvania, Delaware, Maryland. |
| 19 North Sixth Street Tel.: 7-1841 Richmond, Virginia | Benjamin W. Huffington | Virginia, North Carolina, South Carolina. |
| Western Merchandise Mart 1455 Market Street Tel.: Klondyke 2-2300 San Francisco, Calif. | Luther Koplinger | California, Nevada, Arizona, Washington. |

abolished, the station relations division will add twelve members to its staff. The job of these new members of the station relations division will be to service local stations and the field offices of the several government agencies as nearly as possible as it was done by the OWI field offices. Obviously with a limited staff (approximately twelve people) it will be impossible to furnish all of the services formerly offered. However, the new members of the station relations division will be able (1) to clear all new programs supplied by the field offices of the government agencies, (2) to be central clearing point for announcements proposed by government agencies to local stations, and (3) to service requests of local stations for information and guidance insofar as this operation can be carried on with limited personnel."

With the "Victory Parade" disks out, the only transcription activities to be carried aside from the station announcement plan, said Stauffer, will be in those cases where a specific local or regional problem has to be met by the use of transcribed programs and other facilities are not available for disseminating this in-

formation. "Generally speaking, we shall rely, as we have in the past on the radio industry to prepare and broadcast material in behalf of the government. Our function essentially will be to furnish the most complete and accurate information that we can assemble and distribute it to the radio industry either directly or through the Station Relations Division.

"Under the supervision of the station relations chief, all special events will continue to be placed by the time clearance section," said Stauffer. "The four major networks have requested that time for speeches of all government officials also be cleared through OWI. As in the past, requests for radio time by government agencies to present special events should be made to the chief of the government liaison division, who in turn will transmit the request to the station relations division."

Summarizing, the OWI Radio Chief declared that, "With our reduced budget and operation staff, we shall, of course, have to ask for even more cooperation from the Radio Industry than we have heretofore. In some regions voluntary committees of broadcasters, under the general guidance of the Radio Bureau's consultants, have already been set up to supplement and implement the activities of our small station relations branch offices. Wherever such cooperative

Expect WMC To Set List Of Critical Jobs

(Continued from Page 1)

more importance to Selective Service and USES offices.

The present lists will "remain in force insofar as they are forceful," an official of the WMC Essential Activities Committee said yesterday. That wording indicates the awareness of the policy-makers in Washington that many local boards are not paying too much attention to the dictums which come from the Capitol.

The present national lists contain a total of about 2,100 job listings, whereas the new listing of critical jobs—chemists, physicists, etc.—will contain only about 250 jobs—if that many. WMC hopes that it will carry far more weight with local officials than does the present list.

Workers in several of the activities presently held essential will probably be entirely omitted from the new list. Some broadcasting personnel may be included.

The current lists, said the WMC official, have two values—first, they aid Selective Service boards in determining who should be considered for deferment, and, second, they are a guide to local WMC and USES offices in determining upon job transfers.

WMC officials here are increasingly frank about admitting the ineffectiveness of these lists whenever local Selective Service boards refuse to be bound by them. There is a strong movement toward decentralization in the agency, of course, and local boards have never actually been accountable to anyone for their actions. Aside from draft matters, WMC regional officials have far more power than formerly, although they may not as yet officially disregard the national lists. They can, however, add to these lists for their own regions, or for specific areas within those regions.

efforts can be worked out, they will obviously strengthen the orderly, intelligent use of available radio facilities.

"With your help there is no reason why the radio Bureau should not continue to be as effective as it has been in channeling government information to the Radio Industry. We shall, as in the past, attempt to avoid unnecessary duplication of effort on the Government's side and unnecessary pressures on the Radio Industry which has time and time again exhibited its willingness to cooperate in the war effort, provided the needs of the Government were made clear and properly channeled through one agency."

Stauffer released also the names of the station relations regional chiefs, with two yet to be named. Regional chiefs are listed in the box on this page.

**THIS LITTLE BUDGET
WENT TO**



**WORL
BOSTON
MASS.**

Renewals Prove Results

W T B O

Kc. Cumberland, Md.

GUEST-ING

RAYMOND WALBURN, featured in the current "Dixie," on the Kraft Music Hall program, today (WEAF-NBC, 9 p.m.).

REP. JOHN M. COSTELLO of California; CAREY McWILLIAMS, former immigration commissioner of California; ROBERT R. GROS, lecturer, and DR. MAX RADIN, of the University of California, discussing "Should All Japanese Continue to Be Excluded from the West Coast for the Duration," on "America's Town Meeting of the Air," today (WJZ-Blue Network, 8:30 p.m.).

FRANK HORNADAY, featured in "The Student Prince," on the Ellery Queen program, today (WEAF-NBC, 12:30 a.m.).

BARRY WOOD, at the "Stage Door Canteen," today (WABC-CBS, 9:30 p.m.).

ADMIRAL SIR PERCY NOBLE, of the Royal Navy, on the U. S. Navy's "School of Music for Victory" program, tomorrow (WOR-Mutual, 7:30 p.m.).

DOROTHY LAMOUR, in an adaptation of "Hello, Frisco, Hello," on "The Philip Morris Playhouse," tomorrow (WABC-CBS, 9 p.m.).

MRS. JAMES DOOLITTLE, wife of the famous flyer, on "Your Home Front Reporter," tomorrow (WABC-CBS, 4 p.m.).

DR. GREGORY JAMIESON COMSTOCK, of Stevens Institute, on "Adventures in Science," Saturday (WABC-CBS, 1:30 p.m.).

JOE HOWARD, star of the "Gay Nineties" revue, on the "Keep Ahead" variety show, tomorrow (WOR-Mutual, 7:30 p.m.).

"Eyes of the Air Force" Has Plane Pickup Tonight

From black-out skies high over Long Island, a pilot in a P-47 Thunderbolt fighting plane will describe his maneuvers and sensations as he dives his craft in a practice interception for the benefit of the listening audience of "Eyes of the Air Force," new program of the Aircraft Warning Service of the First Fighter Command which makes its second appearance over WABC and CBS affiliated stations at 10:45 EWT tonight.

For the first time, a "Silver Citation" will be presented to an Observation Post for meritorious service over and above the line of duty.

Lieut. Burt H. Rice, a pilot who wandered six days in the Australian jungles after his plane was shot from beneath him, will be on hand to describe his experiences. Also featured will be the Mitchel Field chorus of enlisted men.

NBC "Parade Of Stars" Planning Third Edition

(Continued from Page 1)

NBC Fall Parade of Stars (August 1942), and the "New Year Parade of Stars," (January 1943) the new offering has been conceived with a triple objective: to create interest in network programs; to strengthen the position of affiliated stations in the communities they serve and to build audiences for sponsored broadcasts.

Thirty Features Included

Basically, the new Parade consists of recordings specially made for the purpose by more than 30 of NBC's top-ranking features. Scripts, announcements and a complete array of promotional material including mats, photographs, newspaper advertisements and novelty ideas, accompany the recordings as essential adjuncts to make the drive effective.

In contrast to previous Parades, the current material is intended for use throughout the year. Earlier Parades were dated for specific periods. This feature permits the issuance of supplementary recordings and scripts as the campaign develops.

Recordings Supplied

The new portfolio, which contains only promotional items, is smaller than previous releases and therefore more convenient to handle. Recordings are supplied in two individual albums instead of being enclosed within the portfolio. This format was selected in order to provide stations with the transcribed program excerpts in permanent form.

The extensive volume of promotion matter produced to equip portfolios for the 125 NBC stations indicates the thoroughness of plans for the project.

Nearly 25,000 mats of stars and program groups and 6,000 mats of one- and two-column advertisements have been prepared. These display ads, covering both afternoon and evening programs, are designed to call attention to broadcasts built up from portfolio scripts and recordings.

In addition, the Parade portfolio will contain press releases, a series of scripts which permit program managers to combine the special transcriptions to build broadcasts of any length from the minute to half an hour or longer, and designs of postcards for mailing to listeners in the station's area.

Programs Represented

Among the programs and artists represented in the special recordings for the Parade of Stars are: Cities Service Concert; "Voice of Firestone," Bob Burns, "Mr. D. A.," "Salute to Youth," "Maxwell House Coffee Time," "Mr. and Mrs. North," "Grand Ol' Opry," Fred Waring, Seal-test program, "Ellery Queen," Carnation Contented Hour, Ginny Simms, "Million Dollar Band," Can You Top This?, Bill Stern, Cavalcade of America, John W. Vandercook, "The Open Door," "Time to Smile," "Those We Love," "The Aldrich Family," "Dr. I. Q.," and "One Man's Family."

Reports submitted to NBC following the first Parade of Stars revealed wide usage of the promotional project. Over 7,500 broadcasts, including full time shows and spot announcements, were built from the material

Record Spot Business Indicated For WABC

(Continued from Page 1)

inally scheduled for one week on WABC via the "Arthur Godfrey" program by Calco Chemical Division of American Cyanamid Company has been so successful in obtaining additional help for this war industry that the company is to continue using WABC. J. M. Mathes, Inc., handles the account.

The new WABC campaigns listed by Hayes include:

Drives Outlined

One beginning July 15 by Lamont, Corliss & Co. for Pond's Cosmetics on the new WABC woman's program, "Eleanore King" heard Thursdays from 5:30-5:45 p.m., EWT. Agency handling the account is J. Walter Thompson Company.

A United Artists Corp. campaign for the forthcoming film "Victory Through Air Power." Through Foote, Cone & Belding the client has bought five participations weekly on both the "Arthur Godfrey" program and on "Woman's Page of the Air."

The sponsorship of the "Five of Seven News" with Joe King reporting on Tuesday, Thursday and Saturday by Consolidated Royal Chemical Corp. of Chicago for Krank's Shave Cream. Arthur Meyerhoff & Co. of Chicago is the agency.

New Campaign for Fougera

Participations in the Monday thru Saturday 6:30-7:45 a.m., EWT "Arthur Godfrey" program by Sullivan County Resort Hotels, Inc. for various resort hotels. The business was placed through The Blackstone Co.

A new campaign launched by E. Fougera & Co. for Ramsdell's Sulphur Cream on the "Arthur Godfrey" program Mondays, Wednesdays and Fridays. The agency is Spot Broadcasting.

And also a new campaign by Musterole Co. for Musterole via Monday and Wednesday participations in the "Woman's Page of the Air" broadcast daily—except Sunday from 8:45-9 a.m., EWT. Erwin, Wasey & Co., Inc. is the agency.

Additional participations purchased on WABC include H. C. Bohack Co., for Bohack Stores on "Woman's Page of the Air" through E. M. Freystad Associates, Inc.

Report Several Renewals

WABC's July renewals to date, include one by American Cyanamid, one by the Studebaker Corp. for "News With Leigh White" broadcast Monday and Wednesday from 6:10-6:15 p.m., EWT and on Sundays from 11-11:10 p.m., EWT, through Roche, Williams & Cunningham, Inc. and finally one by Interwoven Stocking Company for six days weekly participations on the "Arthur Godfrey" program through United Artists Corp.

supplied. Time allotted to these special features totalled 314 hours or nearly 20 full broadcasting days. Newspapers gave the campaign prominent mention in full page rotogravure sections, and one Pennsylvania station used the recordings as the principal attraction in its display booth at the local county fair.

PROGRAM REVIEW

"Blind Date"

Arlene Francis sets a new mark for emcees to shoot at with performance in the sparkling, audience participation show "Blind Date." Sophisticated, poised and completely in charge of the situation all times, Miss Francis brings the out of her guests.

Those guests are servicemen, finitely on the make." Six of servicemen are introduced in. Each gets a two-minute chance to convince a glamour gal in the studio to make a blind date with him, the radio audience listening in on conversation. When the girl makes her choice, boy and girl see each other for the first time.

There follows an opportunity for one of them to describe his date to the studio audience and the chance to leave for an evening at Miss Francis' expense. The three losing soldiers and sailors get a chance at minor cash prizes.

All in all, it is the kind of show which induces the greatest amount of audience participation. Few listeners will avoid making mental lists (approving or disapproving) of the lady's choice. Mental projection of the listener into the situation is most inevitable.

The telephonic conversation, naturally, is of the liveliest sort and Arlene Francis adds a dash of spice in her introductions. She succeeds in making the participants feel comfortable, at ease, a rare talent.

The program, a Summer replacement for "Maxwell House Coffee Time," is heard Thursdays over WABC at 8:30 p.m., EWT. General Foods sponsors; Benton & Bowles, agency.

Stork News

A girl, seven pounds and ounces was born to the Clara Leisures recently. The baby, named Jeanne Antoinette. Clara Leisures is a KPO, San Francisco staff announcer.

Announcing William Gary Miller Swift, eight-pound son of G. R. Swift, account executive with WABC, newcomer arrived last Saturday at the Morristown Hospital, Morristown, N. J.

A daughter was born to Mr. and Mrs. Ed Park in Hahnemann Hospital, Philadelphia recently. Park is a member of the WCAU, Philadelphia engineering staff.

Its a seven and one-half pound boy at the Campbells. Young Tom Roy is the son of Eldon Campbell, program director for WOWO-TV, Fort Wayne, Ind.

WAAT's general manager, Irvin Robert Rosenhaus, is the father of a son born early this month and named Robert Ian.

1943 RADIO ANNUAL

**CONTAINS
A COMPLETE
LIST OF
ANNOUNCERS
AND
THEIR WORK
DURING 1942**

PAGES 775-808



- ✓ 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



ANOTHER army show has been added to the ranks of programs on WAOV, Vincennes, Ind. The show "George Field At Work" will be broadcast from nearby George Field, advance army air training center, every Friday at 3 p.m. The program will highlight interviews with the men who "keep 'em flying". . . . The WAC serial, "This is Worth Fighting For," written by Bob McBride, WAOV staffer, ended July 9.

WLW, Cincinnati, is now offering more than 1,500 newspapers a new service, "No-Ration-Point Menus," as part of its radio news clip-sheet wartime food series. Beginning July 19 WLW Radio News will carry a "No-Point Menu" for one day each week accompanied by a descriptive article prepared by Mrs. Vianna D. Bramblett, nutritionist. . . . "Hall of Heroes," a program dealing with the army's new Fletcher General Hospital at Cambridge, O., was heard Sunday on WLW. Included in the broadcast were personal stories of five American soldiers who arrived in the United States within the past two weeks to convalesce from injuries received in North Africa.

WTAG, Worcester, in a recent mock air attack, cooperated with the Army First Service Command and the Massachusetts Committee on Public Safety, assigning Bob Dixon, special events chief atop the WTAG building as a aircraft spotter while he broadcast warnings to civilians and the Civil Air Patrol of the areas "being bombed with simulated gas and incendiaries."

Historic Fort Trumbull, New London, Conn., home of the U. S. Maritime Service Officers' School, was the originating point for a WTAG, Worcester, program recently expressly broadcast to further the interest in the Merchant Marine. A half-hour musical show featured the school band, amongst whom is listed Harry Dapeer, former CBS house pianist and composer. Commentary was given by Bob Dixon, WTAG special events chief.

KRNT and KSO, Des Moines, Ia. has released another issue of "Dial Tones" to its clients so that they may be fully informed of the features and other variety programs heard on the stations from day to day.

| | | | | | |
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| R | 11 | 12 | 13 | 14 | 15 |
| T | 16 | 17 | 18 | 19 | 20 |
| H | 21 | 22 | 23 | 24 | 25 |
| D | 26 | 27 | 28 | 29 | 30 |
| A | | | | | |

July 15

Albert G. Ashcroft M. J. Kleinfeld
 Nancy Martin Ruth Robinson
 William Robinson Len Sterling
 Anne Unger James V. Cosman

Jim Hawthorn, former KMYR, Denver announcer and disc-spinner, after nine months in the army, has been given a medical discharge. He will resume his old duties as jive emcee on the afternoon program, "Meet the Boys in the Band."

Herb Newcomb, formerly of the announcing staff at WCAU, Philadelphia, has joined the staff at WAOV, Vincennes, Ind. as production manager and announcer of special events. . . . Paul Ford, engineer at WAOV, has been transferred to WKBV, Richmond, Ind. where he will assume similar duties. WKBV was recently acquired by the same interests that own WAOV. . . . Robert Poe, control board operator at WAOV will take over Ford's duties as engineer at the transmitter. . . . Robert McBride, WAOV announcer left today to join WJHL, Johnson City, Tenn. where he has accepted a position as announcer.

KFEL, Denver, MBS outlet, interviewed Pvt. Bob Pastor, former heavyweight contender for the world's title, three times during the Servicemen's Boxing Tournament held in Denver Auditorium July 8, 9, and 10.

Tom C. Gooch, president of Dallas "Times-Herald" and chairman of the board of KRLD Radio Corporation announced recently the promotion of John W. Runyon, who has been vice-president and managing director of KRLD, Dallas, since 1935, to president of KRLD Radio Corporation and first vice-president of the Dallas "Times." Clyde W. Rambert, who has been associated with KRLD for the past 17 years, has been promoted from commercial manager of KRLD to managing director of the station.

WQXR has engaged Abram Chasins, pianist and composer, as music consultant. Eddy Brown will continue as musical director of the station; Roman Totenberg as director of Chamber Music; Walter Diehl as musical continuity editor; Alfred Simon as program editor for light music; Ann Cornish as program editor for classical music. Chasins will perform on programs and act as musical commentator as well as serving as consultant.

WLW, Cincinnati, has arranged to interview July 17 and 18 S. K., who it is reported, had been active as a secret agent in Italy for two and a half years. He is also claimed to be the author of "Agent in Italy". . . . Although usually signing off at 1 a.m., WLW arranged to remain on the air all of early Saturday morning to inform the listeners on the progress of the Sicilian invasion.

The Gloom Dodgers show of WHN, New York, with Don Bester and his band, Don Saxon, Maurice Rocco, Mort Lawrence and the Barry Sisters were booked for a week, beginning July 13, at the Skouras Jamaica theater.

Henry Lange, WHIO, Dayton musical director and Jack Peyser, announcer, have joined efforts in producing a new series of day programs titled "Romance." This program features poetry and old melodies Monday through Friday mornings, at 10 a.m. . . . When a power transformer burned out at the transmitter Chief Engineer Ernest Adams had to interrupt his vacation to repair the damage.

For the second successive year Bill Moshier, director of agriculture and public affairs for KIRO, Seattle, has been placed in charge of radio promotion for farm labor recruitment throughout the State of Washington. Dr. J. C. Knott, director of extension a Washington State College, asked Moshier to accept this position on a voluntary basis for the coming months throughout the approaching harvesting season.

Through the efforts of Hugh Muncy, KXEL farm director, KXEL, Waterloo, Ia., is now acting as clearing house for all civilians who would like to help the war effort by working on a farm during their spare time.

Now that Bill Kelley, former WCAE, Pittsburgh publicity staffer, is in the army. Staff Sgt. Kelley wants all the pin-up girls for out-of-town barracks. . . . Ernie Neff, while John Trent is vacationing, is giving "Aunt Caroline" (Adelyn Hood) a hand with her program. . . . Rossey Roswell will emcee the WCAE broadcast this afternoon awarding the Army-Navy "E" to the home division of the Blaw-Knox Company.

WTJN, Jamestown, N. Y. is preparing a busy summer of Chautauqua feeds to the Blue Network, beginning with the annual Chautauqua concerts July 18. James G. McDonald will do the commentary July 20, 21, 22 and 23 and the Blue's "Town Meeting of the Air" will originate from Chautauqua August 5.

During the program of the Blackhaws Barn Dance on WOWO, Fort Wayne, Ind. recently, a practice blackout was held. When some of the audience began to leave the auditorium in Marion, Ind., Penny West, singer with the Blackhaws, called for group singing. Her quick thinking kept the audience intact, providing a welcome diversion until the lights went on again.

William Autrey Smith has joined the staff of KLZ, Denver, as page boy, replacing Clayton Brace who enlisted in the U. S. Army Signal Corps. . . . Warren H. Lockyear is acting as replacement engineer for KLZ during the absence of the regular engineers who are vacationing. . . . John Prince has joined the program production department of KLZ as a script writer.

Jack McLaren, junior announcer and traffic manager of KTMS, Santa Barbara, has resigned to enter the University of

California. He has been replaced by Don Roberts. . . . Stell Holowell, copy writer, is now broadcasting the news. Besides reporting the news Holowell's program includes ration, military and other items of interest to women.

Professor J. A. Holvik of Central College, Moorehead, Minn., left July 12 on a two-months' research trip to Mexico and Central America in preparation for a special series of programs to be presented this fall over WDAY, Fargo, N. D.

The F. A. Ensign Advertising Agency, Inc. of Pittsburgh, received the award of the Affiliated Advertising Agencies network for placing the 1942-43 radio program. The Pittsburgh, show, which brought an award was "Sunday at the Smiths" 15-minute program depicting the life of Mrs. Jane Smith.

Jane Lee, who conducts the "Woman's Magazine of the Air," Monday through Friday mornings, interviewed Tuesday Lian De Lissa, who is principal of the Gypsy Hill Training College, London. Miss De Lissa is now in the United States at the invitation of the Child Study Association to speak about the care of children in war and the training of teachers for war education.

WOWO, Fort Wayne, Ind. has joined numerous other stations cooperating with the federal agencies to utilize every ounce of available food by having Jane West on the "Home Forum" program conducting a canning school once a week. Over 100 hundred have enrolled to date, it is reported.

Duquesne Light Receives Public Utilities Ad Award

Pittsburgh—The Duquesne Light Company of Pittsburgh, which sponsors the variety musicale entitled "Bernie Armstrong Presents," KDKA, won the national award for the advertising contest of the Public Utilities Advertising Association the second consecutive year. Duquesne Light recently received the award at the annual meeting of the association held in Chicago. Mae Bernie Armstrong and his KDKA band featured the half-hour Duquesne show on KDKA with soprano Martha Briney and tenor Bob Campbell participating.

Wedding Bells

Alice Cornell, secretary in the business department of RADIO DAILY, married to Earl Ballard of the U. S. Navy on July 10. The newlyweds leave tomorrow for a honeymoon trip to Los Angeles and Lake Tahoe, California, the groom's home.

Wartime 'Dress Parade'

'Press Principles' By Fly At Hearing

Washington Bureau, RADIO DAILY
 Washington — Seizing upon the "principles" of the Cox committee as delineated by the INS report of Bob Humphreys, sponsored by the Committee Council Eugene L. Garey, revealed yesterday by Drew E. Fly, FCC Chairman James E. Egan, Fly yesterday declared that his revelation makes clear "the character of the 'impartial and constructive' investigation announced two weeks ago by Chairman E. Cox" as the first public (Continued on Page 111)

Columbia Shows Saluting WAVES' First Birthday

WAVES will be honored on programs to be heard next Friday on CBS. The day will mark the anniversary of the founding of the women's branch of the U. S. Navy. At 10:45-12 noon, on "Auntie's Real Life Stories," Lieut. Mildred H. McAfee, director (Continued on Page 2)

Seeking Uniformity Assembled-Set Prices

Washington Bureau, RADIO DAILY
 Washington — Striving toward uniformity of prices for assembled radios and phonographs, the industry has announced new methods by which retailers and distributors will set their prices. The action provides more effective control over ceilings on a scattered (Continued on Page 2)

Incognito
 Camouflage is not solely a trick of war, KSAL, Salina, Kan., claims, has its own methods. Since the new station was housed in a dilapidated post-office building, no one bothered to change the door signs. Thus the personnel of the casualty department merrily reads the typewriters and studies the bills behind the door labeled "Injury Revenue."

Ludwig On NBC
 Emil Ludwig, author, will be heard on NBC this Sunday, at 1:15 p.m., EWT in a talk entitled "What Will Happen in Europe in the Next Three Months." Prophecies will be based on his experiences and knowledge of the leaders involved. The talk replaces "Story Behind the Headlines" on this date only.

CBS Completes Plans For O&O Rate Cards

Radio Sales division of CBS has completed plans for new rate cards applying to its Owned and Operated stations, eight such outlets being involved plus WAPI, Birmingham and the Columbia Pacific Network. New rate is on the increase, but according to J. Kelly Smith, general sales manager, the move is being made so that the entire group will work on a completely uniform discount structure. New cards will be effective August 15, 1943.
 In addition to WAPI and the coast (Continued on Page 2)

"Soap Opera" Libel Suit Dismissed In U. S. Court

The \$500,000 libel action by Dr. Louis Berg, New York psychiatrist and radio serial critic, charging "Printers' Ink" for defamation of reputation by use of the article "Dusting Off Dr. Berg," written by Max Wylie of the N. W. Ayer & Son, Inc. radio department (Continued on Page 2)

NEIC Organizations Pledge Mobilized Resources To FDR

College Credit Granted For Radio Program-Study

For the first time in the history of Teachers College, Columbia University, college and high school music teachers from all sections of the country taking post-graduate Summer courses there are receiving credits for studies integrated with radio programs. One of the five weekly classes (Continued on Page 2)

Fourth Annual "Shows Of To-Morrow" Reveals Full Showmanship Display Of Coming Season's Programs

Mutual Sets Changes In 2 Major Policies

As a result of the meeting of Mutual network shareholders, two major policy changes were announced by Miller McClintock, MBS president. One of the changes involves: Network option being increased on the basis of the new FCC regulations and the second is: discounts to advertisers will be lowered to keep pace with the network's greater circulation (Continued on Page 4)

Alberti To Fox Films As Skouras Assistant

Jules Alberti, well known in radio circles, and more recently associated with the Treasury Dept. as coordinator of star talent for bond rallies, network programs, and other similar activities, has been appointed assistant (Continued on Page 4)

MBS Halts WSAY Feeds Following AFM Threats

Mutual was yesterday forced by the AFM to cut off all musical program feeding to WSAY, Rochester, N. Y., affiliate who has a dispute on its hands with the musicians union. (Continued on Page 2)

Second year of war finds radio production in a strongly entrenched position, with the programs now on the boards and that offered for sale a more virile product than ever before. Some 200 independent producers, networks and stations are represented in approximately 720 programs prepared for immediate, or next season sponsorship; the fare as presented (Continued on Page 4)

NAB Retail Promotion Previewed To Guests

Sales Managers Executive Committee, Retail Promotion Committee, Advisory Committee of Promotion Executives, all of the NAB, and a handful of guests yesterday attended a preview presentation of the Retail Promotion Plan which will be routed among subscriber stations by the NAB, starting September 15 in Washington (Continued on Page 111)

Walt Dennis Suggests "Procedure" For NEIC

Of the two dozen or so suggestions presented by representatives attending the National Entertainment Industry Council, yesterday, at the Waldorf-Astoria (Continued on Page 4)

Kudos for Kate
 Kate Smith, who recently invited a squadron of Air Transport to CBS, was voted their favorite singer of the skyways. She is also the first to be cited for her services in the Armed Forces by having her name placed on the honor roll in the American Women's Volunteer Service "2-4-1" Canteen here. The "2-4-1" stands for "two lunches for one."

RADIO DAILY



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

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

FINANCIAL

(Thursday, July 15)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Net Chg. |
|-----------------|---------|---------|---------|----------|
| Am. Tel. & Tel. | 156 3/4 | 156 1/2 | 156 1/2 | — 1/4 |
| CBS A | 24 3/4 | 24 1/4 | 24 1/4 | — 1/4 |
| CBS B | 24 1/2 | 24 1/4 | 24 1/4 | — 1/4 |
| Crosley Corp. | 20 3/4 | 20 1/4 | 20 1/4 | — 1/4 |
| Gen. Electric | 39 1/4 | 38 3/4 | 39 | — 1/8 |
| Philco | 24 3/4 | 24 1/2 | 24 3/4 | — 1/4 |
| RCA Common | 11 3/4 | 11 1/4 | 11 1/4 | — 1/4 |
| RCA First Pfd. | 70 | 69 3/4 | 70 | — 1/4 |
| Stewart-Warner | 13 3/4 | 13 1/2 | 13 1/2 | — 1/4 |
| Westinghouse | 98 3/4 | 96 1/4 | 96 1/4 | — 1 3/4 |
| Zenith Radio | 37 3/4 | 36 1/2 | 36 1/2 | — 1 |

NEW YORK CURB EXCHANGE

| | | | | |
|------------------|-------|-------|-------|-------|
| Nat. Union Radio | 3 3/4 | 3 3/4 | 3 3/4 | + 1/8 |
|------------------|-------|-------|-------|-------|

OVER THE COUNTER

| | Bid | Asked |
|------------------------|--------|--------|
| Farnsworth Tel. & Rad. | 9 1/2 | 9 1/2 |
| Stromberg-Carlson | 12 3/8 | 13 3/8 |
| WCAO (Baltimore) | 20 | 23 |
| WJR (Detroit) | 27 | 29 |

OPA Seeking Uniformity In Assembled-Set Prices

(Continued from Page 1)

number of dealers and jobbers who have been assembling sets from parts they had on hand when manufacture of radios was stopped last Summer.

Swarthout-Taylor Subs Set

Eileen Farrell, CBS soprano, and Mack Harrell, Metropolitan Opera baritone, will replace Gladys Swarthout and Deems Taylor on the "Family Hour" programs for six weeks, beginning Sunday, July 18. The program is heard from 5-5:45 p.m.

THIS LITTLE BUDGET

WENT TO

**WORL
BOSTON
MASS.**



"Soap Opera" Libel Suit Dismissed In U. S. Court

(Continued from Page 1)

ment, was dismissed in Federal Court here yesterday. Judge John Bright ruled that in his judgment "the article complained of is not libelous, does not exceed the bounds of fair criticism and consent. Practically every word is aimed at the writing," referring to a written criticism by Dr. Berg some-time ago.

When Dr. Berg's written criticism of a radio serial appeared in public print, Wylie subsequently wrote a counter-criticism that was published in "Printers' Ink." Feeling that Wylie's published article had damaged his reputation, Dr. Berg filed suit for libel. However, Judge Bright, in his ruling, cited that the reputation of Berg as a critic had not been criticized; rather his writing.

College Credit Granted For Radio Program-Study

(Continued from Page 1)

room sessions is being held in NBC's Radio City studios, where the 150 teachers taking the course listen to broadcasts of "Music at War" and hear lectures by Dr. Gilbert Chase, music specialist of the NBC Public Service Department.

"Music at War," heard over NBC Thursdays, 11:30 p.m., is a series of six programs which forms the Summer broadcasts of the NBC Inter-American University of the Air's "Music of the New World."

Columbia Shows Saluting WAVES' First Birthday

(Continued from Page 1)

of the WAVES, will be interviewed. Aunt Jenny and her announcer, Dan Seymour, will go to WTOP, Washington, D. C., for the purpose.

Bob Hawk and his "Thanks to the Yanks," will be the second show to pay tribute to the distaff side of the Navy. The program will originate, by invitation of Capt. W. F. Amsden, at the U. S. Naval Training School, Women's Reserve, and participants in the quiz will be drawn from the ranks of the "cadets."

Wood In Needle Plea Today

Barry Wood will continue his plea for the donation of phonograph needles for the armed forces overseas when he appears this afternoon on "Personally It's Off the Record," heard over WABC from 4:45-5:00 p.m.

CBS Completes Plans For O&O Rate Cards

(Continued from Page 1)

network, outlets concerned are: WABC, New York; WBBM, Chicago; WBT, Charlotte; KMOX, St. Louis; WCCO, Minneapolis; KNX, Los Angeles; WEEI, Boston and WTOP, Washington.

Highlights relative to the new rate cards are contained in a letter sent to the respective stations and the Columbia Pacific Network by Smith. These are as follows:

The purchasers of announcement time will now enjoy the proved discount structure heretofore offered only in connection with purchasers of program time.

Weekly frequency discounts, weekly dollar-volume discounts and discounts for consecutive weeks now apply to purchase of announcement time (although program-time and announcement-time may not be combined for discount purposes).

Also, beginning August 15, announcements of all types may be combined for the purpose of earning frequency, dollar-volume and consecutive-weeks discounts.

In order that these rate cards may attain the greatest possible simplicity in use, we have omitted from them all special package services, to which the discount system described above does not apply.

Rate card addenda, incorporating special service data for each of our stations will be sent to you later. The rate structure in these station cards is wholly consistent with current listening habits.

The new rate card for the Columbia Pacific Network includes:

(a) a new transition period (10:00 p.m. to 10:30 p.m. daily and 12 noon to 6:00 p.m. Sundays).

(b) a cash discount, identical to that offered by the CBS nationwide network, is now afforded advertisers on Columbia Pacific.

Advertisers currently using any of these stations may elect to use either the present or the new rate and discount structure from August 15, 1943 to August 14, 1944 on schedules prior to August 15, 1943; provided these schedules are continued without interruption. The new rate and discount structure will, of course, apply to schedules contracted for after August 14, 1943, and to all schedules on and after August 14, 1944.

Wedding Bells

Lou Dearborn, chief announcer of WICC-Yankee network in Brideport, was married recently to Priscilla Sturges at the bride's parents' home in Fairfield. William Elliott, special feature announcer of WICC was best man. Mrs. Leslie Robinson, WICC's assistant supervisor, played a program of marital music.

Kaye Tensey, secretary to John McNeil, manager of WJZ, will be married on Saturday to Lt. Joseph William Perry, USNR.

HELP

IF YOU ARE HAVING DIFFICULTY FINDING THE RIGHT PERSON FOR ANY VACANCY IN YOUR ORGANIZATION—

CALL

FRANK McGRANN

POSITION SECURING BUREAU, INC. (AGENCY)

331 Madison Ave. (43rd St.), N. Y.

MURRAY HILL 2-6494

COMING and GOING

NATHAN FRANK, manager of WCBT, yesterday at the headquarters of the Blue work. He plans to leave for home over week-end.

HAROLD E. FELLOWS, station manager WEEI, Columbia's OGO outlet in Boston, in New York yesterday and left town last.

BERNARD PAGENSTECHER, of the Hackett Company, advertising agents, off combined business and pleasure trip of weeks on the West Coast.

JOE RINES, staff conductor on the Blue work, leaving for a vacation at Buckwood, Shawnee, Pa.

JOHN REED KING, NAT BRUSILOFF, HAVRILLA and FRANK FORREST are in New York for the broadcasting of tonight's "Do Nothing" program from the Memorial Hall.

MICHAEL BARKWAY, correspondent for leaves Sunday on a tour of the Middle to study farm conditions.

JAMES T. MILNE, manager of WELI Haven affiliate of the Blue, spent yesterday in New York.

FRANK CONRAD, of Edward Petry & Co. is vacationing.

MBS Halts WSAY Feeding Following AFM Threat

(Continued from Page 1)

though remotes were already through further threats by the network at 4:05 p.m. yesterday stopped feeding studio original music as well. In a statement Miller McClintock, president, explained that Mutual did not want to halt service on its entire network and thus harm other outlets as well with MBS who had no dispute, it pointed out, was wholly between affiliate WSAY and the AFM.

TODAY'S FLASH

S. R. O.

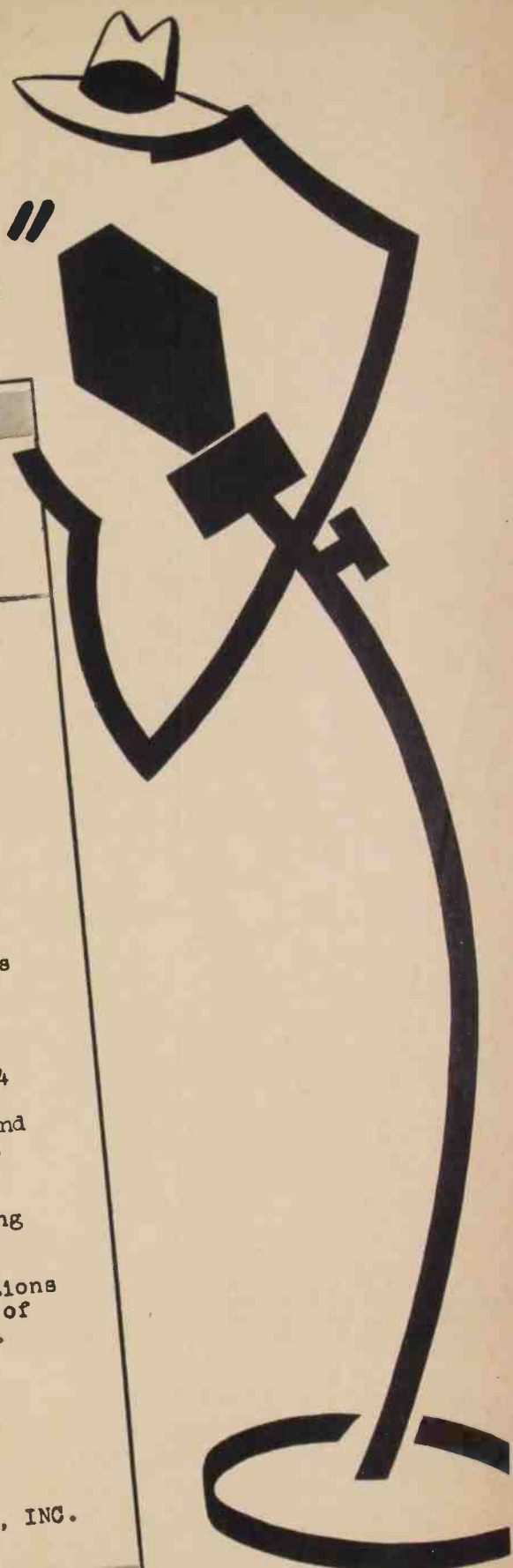
Nothing open right now on "Housewife's Jackpot." Baltimore's most popular daytime program that really sells! Glad to put you on the waiting list. Who's next?

"The People's Voice of Baltimore" Represented by Headley-Reed

WITH



"Our hat is off
to United Press"



The COASTAL BROADCASTING CO., Inc.
NEW BERN, NORTH CAROLINA

★ 250 WATTS
RADIO STATION

WHIT

★ UNLIMITED TIME
1450 ON YOUR DIAL

"WE HELP INDUSTRY THRIVE"

June 21
1943

Mr. Walter Rundle
United Press Associations
Daily News Building
New York City

Dear Mr. Rundle:

Our hat is off to United Press, whose up-to-the-minute news dispatches and splendid, timely features make it possible for us to give our listeners what I believe to be the finest news service obtainable at any price.

At the present time we are regularly scheduling 124 United Press newscasts and features weekly. This total expresses better than words the confidence and respect manifested in your service by our sponsors and listeners alike. It is probably because of United Press leadership that many of our sponsors have maintained uninterrupted schedules since going on the air in April of 1942.

We are indeed proud to be among the nation's stations to give our listeners "The World's Best Coverage of the World's Biggest News" every hour -- everyday.

Yours cordially,
Louis N. Howard

Louis N. Howard
President
THE COASTAL BROADCASTING COMPANY, INC.

lnh/jm

DEDICATED TO THE SERVICE OF NEW BERN AND EASTERN CAROLINA

UNITED PRESS

FOREMOST BECAUSE IT OFFERS MOST

Industry Producers Reveal Future Shows

(Continued from Page 1)

in RADIO DAILY's Fourth Annual Shows of Tomorrow is classified in 14 categories.

An excellent balance has been maintained by the producers in question, with war shows as such holding but a slightly higher edge than last year when the global conflict was already felt throughout the industry. Most noticeable increase in any type of program is that of the musical type of production of which there is a 20 per cent increase over last year. Similar increase is noted in news and current events type of program which of course is naturally attributed to the war, although they are not strictly concerned with war news in every case.

Femme Show Increase

Dramatic strip serial and variety programs are running about the same as a year ago; programs appealing to women, due to the various special shows dwelling on home economics upon which there is now considerable stress, are also on the upgrade. Juvenile programs are slightly off as to new presentations in number, but the quiz continues to be popular as evidenced by the added number of offerings. Straight dramatic fare of the separate episode type shows up strongly but not in the same numerical strength as previous seasons. Comedy, reflecting the growing scarcity of gag writers, is somewhat off but not enough to cause concern in any quarter.

Strange as it may seem sports programs have not fallen off in so far as new ideas are concerned which insures no dearth of such entertainment for those desiring it.

Apart from the regular run of shows there appears to be a wealth of new ideas throughout each classification and in most cases everything has been streamlined to meet war-time conditions. Due to shows being on the move constantly, a few of the shows presented have been sold for the coming season—sold between the time the questionnaires involved were returned to RADIO DAILY and sent to press. In some cases however, these same programs may become available for another season.

Once again showmanship is not lacking in the presentations and the entire group of programs contained in "Shows of Tomorrow" is a tribute to the many stations, networks and independent producers represented.

"Music By Warrington" Starts Monday On CBS

"Music by Warrington," featuring Johnny Warrington's Orchestra with Marion Mason and Jack Hunter, vocalists, makes its bow over CBS Monday, July 19, from 12:05-12:30 a.m., EWT. It will originate at WCAU, Philadelphia. The music will be "classical in treatment, but will seek to retain the melodic beauty of contemporary popular songs.

SHOWS OF TOMORROW

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Walt Dennis Suggests "Procedure" For NEIC

(Continued from Page 1)

dorf-Astoria, as industry war effort projects admonition offered by Walt Dennis, chief of NAB's News Bureau, received heavy applauding for its practicality and directness. Dennis spoke up after much time had been consumed by vague recommendations. He said:

"The need of this industry is the need to be recognized and to be publicly shown to be an industry first, and secondly, to serve the people of this country where they are not being served—in the back woods—in the grass roots—in the country that pays the box office bill and keeps you alive. This whole thing is very simple from the top down, but believe me it is not simple from the ground up. The biggest service that this organization could render would be the education of the people in this country to what the entertainment industry is. Fifty years ago an actress was a scarlet woman. It hasn't changed much, believe me. My own industry, radio, is guilty of this too. We have a mighty fine vehicle for entertainment in the radio instrument, but how many people know what the instrument is? How many people know the value of this medium as an educational force?"

"We have to grow into an adult, and that is going to take years and not weeks. We are either going out of this as an organization or we are going out of here as a 90-day wonder. We have to make the start with the people, or you won't get the press, radio or anything else. We have got to start level. The people in this group have got to throw personalities, selfish interests, needs and desires of their own right out the window, because if you don't you might just as well close up shop and quit now."

Alberti To Fox Films As Skouras Assistant

(Continued from Page 1)

to Spyros Skouras, president of 20th Century-Fox Film Corp. He succeeds Stirling Silliphant who leaves the company to be commissioned as Ensign in the U. S. Navy. Alberti will also be aide to Larry Kent, executive assistant to Skouras.

Alberti will assume his new duties August 2, and in addition has offered his services as voluntary consultant to the New York War Finance Committee. Prior to joining the Treasury Dept. Alberti was a Blue Network producer-director. A few years ago he was with the artists bureau of CBS.

1943 BIRTHDAYS

- July 16
- Mildred Bohl Philip S. Barrison
 - Edith Davis F. C. Eighmey
 - Charles Elgeston Harvey Harding
 - Evelyn Lynne Frank Singiser
 - William Woodson
 - Judge Eugene Octave Sykes
- July 17
- George Barnes Carl Burkland
 - Col. Walter P. Burn Lenore Cordial
 - Charles Howard William Shelley
 - Ed Sims James DeWitt McBride
- July 18
- Harriet Hillard Howard Jones
 - Gay Lee Marvin Mueller
 - Adele Ronson Red Skelton
 - Derby Sproul Hal Styles

Mutual Sets Changes In 2 Major Policies

(Continued from Page 1)

tion in home-town markets of nation.

The new option time, which into effect August 1, 1943 will be available to advertisers five and a half hours of commercial time weekdays and five hours on Sunday. The new option time sked follows: Monday through Saturday, morning: 11:30 a.m. to 12:30 p.m.; Afternoon: 1 p.m. to 2 p.m.—5 p.m. to 6 p.m.; Evenings: 8 p.m. to 10 p.m.

Sunday: 4 p.m. to 6 p.m.; Evenings: 6 p.m. to 7 p.m. and 8:30 p.m. to 10 p.m. All time is EWT.

The new volume discount plan goes into effect Nov 1, 1943. The new rates will not affect current network advertisers until Nov. 1, 1944. Client signing with Mutual before Nov. 1, 1943 can avail themselves of the year's protection.

Maximum discounts for "A" markets are left at 50 per cent under new plan. For "B" markets the reduction will be to 50 per cent and "C" markets to 60 per cent. At present "A" markets receive a 50 per cent maximum discount; "B" markets 60 per cent, and "C" markets 75 per cent. The new rate plan changes discounts from the present frequent system to a dollar volume plan.

McClintock Describes Plan

"The new plan," McClintock explained, "reducing as it does the discounts on our station in home-town market, is in line with several Mutual research studies conducted the past six months for individual Mutual shows which have uncovered increases of from 100 to 379 per cent in audiences compared to the most regularly surveyed centers."

The increase in Mutual's billing McClintock told the Board members points to a \$14,000,000 gross for 1943.

W. E. MacFarlane of WGN, Chicago, presided over the Executive Committee meeting held July 13. In attendance were Alfred J. McCosker, Chairman of the Board, WOR, New York; Theodore C. Streibert, vice president, WOR, New York; H. J. Carpenter, WHK-WCLE, Cleveland; Lewis Allen Weiss, vice-president, Don Lee Broadcasting System, John Shepard III, Yankee network, and Miller McClintock.

The Board and Shareholders meeting was also held with Alfred J. McCosker presiding. The following in addition to those who attended the Executive Committee session—were present: J. E. Campeau of CKLW, Detroit-Windsor; Hope Barroll, and Harold Batchelder of WFB, Baltimore; Benedict Gimbel, Jr., WIP, Philadelphia; Leonard Kaplan of WCAE, Pittsburgh; Kenneth Church of WKRC, Cincinnati; attorneys Louis Caldwell and George Haggard; Miles Lamphiear, Auditor; Robert A. Schmid, Promotion and Research Manager; Richard Connor, Stations Relations Division; Ed Wood Jr., Sales Manager, and Adolph O'finger, Program Manager.

When You Think of America's
4th Largest Market*

YOU MUST THINK
OF WAAAT because...



The impartial radio research paid for cooperatively by all major stations in this area proves conclusively that WAAAT (America's 2nd oldest station) delivers most listeners per dollar in North Jersey.

No wonder leading agencies and advertisers are getting "on the beam" — are placing more new national business than ever before on New Jersey's First Station! It will pay you to investigate! Write, wire, or telephone WAAAT; Executive Offices, Hotel Douglas, Newark, New Jersey.

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

WAAAT

"DOLLAR FOR DOLLAR NORTH JERSEY'S BEST RADIO BUY"

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

"TODAY, IN BUSINESS AS IN LIVING, THE ESSENTIAL THINGS COME FIRST



A Needle... and the Washington Market

What has the Washington Market to do with a needle and thread? The answer is easy.

The American people know that a needle and thread are essential . . . or it might be back to leopard skin for all of us.

And American business men know that advertising in the *right markets* is essential, particularly today . . . or back they might go to swap and barter.

Washington is one of these *right* markets . . . and WRC is the essential station . . . because WRC, in Washington, the nation's listening post, covers a market where the population has doubled in two years . . . where retail sales have tripled

— where the average family income is highest in the country . . . where morning, afternoon and night, more people listen to WRC than any other station in Washington.

WRC . . . WASHINGTON

One of Eleven Stations in
Eleven Essential Markets
Represented by NBC Spot Sales

Eleven stations that broadcast the nation's most popular programs to 55% of the radio families in the United States . . . eleven *essential* stations where the buying power is 34.2% greater than the average for the whole country.

Yes, eleven stations as essential to American business for the maintenance and growth of war and peace time sales as a needle and thread are essential to the American people for the maintenance of their way of life.

WRC • WASHINGTON

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

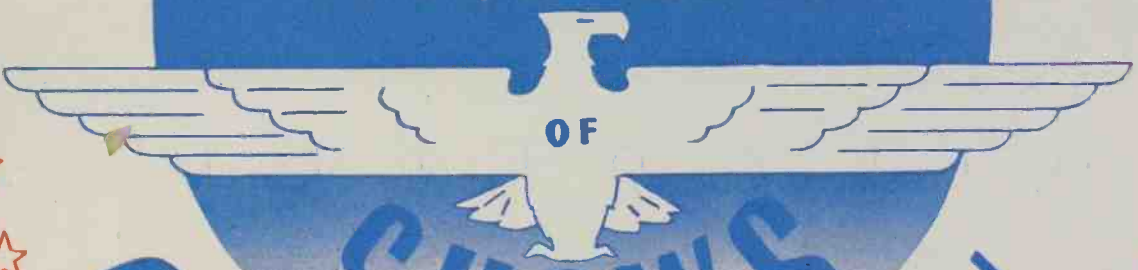
NBC SPOT SALES

One of a series on America's fastest-growing Victory Markets—Washington

MUSICAL COMEDY
EDUCATIONAL
RECORDED SHOWS
CAMP SHOWS
COMEDY
HOME ECONOMICS
DRAMATIC STRIP
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RADIO DAILY

Presents
**THE FOURTH
ANNUAL EDITION**



OF SHOWS TOMORROW

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JUVENILE
SPORTS
FORUMS
WAR SHOW
FOREIGN LANGUAGE
MISCELLANEOUS
HOLLYWOOD NEWS
MUSICAL
GLOBAL NEWS
FEMININE ANGLE
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RADIO DAILY

*Presents The Fourth Annual
Edition of*

SHOWS OF TO-MORROW

War found Radio ready. Its powder was dry. Since Pearl Harbor its marksmanship has been brilliantly accurate. Its compelling round-the-clock accomplishments both dynamic and dramatic.

To final and complete victory; To the preservation of eternal peace and security; To the fight for freedom, the greatest of all causes, nothing can be more important than the building and constant holding of the highest national morale. Here Radio plays its radiant part.

In presenting this, the 1943 edition of "Shows of Tomorrow," Radio Daily offers a market place display of the outstanding shows, thoughts and ideas available for the coming season. The entire industry has enthusiastically cooperated in its presentation.

No sponsor can perform a greater service to his country than to gear his campaign to the national effort. And let it be said again, in all fairness, that no medium has more to offer than the tried, proven and long established opportunity presented by RADIO.

Jack Allierate

Publisher



at home in home- town America

EVERY EXPEDITION into home-town America—those markets beyond range of regular, 32-city research—winds up right in Mutual's backyard. Here is where three-quarters of all U. S. radio families live, tuning habitually to the home-town station in preference to super-power strangers located miles away. And here Mutual provides far more home-town stations than any other network. Fully 120 markets are served,

from within, by Mutual alone, compared with 56, 45, and 37, respectively, for the other networks.

Crossley is now making a continuing study of this advantage, and the score is already tabulated for six programs broadcast in 23 home-town markets. In each one, Mutual has the only network outlet, though each market lies in the designated primary coverage area of one or more competing 50,000-watters. Home-town ratings for these Mutual programs are 37% to 190% higher than the "national" ratings obtained in four-network cities!

Whether your message is for the entire nation, or for only selected sections, Mutual assures you a warm welcome throughout home-town America.

T H E M U T U A L B R O A D C A S T I N G S Y S T E M

SHOWS OF TO-MORROW — —

— a salute to the producer

By M. H. Shapiro
Editor, RADIO DAILY

ONLY the other day, two fairly prosperous-looking men ambled east in Radio City and marveled at the line of patrons waiting to enter the portals of the Music Hall. "A business," one of them remarked. "How would you like something like that where the customers fall all over themselves waving their money at the cashier, everybody breaking their neck to get into the store. I'd love it!" And so they continued their way, possibly without a thought to the fact that before you see the "customers" breaking their necks to get into the "store" you must create the reason why, that the particular theater-crowd they were passing was the result of a finished product of endless hand and tear on individuals in Hollywood and elsewhere, careful planning and execution so that some 90,000,000 people weekly could find something to amuse them in numerous theaters throughout the country. Someone somewhere always shoulders the responsibility of seeing to it that the theater patrons get their money's worth so to speak—and if he fails—there is a new boy making the mistake. The responsibility is great.

It is a responsibility however than the broadcasting industry should shoulder the responsibility far greater in every respect. When members of the family go to pictures and certain members are often left home. *Radio is in the home.* It is hardly ever a matter of activity as to programs when the "family" tunes in. There is a danger on one hand of something fearful reaching junior's ears or is there any danger on the other hand of mom or pop being left in the cold. The dial is handy, there are many stations to choose from and most any time of the night or day there is suitable programming which strikes a happy medium. Latest figures based on the 1935 Census reveals 28,048,219 Radio Families. Some sources estimate several hundred thousand more. Average weekly listener-ship, while never exactly tabulated, undoubtedly soars far above the weekly average credited to motion picture and other amusements. Thus, the greatest obligation on the part of any group in the history of the world, whether entertainment, education, enlightenment, global, national or local community affairs, falls upon the group charged with supplying radio listeners with programs.

As well the broadcasting industry has discharged its obligation to its millions of listeners may be gleaned from its "customers." It holds true both literally and figuratively. Actually one cannot exist without the other; without the sponsor's enterprise and investment, the personality and program would be lost to the radio audience without the audience tuning in, and subsequently buying the advertiser's product, the advertiser could not continue along such lines. Which, of course, is no new observation; but no matter how much money a sponsor pours into radio, without the writer, producer, director et al and their work perfectly coordinated, there still is no program worthy of the name.

Naturally all radio programs are not dependent upon commercial angles. Probably some of the finest ever heard are 100 per cent the product of the station or network and the categories run from straight entertainment to public service, educational news, symphonizations or symphony orchestras. Once again there is no

beginning and no end without the program-builder, his vision and ability to present it to the best advantage to his radio audience.

The second year of the war finds the industry subject to the same trials and tribulations as the average yet there was no loss to the listener in so far as his programs were concerned. Whatever the drawback, the listener was never told that due to circumstances beyond the station or network's control much less the war, programs would from now on be of inferior quality or that in place of the wonderful schedule originally planned, the audience would have to take whatever could be cooked up, pot-luck for the duration.

On the contrary, programs were never better than now. New blood and ideas born of the war have been constantly injected despite difficulties. The spirit of Victory and a Lasting Peace has imbued itself in radio programming, not by accident but by decisive action and courageous treatment. While it does not apply to every show, those dealing with the war theme have developed a style of realism unsurpassed on the stage, screen or written page.

Thus to the everlasting credit of the "man behind the gun," whatever his role as part of the cog in the wheel that provides the endless chain of programs, there is no letdown as a result of the war. The "unseen army" that provides the millions of listeners with fresh viewpoints and programs daily on 16, 18 and sometimes 24 hour schedules, continues its toil despite the handicaps of war. Not only does it hold true of the station or network, but the independent writer and producer as well, who not only feels the responsibility to constantly maintain program standards but to exceed those of the past with all the resources at his command. Further he often makes substantial investments and gambles on the likes and dislikes of various factors. Usually he hits the mark—if he doesn't—there is no group of listeners to offer condolences; only those expecting the best and plenty of it every time they turn the knob. For they are the ones after all, who decide what constitutes a successful program. The failures, they consider none of their business—and rightly so. For radio has long since committed itself to deliver a complete service, be it agency, client or listener.

So, in the following pages, RADIO DAILY dedicates its "Shows of Tomorrow" as a salute to the men and women who so diligently strive to present to the American public the fruit of their labor—the best programs they know how to write and produce.

That so many fine shows are available notwithstanding the double duty of many in cooperating with the various government agencies, is a tribute to radio's undiminished progress, a steady trend since the day it was born.

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for
American Programs



**200 CLASSIFICATIONS OF MUSIC
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MUSIC



113 WEST 42nd ST.
NEW YORK, N. Y.

PROGRAMMING OF TOMORROW — —

— — the pattern changes

By Clarence L. Menser

Vice-President In Charge Of Programs

National Broadcasting Co.

WOULD be impossible to make a prediction on radio programming of tomorrow without taking into consideration the past year. During that year the whole pattern of radio programming was changed in order to reflect the impact of the war. This was indicated by the hundreds of thousands of announcements carrying such messages, by the changes in the plots of daytime serials to include personal experiences undergone by soldiers all over the country who have sent men and women to the service, by hundreds of special war shows which have replaced many regular features, and by innumerable presentations in camps of programs which normally belong in the studios. Then a quick resume of the facts indicates not only the extent of the great solidity and integrity of radio's contribution to the war effort. It stands as a convincing bit of evidence against those who have, from time to time, been critical of radio's war effort and who must now be surprised when they realize how wrong they were in assuming that this industry, devoted primarily to entertainment, could not tighten its belt with the rest of the country and take its proper place with other war industries.

Speaking for the Program Department of the National Broadcasting Company, I can only say that we are in the war for the future. We will continue our programming in the future, as we have in the past, on a basis of balance between entertainment and war information which will provide what we believe to be the greatest impact upon the greatest possible audience. The point at which we will probably experience the most difficulty is the supply of talent. Our greatest concern for the year ahead must therefore be, at this point, the indications that the manpower situation will make continued demands upon the industry for both performers and creators of radio material. This is particularly true because the radio industry is built chiefly around the activities of young people. The most crucial point of all in the talent situation will probably be that of writers. Unfortunately this is a group whose contributions have not always been properly recognized. That will change before another year has come and gone. More important still, his audience will also recognize it. Many a director who has felt that only his inspired direction could bring life to the lifeless words he has been handed by a writer, will find many a secret session before the wailing wall. But like every other difficulty, this one may also have a brighter side. Certainly the time is ripe for all the writing talent which has lain unplanned at never being given a chance to step into the spotlight and center stage.

These same opportunities will be open to performing talent as well as writers. While the full importance of this fact may not be realized for two or three years, certainly the next year can be a significant one in introducing comedians and other much needed types of performers. The Program Department of NBC, in anticipation of this problem and as a hope for its partial solution, has already set in motion an extensive plan for development of talent of all types—writers, performers, directors, announcers—in all stations throughout the network. If the present and coming emergency, with respect to all these types of talent, will result in re-examining our methods of talent development and in removing some of the haphazard elements which we have had in the past, they may hold hidden benefits. The daytime serials fill such an important place both in the

radio program structure and in the minds of their tremendous audience that they will, of course, continue. So long as they tell stories and tell them well, they will always be with us. And rightly so. A world which has given hours on end to story telling since man became articulate is not likely to change its habits radically.

As for night-time radio, it will continue, as it has in the past, to present free of charge the greatest mass of high-grade entertainment and information which the civilized world has ever known. For the past year it has delivered with great efficiency all of its force and influence to the war effort, and it will undoubtedly continue to do so in the future.

The change in listener habits brought about by changes in their lives due to the schedules of war industries places increasing importance upon the late night shows. NBC started several years ago to schedule studio-built shows in the late evening hours on the theory that there was an audience for this type of presentation. This attitude has not only been justified, but it has become increasingly important with the shift to late working hours for millions of our listeners. This type of scheduling will be maintained and increased in line with the evident demands of our audience.

One aspect of radio programming will need definite attention during the coming year. The rising tide of discussion concerning it, along with the inevitable economic need for preserving it in one form or another, makes consideration of it imperative. This is the one minute announcement. That the problem hasn't been met very intelligently most everyone will agree. Insofar as the announcement generally becomes as irritant to listeners, it is bad. If the industry is wise, it will set its genius for meeting problems to work on this one and devise ingenious methods of presentation by which these announcements can be programmed in a way that will be acceptable to the listener and profitable to the station and the advertiser. It would be most unfortunate if the problem were simply ignored on the basis of economic expediency.

Two factors which have appeared within the last year will probably have much to do with our overall programming structure. The loss of talent will probably force us into programming more music. The industry has long catalogued and used much of the musical literature in the world. It has been extremely remiss in making available to itself and using a comparable amount of the dramatic literature. With music available and with performers of the written word unavailable, it is natural that there should be a swing toward musical programs. A second factor which lends itself to this thinking is institutional advertising. With industry generally in its present position, with many products unavailable to the general market, but with a desire to keep the product name before the audience, there will probably be more institutional programming. And since this is a type which lends itself to music, large musical programs are again indicated.

Radio program departments have given ample testimony of the fact that they are both ingenious and flexible. They know that it is their business to reflect the spirit of the time as well as to serve the listener. The available material for radio programs is so tremendous and the fundamental elements of proper presentation are so well known that there should be no fear on the part of anyone that changing conditions in the world cannot be met with programs which will hold an audience, either for entertainment or for the delivery of a message.

Listening In

With Ben Gross

Before you do any eyebrow-lifting over the network trend, take a look at what WHN has cooked up for the serial-weary. Starting yesterday at 3 P. M., this independent outlet inaugurated a daily two-hour live variety show tagged "Gloom Dodgers." Combining the hour live variety show with news headlines and song, comedy, theatrical chatter of sports and the Barry Sisters, Adrienne Ames, the Barry Sisters, Sid Walton, Don Saxon, Marty Clickman, Carol Singer and Dick Ballou's Orch., the session offered welcome relief from the tear-drenched woes of the many and Sewing Machine Girl.

SEPT. 29, 1942

**PRIZE PACKAGE
of the INDUSTRY**

"GLOOM DODGERS"

9:00 A. M. to 1:00 P. M. — MONDAY through SATURDAY

Chasing Gloom WHN's Two-Hour Variety Show Is Extended to Four Hours

By HARRIET VAN HORNE

When a network show is good it usually graduates from the stepchild status of sustainer to the exclusive ranks of sponsored productions. When it proves itself very good indeed the sponsor sometimes adds more stations to the network.

On the smaller stations, when a good show snares a sponsor, you might think that's the end of it. Usually it is. But WHN was not content to let matters rest there when its afternoon variety show, *The Gloom Dodgers*, drew sponsors, fan mail, rave notices and a decidedly healthy audience rating. Result is that the two-hour show today was extended to four hours and switched from late afternoon to the morning. It will be heard henceforth from 9 to 1, six days a week. Three masters of ceremonies are required for this extraordinary session: Tiny Ruffner, the handsome six-footer formerly with NBC's *Show Boat*; Irving Kaufman and the show's regular, Mort Lawrence. Rest of the cast remains the same: Adrienne Ames, the Barry Sisters, Karole Singer and Don Bestor's orchestra. Four news spots are the only serious interruption of the morning-long tomfoolery.

Chief charm of *The Gloom Dodgers* is that it all sounds casual and unrehearsed. The teneness, the elaborate fanfare of some of the evening shows is mercifully missing, as is the variety bill top-heavy with guest stars.

APRIL 2, 1943

"*Gloom Dodgers*" is that live-talent, gay and tuneful show that provides the currently-sought "escape" entertainment of music and comedy in the morning, and with it blends informative fifteen-minute news reports. Informal, strictly off-the-elbow, casual . . . this sparkling program gets close to its audience.

A pre-built and proven program, "*Gloom Dodgers*" is sold in fifteen-minute periods across the board, Monday through Saturday at a package price for **time and talent**.

50,000 WATTS

1540 BROADWAY, NEW YORK 19 N. Y.
Chicago Office: 360 N. Michigan Avenue

Anything can happen and anything does!

In less than a year "*Gloom Dodgers*" has established itself as an impulsive variety program with universal appeal . . . as a showmanship program that sells. For in the size and responsiveness of its audience there are proven sales possibilities.

STATION
WHN
NEW YORK

1050 on your DIAL

NETWORK PROGRAM PROBLEMS — —

— — as indicated in 1943

By Davidson Taylor

Assistant Director of Broadcasts
Columbia Broadcasting System

The year ahead in radio looks good for all-girl orchestras, audience participation shows, comedians over 38 who can write their own material, and Frank Sinatra. It is also safe to predict that good broadcasts of all kinds will become more plentiful in the coming twelve months, because experienced men have learned what a good program is and will be harder and longer to find.

At the same time, radio's war job must be done even better than has been done thus far. The war requires at this stage the maximum effort radio can put forth, and the war has taken many of the best equipped to make that effort.

High casualties among our soldiers and sailors would make meaningless some programs which now seem quite acceptable. Producers and writers of dramatic programs are already asking themselves whether the emotions, ideals and involvements of their characters are not becoming pallid and trivial as compared with the heightened drama of their listeners' lives. The program to escape (from the ills we know to those we know not of) still has a place on the air. But the programs which pretend to be an arena where we are going to have to reexamine their scales of values.

When the comparatively successful war programs are going to be themselves merely repeating a formula and lagging behind the procession of events if they don't look out. Pity the plight of the man who spends his whole time writing about mileage rationing. Mileage rationing is just as important as it ever was, but he can't say anything to say about it any longer. Nonetheless, someone will have to think of something new to say about mileage rationing.

A good many people who have never done program work are doing it now. Other new people will undertake this kind of job shortly. They will bring to the air some new ideas. They will tend to make a great many of the mistakes radio has tried to guard against during the past two decades. The Army has devised several brilliant methods of speeding up the teaching process in such vital fields as, for instance, the learning of languages. With application, an officer can be taught by new methods to speak Chinese with a basic vocabulary in two weeks. The Army has speeded up its program training courses considerably, no matter how much it can speed up training, it cannot give the experience, and consequently the new ones must have constant and creative supervision. A good many radio officials have paid slight attention to programs since the day their positions went from the red into the black will have to start thinking hard about programs again.

News will obviously continue its vital role in the program program. The correspondents and the analysts will have to bear an even greater weight of responsibility for accuracy and clarity, and the radio news agencies will be obligated more fully to give all the news consistent with security. Meanwhile, the processes of coverage will have to be mastered. The problem of covering an invasion now arises.

The Army's wire recording machine, which is just short of miraculous, will be loaned to radio correspondents who will then be the units to the fronts, record the sounds of action and the words of the men engaged, and ship the coils of wire to a point of security. There the recordings will have to be censored and edited before they can be transmitted. The device is simple, portable and almost shockproof. It is not foolproof. Its usefulness

in compelling the civilian to share the sense of battle will depend on the quality and the imagination of the men who employ it.

The thrill has departed from the mere recognition of the fact that a broadcast originates abroad. They now want to know, when they head a foreign pickup, "What is he saying? With what authority does he speak?" Transmission from Great Britain has already reached a point of dependability beyond the dependability of originations from a good many American stations on any given network. Now and then a broadcast from England may be distorted seriously, and occasionally it may be inaudible, but it usually is well thought-out and it makes sense.

Such programs as "Answering You," "An American in England," and "Transatlantic Call" point to a day when a program may originate in any part of the world, provided the show is there. But the radio public in this country has become world-conscious before it has become America-conscious. Radio in the United States has been more enterprising in originating programs from abroad than from the towns which most Americans call home towns. Often the programs from other towns than New York, Hollywood, and Chicago imitate the metropolitan product.

American stations are just beginning to explore the techniques of what the British call actuality programs. There has been an increase of programs which present real people speaking their minds, but the rich vein of our national life is largely untapped.

Straight entertainment is a craft, and must come from the key stations which have the money, the security and the production talent to present the most gifted performers. This may well be the year when the public realizes, for the first time, that Mr. Benny, clever as he is, does not actually make up all those funny sayings every Sunday night. Somebody has to write down who says what when. Somebody has to edit it. Somebody has to direct it and pace it. Then, if almost everybody listens, it's no accident. Perhaps the listeners at length will learn that good programs are not a grand improvisation, but are the result of talent, brain sweat, taste, and skill.

Listening patterns are changing, the radio program men will have to keep up with the alterations in audience distribution around the clock. Also they must not forget that curtailment of travel makes stay-at-homes even more dependent on radio for their information and their entertainment than they have been before.

One other little chore confronts radio program people this year, in addition to helping terminate the war, taking care of personal replacements and keeping audience. That is the job of looking ahead and doing programs about the shape of the future before the future becomes irrevocably the past. Post-war programs cannot be confined to dull talks and lively discussion. Somehow they must captivate the imagination of the large public, stimulate thinking and propose conclusions. Radio itself is as much a parcel of the future as is democracy. What kind of post-war world the listeners want will be determined to a large extent by the kinds of post-war worlds they think are possible, and radio must tell them some of the possibilities.

Mr. Churchill has asked "What kind of people do they think we are?"

American radio must aid its listeners in answering another query: "What kind of people do we think we are?" The answer to that would certainly speed victory and help to clarify the peace.

WNEW vs. Soap Operas

● Some people say daytime serials upset people's nerves and things. Maybe so, but we don't believe it.

But we do know there are more people in New York who *don't* listen to soap operas than there are people who *do*. It's not so much their nerves—they just like music.

From 10 a.m. to 6 p.m. when soap opera heroines are coming to grips with life on the two big networks, here's what's happening on the other New York stations:*

WNEW has a 23% larger total audience than the next nearest network station.

WNEW has a 31% larger total audience than the second nearest network station.

WNEW has an 80% larger total audience than the next nearest independent station.

And with the others, there's no contest.

When you're buying New York, buy the biggest audience for the least amount of money—buy WNEW.

** Source: The Pulse of New York, May, 1943.*

WNEW

501 MADISON AVENUE • NEW YORK, N. Y.

Serving New York and New Jersey Twenty-Four Hours a Day

NATIONALLY REPRESENTED BY JOHN BLAIR & COMPANY

THE BLUE LOOKS ITSELF OVER — —

— — via the Barnum angle

By Phillips Carlin

Vice-President In Charge Of Programs
Blue Network

WHEN good old P. T. made his historic remark about suckers and their birthrate (I believe it was one a minute) he was speaking as a prophet who foresaw the birth of radio and the Blue Network. Mark Woods is a sucker, as are Ed Kobak, Barry, Fred Thrower, all our salesmen and even the charlady who cleans out the memoranda from the baskets at night. We too be known as suckers. For we're push-overs for ideas and propositions from individuals, production agencies, strangers as well as friends. The doors in the Blue offices might just as well be taken out and used in National Defense as scrap metal. We didn't have to fight any war to establish an open-door policy with the birth of the Blue.

These are not mere words, but facts which have been established by practice. Some of the production agencies which can testify on our behalf include General Amusements, William Morris, Wolfe, Phil Lord, Bernard Shubert, Music Corporation, Ray Moran, Robert Maxwell, "les freres" Lewis, and a host of other organizations as well as individuals. Somehow or other word have leaked out that we were receptive to promoting the fellow's ideas and properties. There have been few arguments about contracts, production control, credit lines, and all the other detail which consume time and energy, while the show sits on the shelf. We feel that the best way to try out a show is not by discussion in the office but by airing over those cycles. People never become very enthusiastic about inter-office communications or lists of program availabilities, but they do like to hear that thing that comes out of the loud speaker. "Les Freres" is French for "the brothers."

We think it's a swell idea to have ambassadors-at-large running the show for the Blue. No network has any corner on ideas or creative genius, certainly not the Blue. In fact a network consists of contributions from many sources, broadcast by a cooperative set-up of stations in the public interest.

We're not the richest network in the world yet, which accounts for the fact that some shows have been foregone, but where there is a possibility of listeners and the budget could stand it, we've taken a flier. There's been a grand feeling of movement and excitement about our operation for that reason. Not all of the shows have proved successful, which proves that we're in the show business. Probably 100 different shows in the last 17 months, since the formation of the new Blue, have been booked. Incidentally a substantial number of them have been sold. Just to give you a little figuring, and here's what we found. Since January 1942, we've auditioned 1400 actors and actresses, 300 singers, 200 acts, 81 package shows, 36 commentators, and 475 prospective announcers, besides auditioning 40 shows for agencies. You can add to that list 1600 children auditioned by Madge Tucker for our two children's programs. Many ideas have been auditioned several times, but we've tallied them only once. If you put together the do-re-mis, the well-rounded tones, and the variety that we've heard during these auditions, I'm sure they'd be heard around the world or thereabouts. Probably we've turned out a good many great performers, sterling acts, and great package shows, but who hasn't in this business? If we could find that fellow who could pick them right all the time he could

name his own salary, and we'd manage to sell another piece of business to pay it.

You very seldom hear the word "lousy" used around the Blue Network. People are too busy looking for the good to use that expression. Perhaps a few of us may back-slide occasionally and think it. The result is that whereas a show could be given an audition and then be brushed off, we now re-audition on some occasions as many as three or four times before we finally discard or accept. We're always hoping to be able to accept it. In order to further experiment, we have occasionally made it a practice to run the shows locally to prove them before going to the network. This has paid dividends, and will continue to pay more as time goes on.

We're very susceptible to the success of local shows in other cities because we feel that people are more or less the same all over the country. There are very few city slickers left when you really come down to it, and judged by the laughter that accompanies many of the comedy shows. Simplicity has been greatly disregarded in much of radio's thinking. There's been perhaps too much stress on tricky, new methods. In short, listeners don't change in their likes nearly as fast as radio producers think they do. If you don't follow me just check the top shows of today and you'll discover that they're the same old formulas with better production.

The Blue had a big job ahead of it when it started and has made some progress. We're rather proud of our commentators and children's programs, and our morning schedule. We have tried to do our share in the war effort. We think we have the finest in symphony, opera, Farm Service, Forum, if we must mention reluctantly these details. We'd take off the doors of 30 Rockefeller itself to let in a few comedians, but who wouldn't! You can see that in addition to being suckers, we're also honest, which may in the long run pay off. Last month we let even our musicians into our business secrets when we got them together at a buffet supper. Our mail boys and secretaries know as much about all the Blue is doing as our President and Vice-Presidents. Their status differs only in that they perform different functions at the present time for the Company.

When I was invited to write this article, it was suggested that I dwell on some production angle. However, when I started, the only angle that I could offer was that we're an organization trying to produce 100 per cent rooters for the Blue, who would ultimately make us the number one network. I shall leave to others the theories of writing, production, audience trends, and rating structures. I could of course say something about some of the simple but very effective shows that now seem to be intriguing our daytime listeners on the Blue, the fact that we have in operation several excellent cooperatives, have increased our sales more than any network, that we have the greatest gang of network station managers in the country, and a few other modest items of this type. However, I have finished my 1200-word allotment, so I must retire now to my desk and muse further on P. T. Barnum.

You fellows in the business that read this know what I'm talking about, and will accept my cordial invitation to drop in, if for no better reason than to look over our secretaries.

Philadelphia

in

'43

Continues to Be
**America's Number 1
Arsenal**
The Reason Why!

MORE WORKERS
(New Ones—Thousands †)

MORE PRODUCTION
(Topping '42's All-Time High)

MORE MONEY
(Payrolls at Peak—120% Above 1940)

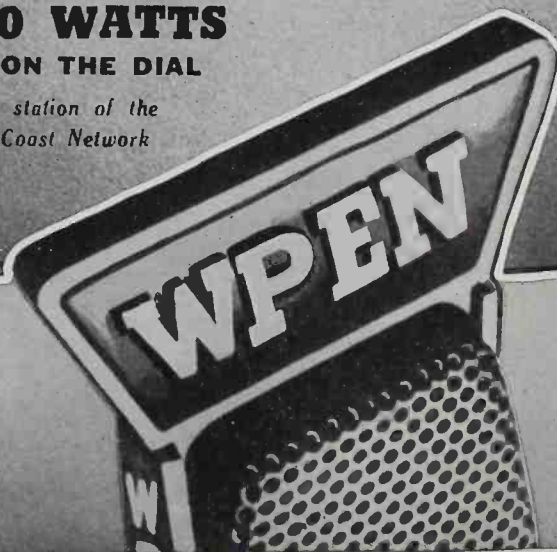
A war-working, war-spending Metropolitan
area—that is Philadelphia in '43.

Philadelphia is BUYING—Let "the Station
that Sells," do your SELLING!

5000 WATTS
950 ON THE DIAL

Affiliated station of the
Atlantic Coast Network

WPEN



WHO-DUNIT SHOWS FOR ESCAPE — —

— — blame it on Hitler

By Adolph Opfinger

Program Director

Mutual Broadcasting System

THE war has brought radical changes to the broadcasting industry—changes which are such a far cry from the programming of the pre-war years that they are bound to leave a permanent mark on all future radio operations even after the case celebre," the war, is over.

As soon as Pearl Harbor became a fact, radio was faced with special responsibility in serving its country's needs. One facet of this obligation was keeping the public as well informed as possible on all phases of the war. The other was keeping the program dynamically geared to the war effort by offering complete escape from it.

Thus, tucked into the wartime program schedule, a schedule which ranges all the way from government produced shows to the spot coverage of the news, are those air features which are named primarily to offset the mental ravages of the war—the "escape" shows, whose sole purpose is entertainment without reflection, relief from "war nerves" without apology. Mutual did not arrive at the conclusion that people at war need relief from it by any hit or miss procedure. Test after test of listener reaction was made before we decided to spot our log with a liberal assortment of these shows. This, added to certain undeniable statistics gave us the proof we needed. The picture was clear. Americans have gone all out for murder and spooks as a means of relaxation.

Since the problem of programming for a nation at war can be broken down into three parts; producing those shows which are primarily informative, those which are informative and entertaining and those which are simply entertaining.

It is the latter category which has brought about the great resurgence of the mystery program to the networks. Since the Mutual has added three thriller serials to its log, Nick Carter, Sherlock Holmes and Murder Clinic. All of these, which amplify the six years of unswerving popularity of that veteran, "The Shadow," are completely divorced from the war. The Holmes are direct adaptations of the original classics, as are the Nick Carter stories. Murder Clinic presents a different fictional classic each week. Only one who-dun-it, Bulldog Drummond, deals with the war.

The other networks have attacked the problem of presenting escapist mysteries from a different angle. Lights Out and Suspense are divorced from the war angle but are built on original premises. These two merely add grist to the four year old popularity of the network's Crime Doctor series. NBC has added two shows to its who-dun-it roster, Ellery Queen and Mr. and Mrs. North, following out the pre-war Mr. District Attorney. The Blue carries three old shows, Gangbusters, Manhattan at Midnight and Jury Trials, and the two new ones, Inner Sanctum and Adventures of the Falcon. All of these, on all three networks, have something in common. They offer complete escape from the war.

The fact that three Mutual shows, The Shadow, Bulldog Drummond and Sherlock Holmes are sponsored attests to the great popularity and commercial sureness of escape programs. Mutual is currently considering three more of this nature.

Radio is not the only field which has utilized escape literature. To date there are 40 million mystery fiction fans. Last year five million mystery stories were sold. Seventy per cent of all newsstand sales were detective literature. The tremendous popularity of such Broadway hits as Uncle Harry, Arsenic and Old Lace, Angel Street, etc., has kept producers scurrying around trying to find other thriller vehicles. The movies are now putting out more thrillers than ever, with sure box office receipts.

The natural emphasis in a wartime program schedule does not, of course, fall upon escapist shows. On the contrary, it falls upon those shows which are directly tied up with the war and are designed to either give information solely, or give information and entertainment at the same time.

Regarding these types of shows, the Mutual network has spared no effort or expense in meeting its obligation to the government and the public.

According to an 11-month survey of operations during 1942, a total of 1913 war-effort programs of special and regular features were presented. Out of a total of 875 special features, 333 were devoted to talks and special on-the-spot news features, many of the latter exclusive with the network, directly geared to the war effort. Of the 130 sport features presented, most of them exclusive, 24 were used as money-raisers for one or another of the war organizations.

Eighteen hundred and forty-eight war effort shows were presented over Mutual on a sustaining basis during this period. Of these, 906 were devoted to our armed forces, with the Navy alone consuming 245 of these.

Mutual's presentation of religious broadcasts over this same period not only exceeded last year's, but also concentrated all its efforts on the war. Out of a total of 46 special programs, 35 were directly concerned with some phase of the war.

Our coverage of the news has expanded to the point where more than 20 different news analysts bring more than 80 individual news broadcasts to listeners each week. This in addition to a day-in-day-out schedule of news broadcasts covering every aspect of the war. Our foreign staff also gives the news from key points in London, Algiers, Cairo, etc.

The broadcasting industry as a whole has spared no effort in serving its country's needs as a morale builder and an information clearing house. Programming, under such a policy, has changed from the business of giving the public what it wants, to giving it what it needs, at the same time. Such a change is bound to permanently affect the industry, since both parties have benefited from it. Just how much, the post war world will show.

Mention should be made here of another type of escapist show which has a definite place in the wartime program schedule, the "inspirational" program. This, which ranges anywhere from the homely philosophy for the man on the street to simple poetry reading, has gained much favor with listeners since the war. Basing its policy on the fact that both our armed forces and the home front need the added solace of religion in one form or another, Mutual has greatly expanded its use of this type of program.

SUSPENSE! CHILLS! THRILLS!

"THE WEIRD CIRCLE"

Radio's Newest, Most Exciting
MYSTERY PROGRAM!

Latest surveys show drama programs steadily climbing in popularity. And here is a new radio show that fits today's trend.

"The Weird Circle," produced by the NBC Radio-Recording Division, is a half-hour series of weird, suspense-filled adventures! Stories by the greatest writers of all time; Poe, Bulwer-Lytton, de Maupassant, Balzac, Hugo, Collins and others—acted by some of radio's finest dramatic talent, perfectly produced at NBC—"The Weird Circle" is a sure-fire audience-builder, promises to be a certain success for every type of sponsor.

Ask your local station to arrange an audition or write NBC Radio-Recording Division today for complete details of this magnificent series of 26 half-hour broadcasts. "The Weird Circle" is mystery at its best, radio at its peak of effectiveness!



MORE GREAT NBC SHOWS

In tune with today — keyed for tomorrow!

Let's Take a Look in Your Mirror — with Stella Unger . . . details of this popular show on page 45.

Time Out for Fun and Music — with Allen Prescott, Felix Knight, Ted Steele, and Grace Albert . . . Success story on page 99.

Carson Robison and His Buckaroos . . . a homespun hit.

Betty and Bob — tops in serial drama.

Hollywood Headliners — Stella Unger's stories of the stars.

Flying for Freedom — daring exploits of United Nations' airmen.

The Name You Will Remember — William Lang's hard-hitting personality sketches.

Five-Minute Mysteries — complete, exciting mysteries in each episode.

Getting the Most Out of Life Today — William Stidger's down-to-earth philosophy.



NBC RADIO-RECORDING DIVISION

NATIONAL BROADCASTING COMPANY

RCA Building, Radio City, New York, N. Y.

Chicago, Ill.

Washington, D. C.

Hollywood, Cal.

HOWS • OF • TOMORROW

Fourth Annual RADIO DAILY "Shows of Tomorrow," which follows, presents an alphabetical list of shows available for sponsorship. Compilation of this data has been made through the cooperation of the networks, producers, stations and other branches of the industry. Each show has been classified into one of fourteen categories. All information herein was obtained by questionnaire and in each case was signed by an accredited agent or official of the producer or station submitting the show. RADIO DAILY does not assume responsibility for possible confiction in title, idea or other contingencies that may arise in connection with the listings on succeeding pages. A list of independent program producing organizations, who are represented in this edition, may be found on page 111.

043 ☆ DRAMATIC STRIP SERIAL ☆ 1944

About the Life of Mary Sothern

standing success when it was on networks for Hinds Honey and Almond. Now available locally via transcriptions in single cities. Program revolves about Mary Sothern's life, told by well-known network writer. New York cast insures all essential ingredients for result getting daytime air. Other sponsors include Bristol and Corn Products Refining Co. Availability: E. T. Length: 15 minutes, 5 times weekly. Audience Appeal: Female. Suggested for: Morning or afternoon. Client Suitability: Foods, soap, women's products, household commodities. Number of Artists: 6 to 8. Unit Cost: \$10 to \$25, based on market. Audition Facilities: Transcriptions. Submitted by: Charles Michelson Radio Transcriptions, New York, N. Y. (See Page 100)

Adventures of Raffles

Series based on the adventures of famous modern London Robin Hood. The series his talents are turned to espionage in behalf of his country. Action is featured by the cool and the keenness of thought of the particularly under trying and apparently hopeless circumstances. Availability: Live talent. Length: 15 minutes, 3 or 5 times weekly. Audience Appeal: Juvenile; Entire family. Suggested for: Afternoon and evening. Client Suitability: General. Number of Artists: Average of 4. Unit Cost: On application. Audition Facilities: Transcriptions. Submitted by: Columbia Pacific Network (See Pages 58, 59)

Adventure Unlimited

Rate this all inclusive title, almost purely historical and exciting event can be dramatized. It is a low cost program because of its format can be made as big as anything on the air. Follow the war from week to week. Dramatize events in the news, or can come into a semi-historical document. The dramatizations pertaining to the life of the country. Availability: E. T. Length: 30 minutes, once weekly. Audience Appeal: Entire family. Suggested for: Evening. Client Suitability: Oil company or industrial firm.

Number of Artists: 14
Unit Cost: \$1,000
Audition Facilities: Transcriptions
Submitted by: Don Lee Broadcasting System
(See Page 112)

Bachelor Girls

Story around three girls; one girl, singer of popular tunes, vaudeville type and modern popular style. Maid does a negro characterization, also sings character songs A La Ethel Waters. Third girl, impractical type, changing jobs constantly. Point rationing and timely subjects introduced in script, also usually a good recipe for utilizing left-overs. Availability: Live talent. Time Units: 15 minutes, 3 or 5 times weekly. Audience Appeal: Female. Suggested for: Morning. Number of Artists: 3 people. Audition Facilities: Transcriptions. Submitted by: Gordoni Radio Productions, Chicago, Illinois

Betty and Bob

"Betty and Bob" is a dramatic serial with top-flight cast: Arlene Francis, Carl Frank, Milton Cross, etc. Story deals with experiences of young married couple and their newspaper, working against corruption in small city, and contains all the elements of human interest, excitement, romance and comedy. Musical theme is by Allen Roth's orchestra. Three hundred ninety programs successfully used by departments stores, grocers, household commodities and other products in major markets, are available. Maximum time allowance is provided for commercials. Publicity aids are furnished, including recorded advance announcements, photos, mats, releases, weekly synopses, newspaper "spotlight" ads. Time Units: Fifteen minutes, 5 times weekly. Audience Appeal: Female; entire family. Suggested for: Morning or afternoon. Client Suitability: Foods, household commodities, dept. stores, institutional. Number of Artists: Variable. Audition Facilities: Transcriptions. Submitted by: NBC Radio-Recording Division
(See Pages 20, 82, 86)

Beyond Reasonable Doubt

"Beyond Reasonable Doubt" is a powerful dramatic strip show, built in two cycles. The first cycle is built around circumstantial evidence, following a mur-

der. A romantic "triangle" is maintained throughout. The second cycle moves to the locale of the Caribbean and again deals with mysterious circumstantial evidence around property destruction. Again, heart interest is maintained through a romantic "triangle." This is a powerful dramatic availability, designed principally for an adult audience. Locale is national and the series is usable in any section of the country. Availability: E. T. Time Units: 15 minutes, 2 to 6 times weekly. Audience Appeal: Female, Male. Suggested for: Late afternoon and evening. Client Suitability: General. Number of Artists: Average of 10 per episode. Unit Cost: Percentage of rate card. Audition Facilities: Transcriptions. Submitted by: Associated Music Publishers, Inc., New York, N. Y.

Cavalcade of History

A series of 62 dramatized "Dates That Made History": A 32 piece band, two very fine vocalists and dramatic talent make up this outstanding series of transcribed fifteen-minute programs. It is varied in interest, tells of the "Discovery of Radium," "Invention of Electric Light," "Betsey Ross," and "Florence Nightingale." This show has an unusually strong popular appeal. Usable in any section of the United States, Canada and our Possessions. Commercials available. Availability: E. T. Time Units: Fifteen minutes, 1-2-3 times weekly. Audience Appeal: Entire family. Suggested for: Evening or Sunday. Client Suitability: Department Stores, Utility Companies, Banks, Jewelry, Furniture, Optometrists. Number of Artists: 50. Unit Cost: 40 per cent of one time "A" National Rate. Audition Facilities: Transcriptions. Submitted by: Transcribed Radio Shows, New York, N. Y.

Clinic for Horror

Whimsical horror mysteries, presided over by Dr. Drago de Sade, who browses among the corpses of the morgue for a new and evolved supernatural thriller each week. Even Dracula and the Werewolf of Paris, De Sade's acquaintances, are cuddly sheep compared to the grisly characters who move through this popular, fast-moving series. Dr. De Sade is Richard Glyer. Availability: Live talent

Time Units: 15 or 30 minutes, once weekly. Audience Appeal: Female or male. Suggested for: Late evening. Client Suitability: Sporting goods or beverages. Number of Artists: Maximum of 5. Unit Cost: \$75.00 plus station time. Audition Facilities: Will pipe live talent. Submitted by: KLX, Oakland, Calif. (See Page 93)

Dearest Mother

"Dearest Mother"—dramatic serial for women listeners. Thrilling, exciting story of young Rita Morgan's struggle for happiness and a place for herself in the business world. The suspense and mystery of the story is enhanced through the use of a letter which Rita writes to her mother every day. Rita's various hopes, thoughts and suspicions are revealed in these letters. During the course of broadcasting, the audience is offered copies of Rita's letters—merchandising plan. Availability: E. T. Time Units: 143 episodes, 15 minutes; 3-5 times weekly. Audience Appeal: Female. Suggested for: Morning. Client Suitability: Soap, dairies, bakeries, department stores, food products, etc. Audition Facilities: Transcriptions. Submitted by: Exclusive Radio Features Company Limited, Toronto, Canada

Forbidden Diary

130 fifteen-minute episodes transcribed in this unusually dramatic continued story... the story of the Wynns of Willowville, starring 14-year-old Judy Wynn. Hooper surveys and fan mail response prove Forbidden Diary outpulls network competition. An unusual merchandising hook. Star-studded array of network talent. Scripted by one of radio's foremost writers of continued stories. Availability: E. T. Time Units: 15 minutes, 3, 5 or 6 times weekly. Audience Appeal: Female. Suggested for: Morn, afternoon or evening. Client Suitability: Grocery or drug. Number of Artists: 10. Unit Cost: E. T.—based on population. Audition Facilities: Transcriptions. Submitted by: Frederic W. Ziv, Inc. (See Page 38)

Gallant Heart

The story of a modern girl and the friends she meets in the chaotic world of war as a member of the WAAC's. Origin Hollywood.



CBS, by a painstaking, cautious, conservative combing of every one of 3072 counties of the USA, can tell you how to reach the gentleman in the picture, together with the family for whom he works—how to reach him more often, for less cost, than has ever been possible in human communication before. The nature of what you tell him is up to you to decide, up to

him to judge—but there he is, and CBS knows concretely *where* he is, and *how often* he listens—and from that you will get helpful guidance. The sooner you translate whatever claim you may have to his respect and support into action, the more soundly you will sleep nights *because you have taken him into a genuine partnership-of-purpose with you.*



It's right in his lap

The subject of the photograph is named John.

He is the Average American.

A very *un*-average person he is. He and his wife and kids (in the service or not) are 'what makes America go'. He works for somebody or other—maybe himself, even—but he runs the country. Increasingly it becomes apparent to him that his responsibilities and those of his kids are not limited by our national boundaries.

He runs the country?

Yes. What is perhaps more urgent is that **HE RUNS YOU.**

He's got the major problems of the world squarely in his lap. He realizes that if he doesn't tackle and solve them he will have to take orders from whoever tackles and solves them first. *He is thinking very hard these days.*

He doesn't like to sound off an opinion without plenty of facts to fortify his instincts.

He relies on radio, enormously and increasingly, for the facts and impressions on which he bases his judgments. He and his family listen some 5 hours a day. He is cagey as a fox about believing—or disbelieving—the information, argument and emotion he gets from the air. But out of his weighing, accepting and rejecting of everything he hears, he forms an opinion, and acts on it. This is called *public* opinion. *Radio* public opinion is 31 million families strong.

His personal opinion—no matter what the captains and the kings may say—will decide what happens to the USA in the factory, the military field, and the home.

He is not to be trifled with, nor deceived—especially on the air. He is "open to argument", and in the long run he is just. He is grateful for a good time, bountiful in his generosity, scornful of fraud—and loyal to tried friends.

He's worth taking up your case with. In 28 million homes he and his family listen to CBS. After all, he's your boss.

The CBS logo consists of the letters "CBS" in a white, serif font, centered within a solid black rectangular box.



TOP FLIGHT PROGRAMS

THIS IS OUR CAUSE
FLY WITH THE NAVY
VICTORY QUIZ
CURTAIN AT 7:45

WELCOME TO WHEELER
MYTHICAL MUSIC HALL
SWING TIME CLUB
THIS IS FOR ME

conducted by

TOP FLIGHT PERSONALITIES

WAVERLEY ROOT
STAN SHAW
TEDD LAWRENCE
DON DUNPHY

JAMES G. GERARD
MAJOR PAUL C. RABORG
HENRY SYLVERN
PHIL COOK

mean

TOP FLIGHT SALES

AT **LOWEST COST**

THE NEW

Wins

1000 ON NEW YORK'S DIAL

New York's Fastest Growing Station

28 West 44th Street, New York City • Bryant 9-6000

*Now
operating on
Full Time !!*

Availability: Live talent
Units: 15 minutes, five weekly
Appeal: Entire family
Suggested for: Afternoon
Submitted by: NBC
(See Pages 33, 34, 35, 36)

Great Men

Sketches of the great men of science
Program is narrated using the flash
back picturing the events which lead
to the momentous discovery or invention
of a particular scientific truth or feat. In-
cluding historical and "period" back-
ground.
Availability: E. T.
Units: 15-30 minutes, twice weekly
Appeal: Entire family
Suggested for: Evening
Client Suitability: Home-diathermy and
others employing scientific discoveries
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: Asch Recordings

Hill Top House

Weekly dramatic strip with an Or-
ganic background. Filled with
returning episodes that come with
a man raising other women's chil-
dren. Hilltop House has an enviable
record for its 4 years run on C.B.S. Led
by time shows on C.B.S. for almost
10 years. A revival of this show will
bring dividends to any client.
Availability: Live talent or E. T.
Units: 15 minutes, 5 weekly
Appeal: Entire family
Suggested for: Morning or afternoon
Client Suitability: Any household product
Audition Facilities: Transcriptions or will
accept live talent
Submitted by: Wolf Associates
(See Page 84)

In Search of Happiness

Minute episodes featuring "thought
experiments" of Helen, a school teacher who
is married a soldier with a ten-
year old son... and following the life
of a woman and the boy and their com-
munications from the man. The incidents
are simple and may be used as complete
dramatic programs or spotted in a 15
minute musical show.
Availability: E. T.
Units: 5 minutes, 5 times weekly
Appeal: Female
Suggested for: Morning or early afternoon
Client Suitability: Feminine product
Number of Artists: 2 (minimum) to 4
Unit Cost: \$400 weekly
Audition Facilities: Transcriptions
Submitted by: Mercury Radio Recording
Studio

Killers of the Sea

Story of adventure, thrills of the sea
man who fears no denizen of the
ocean, depicting the courageous American
who simplifies clean living. This man
engages in undersea combat with
Devilfish, Tiger Sharks and death
of Broadbilled Sawfish. Suspense,
submersibles, submarines and seaplanes
Capt. Wallace Darewell giving you
a breath-taking thriller and tops it off
with a love flavor touch.
Availability: E. T. epi.
Units: 15 minutes, three weekly
Appeal: Entire family
Suggested for: Late afternoon or evening
Client Suitability: General
Number of Artists: 7
Submitted by: Witte Radio Productions

Klondike

Nine 15-minute episodes in serial
depicting saga of Alaska in gold rush
of Hector Cheigny, author of "Lost
City" and "Lord of Alaska," wrote
the script. Produced by Ted Bliss, CBS

Hollywood director: leads by Bea Ben-
dante and Fred Shields. Story starts in
days of Soapy Smith and then up the
trail to Dawson. Romance, action and
adventure. Three out of four Alaskan
stations bought at first audition. Particu-
larly timely now because of interest in
Yukon territory and front page news of
action in Alaska.

Availability: E. T.
Time Units: 15 minutes, 3 times weekly
for 13 weeks only
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Low priced consumer
goods line; or general institutional
advertising
Number of Artists: Average 8
Unit Cost: \$15 to \$25 per quarter hour
Audition Facilities: Transcriptions
Submitted by: Ralph L. Power Agency

Let's Tell Stories

This is the greatest "story telling" ses-
sion on the air. Hundreds of stations
have found that this show, inspired by
a Larry Menkin idea and scripted by
John Fleming, does a better job than a
great musical-variety show. It's as good
as the man who does it—and while it's
basically a script presentation—it can be
auditioned by any one of a number of
name announcers upon request.
Availability: Live talent; E. T.; Script
Time Units: 15 minutes, 5 weekly
Audience Appeal: Entire family
Suggested for: Morning, afternoon or eve-
ning
Client Suitability: The type of stories told
vary with the client
Number of Artists: One
Unit Cost: \$350 per week, network—per
station rate varies
Audition Facilities: Will pipe live talent
Submitted by: The Script Library

Little by Little House

"Little by Little House" has done a
wholesale of a job for furniture retailers. It's
the story of a side-of-the-road stopping
place for tourists, which is the main scene
of action. All the action comes to the
scene, instead of being dragged in by
the heels, for all kinds of people stop at
the Willows, from bank presidents to
honeymooners. A complete plot and
underlying theme runs throughout, with
the remodeling and refurnishing of "The
Willows," young romance, old romance,
plot and counterplot, mystery, murder,
embezzlement, a home development pro-
ject, etc. Series is accompanied by a
complete merchandising plan. 39 1/4-hour
episodes.
Availability: E. T.
Time Units: Fifteen minutes, 2, 3 weekly
Audience Appeal: Female
Suggested for: Morning or afternoon
Client Suitability: Furniture retailers, de-
partment stores
Number of Artists: 7 to 9
Unit Cost: Based on population of market
Audition Facilities: Transcriptions
Submitted by: Kasper-Gordon, Inc.
(See Page 62)

Little Red Schoolhouse

Based on Old Time School of 60 or more
years ago, it re-lives the days of McGuffey
Readers, Blue Back Spellers, calico and
gingham. Songs and customs of the pe-
riod are woven into sentimental dialogue.
The School Master and "Scholars" along
with a number of villagers have become
household words in thousands of homes.
Availability: Live talent or E. T.
Time Units: 30 or 60 minutes, 1, 2, 3, 5
times weekly
Audience Appeal: Entire family
Suggested for: Saturday morning as a
once weekly half-hour show; after-

DRAMATIC STRIP SERIAL

noon as a strip; evening as a once
weekly half-hour show
Client Suitability: Any product for house-
hold consumption
Number of Artists: Average of 10
Unit Cost: (Script, production, 10 players)
One time 1/2 hour show, \$35.00; 3
time weekly 1/4 hour show, \$75.00;
5 time weekly 1/2 hour show, \$112.00
Audition Facilities: Transcriptions or will
pipe live talent
Submitted by: WNOE, Inc., New Orleans,
La.

Love Story Time

Dramatic series set in Arizona, based
upon adventures of Judy Hamilton, an
Arizona ranch girl, and Dr. David Hart,
an easterner, who poses as a professor
of archaeology but who in reality is a
government investigator. Couple, along
with their friends, indulge in spy chases,
combat Japanese agents on the Gulf of
Lower California, and also carry on a
romantic and active love affair. Largest
mail puller after two-year successful run
for Tovrea Packing Company.
Availability: Live talent
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Morning
Client Suitability: General (sponsored for
two years by meat packer)
Number of Artists: 5
Audition Facilities: Transcriptions
Submitted by: KOY, Phoenix for Tovrea
Packing Company

Mr. and Mrs. X of Scotland Yard

"Mr. and Mrs. X of Scotland Yard" is
a serial story dealing with the adven-
tures of an American couple, who acci-
dentally become operatives for Scotland
Yard.
Availability: Live talent
Time Units: 30 minutes, once or more
weekly
Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: 10 supporting cast
Audition Facilities: Transcriptions
Submitted by: Herman Bernie, Inc.

My True Story

My True Story is a radical departure
from daytime radio story telling. Based
on the voluminous files and stories which
are handled yearly by True Story Maga-
zine, this series presents each afternoon
at 3:15 a complete dramatic, exciting love
story based on a true incident. The pro-
gram in a short run has pulled up rat-
ings and on a request for comment as to
continuation pulled almost 10,000 letters
—extraordinarily high without give-away.
Each story, complete in itself, has been
characterized by exceptional playing of
top New York talent. No stock company
treatment—each play being cast to type.
Availability: Live talent
Time Units: 30 minutes, 5 times weekly
Audience Appeal: Female
Suggested for: Morning or afternoon
Client Suitability: Women's products
Number of Artists: Variable
Audition Facilities: Transcriptions or will
pipe live talent
Submitted by: WJZ—Blue

Phenomenon, Electrifying History

As thrilling as tomorrow! Exciting ad-
ventures of modern man going back into
time to relive history with those who
were making it. Outstanding talent of

Hollywood and New York starring Claude
Rains, Hugh Conrad. It's the world's
most romantic adventure story, expertly
produced by Arthur B. Church Produc-
tions.
Availability: E. T.
Time Units: 14 minutes, 30 seconds; five
times weekly
Audience Appeal: Entire family
Suggested for: Late afternoon; early
evening
Client Suitability: Electrical products or
utilities
Number of Artists: Cast varies with neces-
sities; no expense was spared
Unit Cost: On request; give names of
markets in which interested
Audition Facilities: Transcriptions
Submitted by: Arthur B. Church Produc-
tions, Kansas City, Mo.

So This Is Marriage

Janet Gaynor, one of Hollywood's most
beloved personalities is starred in this
story of Midge and Robert, a typical Amer-
ican husband and wife, living quietly and
a little selfishly. The wife hasn't the
courage to stand up against her club
president. The husband is bullied by his
boss. But they meet with these situations
and others which arise, and in a charm-
ing manner they live the situations which
might occur to every American husband
and wife. The starring role is tailored
especially for Janet Gaynor and she is
supported by a splendid cast. "So This
is Marriage" is written by Agnes Chris-
tine Johnston, noted motion picture writer.
The situations in this show are lived every
day in many American homes. Its ap-
peal would be universal with an every-
day sincerity which would soon make the
series a favorite with listening audiences.
Availability: Live talent
Time Units: 15 minutes, once to five times
weekly
Audience Appeal: Female or male
Suggested for: Evening
Client Suitability: Products for feminine
use
Number of Artists: Two to six
Unit Cost: Available on request
Audition Facilities: Transcriptions
Submitted by: National Concert and Ar-
tists Corporation
(See Page 88)

Sunnyside

Described as "Radio's laughing house-
hold," this program is a broadcast riot
of wholesome fun, in a setting familiar
to all, the typical American home. The
situations in which this average family
finds itself and the ways each member
of this lovable household employs to
extricate themselves from the every day
trials and tribulations which confront
them, are good radio comedy, guaranteed
to produce a laugh a minute.
Time Units: 15 minutes, one or more times
weekly
Audience Appeal: Entire family
Suggested for: Morning, afternoon, eve-
ning
Client Suitability: General appeal product
Number of Artists: 5 to 7
Audition Facilities: Transcriptions
Submitted by: G. C. Bird & Associates

The Career of Alice Blair

Starring Martha Scott in the title role.
A "white collar" girl story of Alice Blair
of Middleton who goes to the big city
to find her career. Remarkable ratings.
Proved mail-puller. Original a cappella
choir theme and mood music. 130 quar-
ter hour programs, directed by Carlton



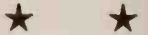
This isn't the ad we started to write...

At first we thought we'd say something about how hit radio shows happen—particularly how BLUE hits happen.

We were going to say there's no way to tell in advance—you just had to give the show time on the air. Then, we intended to explain that we are constantly auditioning and air-testing programs; that our "Open Door" policy (a welcome to any producer with ideas) was and is a big factor in boosting our record of new hits.

We intended to go on from there and brag a

little about the BLUE's lead in several program classifications—notably News Commentator, Children's Programs and Top-name Bands. Also, with true BLUE modesty we were going to mention the awards we've won—3 out of 4 of the Women's National Radio Committee 1943 awards—and the one from the American Legion Auxiliary—for War Effort program



WINGS TO VICTORY

The Army Air Corps in training and combat. Thrill-packed half-hour, written and produced by members of the Air Corps Training Center, Santa Ana, California.

HISTORY IS FUN

New type quiz show built around American History. Designed to stimulate interest in a vital subject, knowledge of which has been found so universally lacking. Ted Malone is MC.

LIVING SHOULD BE FUN

Vitamins and nutrition treated with understanding and excitement by Carl Fredericks, foremost authority in the field. New to networks, Fredericks is put in mail like a veteran.

THIS IS OFFICIAL

A half-hour service program presented by accredited members of Government departments who give Washington's official answers to problems besetting puzzled people. James C. McDonough, famed BLUE commentator, is MC.

CHAPLAIN JIM

Through the fictional "Chaplain Jim," series dramatizes the work of U. S. Army chaplains. Produced in cooperation with the War Department under supervision of the Hummerts.

BREAKFAST CLUB

A ten-year-old favorite with Don McNeill (incorrigible award and poll-winner) and MC. Marion Mann, Nancy Martin and Jack Baker are featured singers. The show is completely unrehearsed and resulting spontaneity is one reason for its success. Fifteen-minute segments available.

MY TRUE STORY

Radical departure in daytime programming, this series presents a complete story each day. Material is drawn from the published stories in True Story Magazine. Enthusiastic acceptance by BLUE station speaks well for the program.

AIR-TESTED BLUE HITS



Available for Sponsorship

RHYTHM ROAD

Why, slangy, irreverent, good-natured, this program has won a welcome itself in a few short weeks. Features Ray Morgan, virtuoso of the tin-pan-alley; Helen O'Connell, Belle of The South; and Jimmy Lytell and orchestra.

SEA HOUND

Produced in cooperation with the Coordinator of Inter-American Affairs, this adventure serial has all the Americas for its scene. Colorful characters and unusual merchandising possibilities make Sea Hound a vehicle deserving attention.

ARCHIE ANDREWS

Based on a comic magazine series, Archie Andrews represents first major attempt to present comedy in a script show appealing to youngsters. Writing and direction make it a stand-out.

HOP HARRIGAN

Dynamic, timely, geared to the growing interest in aviation, Hop Harrigan is a produced show with a large following. Heavily sponsored regionally, the series has proved a sensational sales builder.

LITTLE BLUE PLAYHOUSE

Long-standing favorite with the BLUE's younger listeners, this half-hour dramatic series tells the story of America's heroes and its great men—past and present. Written by Ira Marion, directed by Gene Tucker.

COAST TO COAST ON A BUS

Through music and song and laughter and on the Sunday morning bus of The Blue Rabbit Line takes its listeners on a pleasant jaunt through entertainment. Featuring some of the most talented youngsters in radio.

LOVE PROBLEMS

With its separations, changes and upheavals has created new problems for people. Allie Lowe Miles, long-time radio personality, brings practical advice to advice-seekers. A program of woman interest—man interest, too!

FARM AND HOME HOUR

First and still the most successful national program devoted to the interests of Mr. and Mrs. American Farmer. Produced in cooperation with the interested Government Bureaus, the program is authentic and entertaining.

BOSTON SYMPHONY

America's most distinguished Symphony Orchestra is a round-the-year schedule of concerts. The Winter Season under the direction of Dr. Serge Koussevitzky; the Boston "Pops" in the summer, directed by Arthur Fiedler. A most unusual sponsorship opportunity.

SALUDOS AMIGOS

Thirty minutes of music of all the Americas, produced in cooperation with the Coordinator of Inter-American Affairs. Features Victoria Cordova, sensational BLUE "find." Cast includes Jose Ferrer as narrator, the Andriani Brothers and Paul Lavalle and his orchestra.

GREEN HORNET

Anti-crime thriller that has long been recognized as one of the top children serials on the air. Each episode is complete in itself and each is built around some timely topic in America's battle against crime, espionage and sabotage.

GAME PARADE

Pot-pourri of games, quizzes, tale-telling and other games, with young participants drawn from an always-crowded studio. Produced by Natalie Prager, an authority in the serious business of entertaining youngsters.

NEWS COMMENTATORS

The following nationally-known analysts are available for sponsorship: Martin Agronsky, Baukhage, Wilfrid Fleisher, George Hicks, Major General Paul B. Malone U.S.A. (Ret'd), James G. McDonald, Roy Porter, Henry J. Taylor, Edward Tomlinson, Harry Wismer (Sports).

APPOINTMENT WITH CRIME

Written by Jerry McGill, one of radio's most successful scripters, this thirty-minute "whodunit" follows the adventures of an unusual trio, Sally, Mac and Harvard who make man-hunting a business. A new contender for popularity.

THE FALCON

Just the opposite of the protagonists in "Appointment with Crime"—the Falcon is a sleuth who refuses to take himself seriously. The Falcon has a weakness for the ladies which adds a romantic cast to the script. A successful book character and movie sleuth bids for air success.

LADIES BE SEATED

The rotund and celebrated Ed East and the pert Polly team up again in a new pot-pourri of quizzes, wheezes and prizes—a program which bids fair to duplicate all of the success which has attended East in the past and present.

MEET YOUR NAVY

A great show—which has done great things for a previous sponsor. "Meet Your Navy" is produced at the Great Lakes Naval Training School—uses for talent members of Uncle Sam's Navy. Some of the "regulars" on the program are long-time radio luminaries.

JOHN FREEDOM

In just over a year, John Freedom has become a legendary character. Patterned on the "Scarlet Pimpernel" of the mauve Baroness Orczy—John Freedom makes it his business to foil the Nazi reign of terror in conquered countries. A series of tense, exciting melodramas—well written and well authenticated.

WEEKLY WAR JOURNAL

Complete week-end review of the news—featuring a group of distinguished BLUE commentators. Pick-ups from foreign sources round out the report—which gives the listener a complete picture of the week in review.

because we think our record here is pretty good.

But after all (we thought) you are more interested in what programs we have available for sponsorship—that is, what HIT PROGRAMS.

Instead of writing a long ad—we'll give you a long list of BLUE shows any one of which you will find profitable to sponsor.

(P. S. We want to remind you that we have completed a "Survey of Daytime Radio Listening Habits"—which is full of facts about listeners' preferences. It's a handy guide to have at your desk as you check program possibilities. Want us to mail you a copy?)

The Blue Network

A SERVICE OF RADIO CORPORATION OF AMERICA

New York • Chicago • Detroit • Hollywood • San Francisco

★ **BMI Scripts Sell Radio Time**

★ **"ACCORDING TO THE RECORD"**

... a fast, crisp, interest-compelling 5 Minute Script is clicking cash registers for stations across the country

★ **Here's Proof . . .**

"Here's one for the record . . . the script was received Saturday afternoon and sold to the Adams Baking Company on Monday afternoon. That's action. We've been trying to sell that particular account for over three years. It took only ten minutes to sell them ACCORDING TO THE RECORD."

*Paul Wagner, Manager
WPAY, Portsmouth, Ohio*

"We have sold your five minute script to Frankel's Department Store starting July 1st."

*John L. Henry, Commercial Manager
WSAZ, Huntington, W. Va.*

"I have received your ACCORDING TO THE RECORD program and I think it's pretty swell. We will probably have it sold before the week is out."

*Edward C. Obrist, Program Manager
WFIL, Philadelphia, Pa.*

THIS SERIES IS BUT ONE OF 20 A WEEK (55 PROGRAM UNITS) THAT ARE BEING USED BY BMI LICENSEES

The scripts (5, 10, 15 and 30 minutes in length) employ BMI music that is to be found in your transcription library or on phonograph records. Many stations use the scripts with live music. They are all carefully timed and come to you ready to go

on the air. In these days of manpower shortages they have been eagerly welcomed by stations of all sizes. If you are not completely informed on the scripts that are available to you as a BMI licensee you may get full information from us by return mail.

*Address inquiries to
RUSSELL SANJEK
Director BMI Continuity Department*

BROADCAST MUSIC, INC.

580 FIFTH AVENUE, • NEW YORK

and featuring Joe Cotten as well as
 Scott.
 Availability: E. T.
 Length: 15 minutes, 5 times weekly
 Audience Appeal: Female
 Broadcast for: Morning, afternoon, or evening
 Suitability: Grocery or drug
 Number of Artists: 10
 Submitted by: E. T.—based on population
 Audition Facilities: Transcriptions
 Submitted by: Frederic W. Ziv, Inc.
 (See Page 38)

The Elm Creek Folks

—Joe Rockhold—writes "Elm
 Creek Folks" and acts some of the roles
 including that of Orrie, the star
 show. Program has proved itself
 sales and mail results over the
 years. It is a radio serial filled
 with the elements of good drama—
 a lot, rich and homey humor, sus-
 pense and heart interest. "Elm Creek
 Folks" is the small town in all of us,
 and its life.

Availability: Live talent or E. T.
 Length: 15 or 30 minutes weekly
 Audience Appeal: Entire family
 Broadcast for: Morning or evening
 Number of Artists: One, two or three, de-
 pending on script
 Audition Facilities: Transcriptions
 Submitted by: WLS, Chicago, Ill.

The Idea Man

—Joe of a screwy, inventive turn of
 mind meets Girl (Josie) a sweet, substan-
 tive. Their lives mingle, romance
 but complications develop—
 as a result of Joe's miraculous inven-
 tions. It's sprightly comedy.

Availability: E. T.
 Length: 15 minutes, 3 or 5 times
 weekly
 Audience Appeal: Entire family
 Broadcast for: Evening
 Suitability: Broad general appeal.
 Would be perfect for dentifrice
 Number of Artists: 4 to 7 actors
 Unit Cost: 3 per week \$1500; 5 per week
 \$250.

Submitted by: Disco Recording Co., Inc.,
 St. Louis, Mo.
 * In preparation

The Johnson Family

The humor and simplicity of the south-
 ern negro are brought to life in the dra-
 matic portrayal of the story of the John-
 son family and friends, all in person of
 Jimmy Scribner. Expert mimic, he switches
 characters (22 of them) in a proverbial
 bat-of-an-eye. Justifies title of "One-Man
 Show" not only by playing entire cast
 but by writing script and supervising pro-
 duction. Scribner combines homespun
 personality and flexibility of script to at-
 tract local sponsors of all types to date.
 Availability: Live talent
 Time Units: 15 minutes, 5 times weekly
 Audience Appeal: Entire family
 Suggested for: Evening
 Client Suitability: Food, beverages, house-
 hold goods

Number of Artists: 1
 Unit Cost: Cooperative price: 5 a week,
 1/2 the one-time national rate
 Audition Facilities: Transcriptions
 Submitted by: Mutual Broadcasting Sys-
 tem (for Station WKRC, Cincinnati)

The O'Neills

"The O'Neills" with a ten year record
 of success behind it, are now available.
 C.A.B. and Hooper reports speak volumes
 for this show plus the fact that it's mer-
 chandising values have made it one of
 the best buys in the daytime field.
 Availability: Live talent
 Time Units: 15 minutes, 5 weekly
 Audience Appeal: Entire family
 Suggested for: Morning or afternoon
 Client Suitability: Any household product
 Audition Facilities: Will pipe live talent
 Submitted by: Wolf Associates
 (See Page 84)

The Playmakers-Lab

Organized four years ago as a "Little
 Theatre of the Air," fostering local dra-
 matic talent in all types of plays, especial-
 ly original and experimental plays. Now
 boasts of a group on the par with any

DRAMATIC STRIP SERIAL

kindred organization—prepared to pro-
 duce upon order of advertiser or to build
 shows within.

Availability: Live talent
 Time Units: 60 or 30 minutes, 1, 2, 3, 5
 times weekly

Audience Appeal: Entire family
 Suggested for: Evening
 Client Suitability: Have produced for all
 types of client

Number of Artists: 5 to 20, depending
 upon show's requirements

Unit Cost: (Exclusive of station time) \$25
 includes production and 5 players
 (above that, \$2 per unit player)

Audition Facilities: Transcriptions or will
 pipe live talent

Submitted by: WNOE, Inc., New Orleans,
 La.

Uncle Jimmy Starring William Farnum

"Uncle Jimmy" represents to best act-
 ing of William Farnum's long stage,
 screen and radio career. It's a human-
 interest drama filled with down-to-earth
 philosophy and every-day situations that
 will do much to boost morale of all who
 hear it. Sponsored successfully by such
 firms as Castilian Soap, Loose-Wiles Bis-
 cuit, 2-in-1 Shoe Polish, Shinola, New
 England Baking Company, Bangor Bak-
 ing Co., California-Oregon Power & Light,
 Dr. Pepper Bottling Co., George, Denter
 & Sons, Colonial Coffee Company, and
 others. 156 1/4-hour transcribed shows com-
 pleted in series which will compare with
 any network "soap opera" on the air.
 Production by Warner Bros. Hollywood
 studios.

Availability: E. T.
 Time Units: Fifteen minutes, 3, 5 weekly
 Audience Appeal: Female
 Suggested for: Morning or afternoon
 Client Suitability: Any product with femi-
 nine appeal
 Number of Artists: 7 to 12

Unit Cost: Based on population of city,
 power and rates of radio stations
 used

Audition Facilities: Transcriptions
 Submitted by: Kasper-Gordon, Incorpo-
 rated

(See Page 62)

Vampire

A couple, just married, start out life in
 an ancestral manor that has a frightful
 history of the supernatural. They fight
 an overpowering past and many times
 it appears as though the past will win.
 Only a cast of two act in this daily
 supernatural whodunit, which has an in-
 teresting test station history.

Availability: Script
 Time Units: Five minutes, five weekly
 Audience Appeal: Female or male
 Suggested for: Afternoon or evening
 Client Suitability: Mass product
 Number of Artists: 2
 Unit Cost: \$250 per day
 Audition Facilities: Will pipe live talent
 Submitted by: American Radio Syndicate

Uncle Jim & Ginger

Laid in an estate of a wealthy man,
 where Uncle Jim who hails from a small
 mid-west farming district is placed among
 the social lights of a bustling community.
 Many comedy and many dramatic situa-
 tions arise.

Availability: Live talent
 Time Units: 15 minutes, 3 or 5 times
 weekly
 Audience Appeal: Entire family
 Suggested for: Afternoon
 Client Suitability: Soap, foods, beer or
 cereal
 Number of Artists: From 4 to 7 depending
 on script
 Unit Cost: \$1500.00 per week for 5—\$875
 for 3 times per week
 Audition Facilities: Will pipe live talent
 Submitted by: W. M. Ellsworth, Chicago,
 Ill.

1943 ★ DRAMATIC SERIES ★ 1944

Adventures of Dr. Worth- on, Complex-Hunter

—A series of weird dramas combining mys-
 tery and adventure based on eerie and
 mental manifestations. Each
 reveals strange behaviours, un-
 explainable acts, fears, prejudices result-
 ing in common and extraordinary men-
 complexes. The fictitious Dr. Worth-
 on, Complex-Hunter, solves these
 puzzles of the mind in language of the
 past. This absorbing, thrilling pro-
 gram provides perfect escape entertain-
 ment for the average listener and appeals
 to the vast ready-made audience for
 radio stories.

Availability: Live talent or E. T.
 Length: 15 minutes, 5 times weekly
 Audience Appeal: Entire family
 Broadcast for: Evening
 Suitability: General
 Number of Artists: 6 (minimum) to 10, plus
 pianist
 Unit Cost: Available on request
 Audition Facilities: Will pipe live talent
 Submitted by: Radio Features of America,
 New York City, N. Y.

Lead of the Headlines

"Lead of the Headlines" is now in
 its second year for Younker Brothers De-
 partment Store, Des Moines, Iowa, where
 it has been outstandingly successful in

stimulating mail order business and in-
 creasing sales in advertised departments.
 Scripts are extensively researched and
 excellently prepared. These scripts are
 furnished set for local commercials and
 use by local commentator.

Availability: Scripts
 Time Units: Fifteen minutes, 3 or 5
 weekly
 Audience Appeal: Entire family
 Suggested for: Morning or afternoon
 Client Suitability: Department stores, fur-
 niture store, company appealing to
 women

Number of Artists: One
 Unit Cost: \$3.00 to \$10.00 per script based
 on population of major city
 Audition Facilities: Scripts
 Submitted by: Webber Radio Programs

American Scene

Tomorrow's city comes to life in "The
 American Scene" by Arthur Henley just
 as the city it dramatizes, this show is ex-
 perimental. . . . It's ideal good will stuff
 for a sponsor who is interested in selling
 a post-war product that's out of this world
 . . . as it now stands. Plenty commercial.
 The series can arrange for contests among
 its listeners as to what they think will
 be most desired and required—when
 Peaceday arrives.
 Availability: Script

Time Units: 30 minutes, once weekly
 Audience Appeal: Entire family
 Suggested for: Evening
 Client Suitability: Class product
 Number of Artists: 6 to 8
 Unit Cost: \$1,000 weekly
 Audition Facilities: Will pipe live talent
 Submitted by: American Radio Syndicate

America's Famous Fathers

"America's Famous Fathers" is a dra-
 matic-interview series starring big name
 personalities, one on each show, such as:
 Admiral Byrd, Lowell Thomas, Deems
 Taylor, Otis Skinner, Lauritz Melchior,
 and others. Howard Lindsay, star of
 "Life With Father," is emcee. He inter-
 views the "guest father" each week, and
 when the interview leads to some impor-
 tant event in the life of the guest, program
 fades into an actual dramatization of
 that event. Stories are full of comedy,
 human interest and pathos, and all are
 actual fact.

Availability: E. T.
 Time Units: 15 minutes, once weekly
 Audience Appeal: Entire family
 Suggested for: Evening or Sunday
 Client Suitability: General
 Number of Artists: 5 (minimum) to 15
 Unit Cost: Available gratis to radio sta-
 tions; write for terms for exclusive
 use in your market
 Audition Facilities: Transcriptions

Submitted by: Kermit-Raymond Radio Pro-
 ductions, New York, N. Y.
 (See Page 73)

Appointment with Crime

"Appointment With Crime" is a fast
 moving, hard-hitting dramatic series writ-
 ten by Jerry McGill, one of radio's most
 successful writers. Each week, "Appoint-
 ment With Crime" will dramatize the
 complete half-hour adventure in the lives
 of Sally, Mac and Harvard, a threesome
 to whom man-hunting is a business, not
 a hobby. Each half-hour adventure will
 deal with both national and international
 crime, and intrigue, and are written so
 expertly and paced so swiftly that the
 half hour is over before one realizes it.

Availability: Live talent
 Time Units: 30 minutes, once weekly
 Audience Appeal: Entire family
 Suggested for: Evening
 Client Suitability: Various
 Number of Artists: Variable
 Audition Facilities: Transcriptions or will
 pipe live talent
 Submitted by: WJZ-Blue, New York, N. Y.

Author's Playhouse

An outstanding dramatic program fea-
 tured on the NBC networks for several
 seasons. Original scripts are by the
 country's most famous authors with radio

BALTIMORE

- Fastest Growing Big City in the East
- Great Industrial Center
- Diversification Insures Progress
- Ship and Plane Building Center
- A Great Port with a Great Future
- Intelligent Post War Planning

WBAL

- 50,000 Watts – Basic NBC Network
- First in Local, National and Network Advertising
- WBAL Promotion Builds More and More Listeners for Your Program
- First in the Hearts of Baltimoreans and other Residents of the Central Atlantic States

For further information about any point outlined above, write
WBAL or EDWARD PETRY & CO., Inc., National Representative



man by specially selected writers. The excellent cast is a twenty-piece orchestra conducted by Dr. Shlds. Origin Chicago. Availability: Live talent. Units: 30 minutes, once weekly. Audience Appeal: Entire family. Suggested for: Evening. Number of Artists: Varies. Unit Cost: By NBC. See Pages 33, 34, 35, 36)

Background for Action

An informative, stirring account of what is done now to prepare for a more peaceful life in the post-war world. Shows the workings of industry, of engineers, chemists, educators, etc., in framing the patterns of the future. Prominent leaders in varied fields participate as weekly guests. A series on an important subject, vividly presented.

Availability: Live talent. Units: 30 minutes, once weekly. Audience Appeal: Entire family. Suggested for: Evening. Number of Artists: 8 to 10. Unit Cost: Available on request. Audition Facilities: Will pipe live talent. Submitted by: Radio Features of America, New York City, N. Y.

Behind the Battle Front

An ever-ready, Hollywood's most successful film actor, former Hollywood playhouse star and producer, will bring you weekly that most thrilling series "Behind the Battlefront." A giant production of dramatic war events behind the front. The orders of our Government are given in commendments form. A half hour of thrilling entertainment, action, civilian defense, played by the best of Movieland's Studio Actors. A picture of the people, by the people and for the people. A program every true patriot has to listen to.

Availability: Live talent. Units: 30 minutes, once weekly. Audience Appeal: Entire family. Suggested for: Evening. Number of Artists: 10-15. Unit Cost: \$10,000 with orchestra. Audition Facilities: Will pipe live talent. Submitted by: Hollywood Star Production Company

Behind the Headlines

A dramatic series based on authentic background material supplied by the OWI and consulates of 28 Axis occupied countries and governments in exile depicting conditions in conquered countries, life of the Underground, and feats of espionage agents.

Availability: Live talent. Units: Fifteen or thirty minutes, once weekly. Audience Appeal: Entire family. Suggested for: Evening.

Client Suitability: Suitable for food or any product especially, sponsored by 26 weeks by large, local chain of supermarkets.

Number of Artists: 6 to 10. Unit Cost: \$250.00 per week. Audition Facilities: Transcriptions. Submitted by: WKY, Oklahoma City, Okla.

Get Short Stories from Liberty Magazine

30 transcribed quarter-hour programs featuring the most outstanding short stories that have appeared in Liberty Magazine. Each complete in itself. Each unique and different. Prepared by a star cast of New York network artists. This has been successfully used by motion picture advertisers. One of the few calibre programs available for

individual cities on transcriptions. Availability: E. T. Time Units: 15 minutes, one or more times weekly.

Audience Appeal: Entire family. Suggested for: Evening and Sunday. Client Suitability: Any type advertiser. Number of Artists: 8. Unit Cost: Upon request. Audition Facilities: Transcriptions. Submitted by: Charles Michelson Radio Transcriptions, New York, N. Y. (See Page 100)

Big City Parade

Dramatizations from true cases in juvenile courts—changed sufficiently to prevent recognition. Purpose of program: to help solve juvenile delinquency. A local judge could appear with the show for publicity purposes—institutional show and prizes can be awarded for the best letters submitted suggesting the judge's decision.

Availability: Live talent and E. T. Time Units: 15 minutes, twice weekly or 1/2 hr. once a week. Audience Appeal: Entire family. Suggested for: Evening. Number of Artists: Can be done with 6 actors on live show. Unit Cost: \$5.00 to \$15.00 per show, according to station. Audition Facilities: Transcriptions. Submitted by: Gordoni Radio Productions, Chicago, Illinois

By Public Acclaim

Created by Ronald Dawson. To settle the age old argument as to who was or is the greatest in any line of human endeavor, the public is asked to vote and the life of winner is dramatized the following week in a half hour show. Plenty of human interest and suitable for the entire family.

Availability: Live talent or E. T. Time Units: 30 minutes, once weekly. Audience Appeal: Entire family. Client Suitability: Desserts. Number of Artists: Cast of no less than 5, no more than 8. Unit Cost: \$2,500.00 per program. Audition Facilities: Transcriptions or will pipe live talent. Submitted by: Robinson Recording Laboratories, Philadelphia, Pa.

Captains of Industry

"Captains of Industry" 52 quarter hour dramatizations each of a famous American who achieved success (a la rags to riches), exemplifies opportunity in America, Carnegie, Rockefeller, Du Pont, Westinghouse, Edison, Astor, Dollar, etc. Exceptional unique merchandising idea at low cost is available.

Availability: E. T. Time Units: 52 quarter hour programs. Audience Appeal: Entire family. Suggested for: Evening. Client Suitability: Banks, Savings & Loan, Automobiles, Insurance, institutional. Number of Artists: Minimum of nine. Unit Cost: Based on population and station power. Audition Facilities: Transcriptions. Submitted by: Radio Producers of Hollywood

Chaplain Jim

"Chaplain Jim" faces honestly and squarely many of the personal problems which face men in the service. "Chaplain Jim," a fictitious character reflects the sound thinking and humane service which the Chaplains Corps of the forces renders to men in combat. Scripts have a fundamental appeal that have made this series extremely helpful to a better understanding of the service—moral, spiritual and educational—which the Chaplain renders. Currently "Chaplain Jim" has been as-

DRAMATIC SERIES

signed to overseas duty as a transport Chaplain. This role shows the part the Army Chaplain plays in helping men make one of the greatest adjustments of their lives . . . from that of being in an Army camp, to that of proceeding through the dangers of the high seas to the battle lines. All material is based upon actual experiences of transport Chaplains and Chaplains at the front and is prepared in cooperation with the War Department under the supervision of Frank and Anne Hummert, who produce it.

Availability: Live talent. Time Units: 30 minutes, once weekly. Audience Appeal: Entire family. Suggested for: Afternoon or evening. Client Suitability: Family appeal product. Number of Artists: Variable. Unit Cost: \$1300.00. Audition Facilities: Transcriptions or will pipe live talent. Submitted by: WJZ-Blue, New York, N. Y.

Children of Freedom

Fictional stories of heroism on the home front, the battle front, and in occupied lands. Each story is introduced by a character known as 'Freedom' who speaks again at the close of the program to praise those who fight and die in 'Freedom's' name.

Availability: Live talent or E. T. Both. Time Units: 30 minutes, once weekly. Audience Appeal: Entire family. Suggested for: Middle evening. Client Suitability: Practically unlimited. Number of Artists: Average of five or six depending on the story. Unit Cost: \$25.00 per script. Audition Facilities: Transcriptions. Submitted by: William F. Holland Agency

Dark Fantasy

Dramatic series based on supernatural events. A thriller-diller "escape" vehicle for war nerves. Authored by Scott Bishop, well-known in the pulp field and writer of the Blue Network series, "The Strange Doctor Karnac," and scripts for "Lights Out," "First Nighter," "Silver Theatre," "Grand Hotel," and "Grand Central Station." Described by the Blue Network as one of radio's most successful writers since 1930. Particularly well adapted for sponsorship by a medical account.

Availability: Live talent. Time Units: 30 minutes, once weekly. Audience Appeal: Entire family. Suggested for: Evening. Client Suitability: Medical account. Number of Artists: 6 to 10. Unit Cost: \$300.00 per week. Audition Facilities: Transcriptions. Submitted by: WKY, Oklahoma City, Okla.

Doctor Mac

"Doctor Mac" is a kindly, whimsical, absent-minded, and altogether lovable old Scotch practitioner who goes on his quiet way smoothing out domestic tragedies and human dramas. Mingled with the dramatic suspense is many a hearty chuckle. This story of a country doctor is complete in each episode, yet with a thread of interest which ties one broadcast into the next.

Availability: E. T. Time Units: 15 minutes, once or more weekly. Audience Appeal: Entire family. Suggested for: Morning; afternoon; evening. Client Suitability: Institutional family-appeal product. Number of Artists: 6 to 8. Audition Facilities: Transcriptions. Submitted by: Grace Gibson

Doctors Courageous

"Doctors Courageous" dramatizes incidents in the lives of famous doctors, unselfishly devoted to the cause of humanity. A few of the subjects in this heroic adventure theme are Lister, Mayo brothers, Daboe, Cushing (brain surgery), and Harnack (X-ray).

Availability: E. T. Time Units: 15 minutes, once or more weekly. Audience Appeal: Entire family. Suggested for: Morning; afternoon; evening.

Client Suitability: Drug stores. Number of Artists: 7 to 10. Audition Facilities: Transcriptions. Submitted by: Grace Gibson

Exclusive Story

"Exclusive Story" consists of dramatizations based on the fact that from the newspaper scoops gathered by reporters four corners of the world come tomorrow's at home and abroad. Series is full of human interest, pathos, comedy, tragedy and excitement. Each release is self-contained.

Time Units: 15 minutes, once or more weekly. Audience Appeal: Entire family. Number of Artists: 5 to 7. Audition Facilities: Transcriptions. Submitted by: G. C. Bird & Associates

Family Forum

Program deals with the problems raised in bringing up children and how to adjust them. The feature of the program would be an outstanding psychiatrist, who would also be a radio personality. Program consists of two parts—one a dramatization of a very interesting problem,—and the other part consists of interviews with the parents desiring information how to straighten out their family life. The program has appeal for the entire family, because all adults are interested in child and adolescent problems.

Availability: Live talent or E. T. Time Units: 30 minutes, once weekly. Audience Appeal: Entire family. Suggested for: Sunday evening. Client Suitability: Home products. Number of Artists: About 5. Unit Cost: About \$500. Audition Facilities: Transcriptions. Submitted by: United Broadcasting Co., Chicago, Ill.

Famous Escapes

Each program complete in itself. "Famous Escapes" dramatizes the thrilling, almost unbelievable escapes of Casanova, Dreyfus, Napoleon, Monte Cristo, Captain Bligh and 34 others.

Availability: E. T. Time Units: 15 minutes, once or more weekly. Audience Appeal: Entire family. Suggested for: Afternoon; evening. Client Suitability: Institutional, family-appeal product. Number of Artists: 6 to 8. Audition Facilities: Transcriptions. Submitted by: Grace Gibson

Federal Agent

In "Federal Agent" each complete program glorifies Federal law enforcement and the unrelenting search for law breakers. Series is made up of convincing, dramatic enactments that thrill old and young alike—a "crime doesn't pay" group of varied cases and locales, solved by the Federal Bureau of Investigation, Canadian Royal Northwest Mounted Police, Scotland Yard, etc.

Availability: E. T.
Time Units: 15 minutes, once or more weekly
Audience Appeal: Entire family
Suggested for: Afternoon or evening
Number of Artists: 5 to 7
Unit Cost: Dependent upon market
Audition Facilities: Transcriptions
Submitted by: G. C. Bird & Associates

First Person Plural

First Person Plural makes use of the directness which broadcasting makes possible. Because the audience meets each character of the play face to face through the microphone, the "footlights" of radio are dispensed with and each drama is performed as though the listener were actually seeing it happen—as an "eye witness." Logical breaks are possible, between the first person sequence and the third person sequences, for the commercials and merchandising of any product is simplified thereby.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: The better class mass product, i.e., the low priced class items
Number of Artists: Average five
Unit Cost: \$1,000
Audition Facilities: Will pipe live talent
Submitted by: Radio Events, Inc.

Five Minute Mysteries

Completely prepared on transcriptions, a mystery story in five minutes with room included for opening and closing commercials. Each program is packed with action throughout, yet never rushed. The cast is all New York network actors and do a superb job in every program. 26 weeks are already transcribed. The program has done sales jobs for Harvester Cigar Co., also the Bigelow Sanford Carpet Co.

Availability: E. T.
Time Units: 5 minutes, 3, 5 times weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any
Number of Artists: 6
Unit Cost: On request
Audition Facilities: Transcriptions
Submitted by: Charles Michelson Radio Transcriptions, New York, N. Y.
(See Page 100)

Five Star Final

"Five Star Final" has a long and brilliant record as news drama. It is a five-times-a-week live show with special musical and sound effects. Choosing four news items of prime importance, local as well as world events, a special cast enacts them so that listeners get the feeling of being where the news breaks.

Availability: Live talent
Time Units: 15 minutes, Monday through Friday
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: 4-7
Audition Facilities: Transcriptions
Submitted by: WMCA, Inc., New York, N. Y.

Five Star Theatre

"Five Star Theatre" is a footlight parade of miniature dramas, each self-contained in two acts. Broadway glamour, highly entertaining and diverting plots, smart dialogue, spontaneous humor and human interest are all combined, assuring listener loyalty and friendship from the first airing.

Availability: E. T.
Time Units: 15 minutes, once or more weekly
Audience Appeal: Entire family

Suggested for: Morning; afternoon; evening

Number of Artists: 5 to 7
Unit Cost: Dependent upon market
Audition Facilities: Transcriptions
Submitted by: G. C. Bird & Associates

Frontier Fighters

From the explorations of the undaunted La Salle, down through the years, to the establishments of a rich, far reaching empire along the Western slopes of the Pacific Coast, each program in this series abounds in acts of bravery, and reflects the indomitable will power and unflinching sacrifice of those hardy pioneers who made this great nation of ours possible.

Availability: E. T.
Time Units: 15 minutes
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Unit Cost: Dependent upon market
Audition Facilities: Transcriptions
Submitted by: Radio Transcription Company of America, Ltd.

Harold Teen

This program, based upon the famous comic-strip, is a well-tested and proven show. Presented in half-hour weekly form, "Harold Teen" is known to millions as one of the most popular comic-strip characters ever presented on the air. A purely American show for a sponsor who wants genuine audience-appeal and limitless merchandising facilities.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Afternoon or evening
Client Suitability: Household products, food products
Number of Artists: 6-10
Unit Cost: Moderately priced
Audition Facilities: Transcriptions
Submitted by: WGN, Inc., Chicago, Ill.

Hot Copy

This portrays a series of dramatic events behind the writing of a great syndicated newspaper column. Origin Chicago.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: Varies
Submitted by: NBC (Chicago)

Imperial Leader

The dramatized life story of Winston Spencer Churchill, England's fighting Prime Minister. Produced in Australia with an all-star Australian network cast, this show tells of Churchill's early boyhood, follows his experiences in the Army, his first political speech, throughout his colorful career, and up to the present day in wartorn England. One of the greatest programs of all time, tying up with headlines Churchill constantly makes. Sold for broadcast throughout Canada to George Weston, Ltd., Cracker Manufacturer. Other sponsors include: Embry-Riddle School of Aviation, Miami Fla.; Richmond Dry Goods, Richmond, Va.; El Paso Light & Power, El Paso, Texas; Old Regal Beer & Ale, New Orleans, La.; James Allan & Co., Jewelers, Charleston, S. C.; W. G. Avery Body Co., Jackson, Miss.; HPSG, Panama, and others. 52 1/4-hour shows.

Availability: E. T.
Time Units: 15 or 30 minutes, 1, 2, 3, 5 weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any kind of advertiser
Number of Artists: About 40
Unit Cost: Based on population of market power and rates of station used
Submitted by: Kasper-Gordon, Inc.
(See Page 62)

DRAMATIC SERIES

Irving Strouse's Invisible Theatre

Dramatic series of the occult, the unusual, the psychic, the other world, the borderline, and the scary. Half hour plays, each individual story, written and produced by Irving Strouse.

Availability: Live talent
Time Units: Thirty minutes, once weekly
Audience Appeal: Entire family
Suggested for: Late evening
Client Suitability: General
Number of Artists: Approximately four
Unit Cost: \$750
Audition Facilities: Will pipe live talent
Submitted by: Irving Strouse, New York, N. Y.

(See Page 100)

Lands of the Free

A dramatic program under the auspices of the Inter-American University of the Air. It is limited to institutional sponsorship, and is a combination of narrative and dramatic form presenting Western Hemisphere history and focusing a new light on the varied aspects of the development of freedom among our twenty-two nations. Origin New York.

Time Units: 30 minutes, once weekly
Availability: Live talent
Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: Varies
Submitted by: NBC

(See Pages 33, 34, 35, 36)

Mamma Bloom's Brood

The thousand and one problems that confront a mother of two grown daughters are all brought to Mamma Bloom for solution. Each one is met with that calm unflinching consideration which makes this lovable character a welcome guest in the homes of listening audiences. Her homely philosophies carry the Bloom family over many a domestic hurdle and provide entertainment in a lighter vein.

Availability: E. T.
Time Units: 15 minutes
Audience Appeal: Entire family
Suggested for: Afternoon or evening
Client Suitability: General
Unit Cost: Dependent upon market
Audition Facilities: Transcriptions
Submitted by: Radio Transcription Company of America, Ltd.

March Thru Life, with John B. Kennedy

This series presents America in being . . . "The March Thru Life" of this country through its citizens to show that the United States still rewards skilled work, initiative . . . that among America's natural resources, there is none greater than opportunity! "The March Thru Life" is a program of opportunity, a program which will show how men and women with a will have achieved success in America. It is a program of optimism and faith. In these troubled times, even the stoutest must have their courage renewed and there seems no better way of doing this than stressing the fine things men and women have accomplished against tremendous odds.

Availability: Live talent or E. T.
Time Units: 15 minutes, once weekly
Audience Appeal: Female or male
Suggested for: Evening
Client Suitability: Banking, life insurance, institutional advertising
Number of Artists: 7 to 9
Unit Cost: Open
Audition Facilities: Transcriptions
Submitted by: Casanave & Pearson, Inc., New York 19, N. Y.

Meet America

A tour of the U. S. A. broadcasting week from a different city to have you meet that city—its color, history, people music, etc.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Institutional
Number of Artists: 50
Unit Cost: \$6,000.00
Audition Facilities: Transcriptions
Submitted by: William Gernant
(See Page 96)

Miss Pinkerton, Inc.

A comedy dramatic detective Mary Ellis inherits a private detective agency. Her efforts to run the business involve her in complications from which she finds it hard to get out. Dick, a detective on the regular police force, helps her. She always gets the credit, being an attractive girl and he is the goal, he's always around.

Availability: Live talent or E. T.
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Afternoon or evening
Client Suitability: General
Number of Artists: Varies 5 to 10
Unit Cost: Low
Audition Facilities: Transcriptions
Submitted by: Associated Releases, Wood, Calif.

Murder Clinic

Half-hour dramatizations of the most famous detective stories, based on fiction by such writers as Agatha Christie, G. K. Chesterton, R. Austin Freeman, many other great names in this field. Stories are varied and exciting, linked by an intriguing "frame." Adaptors are Wright and John A. Bassett, both eminent in this work. Has established excellent ratings.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Sunday afternoon; weekday evenings
Number of Artists: 6 actors, announcer, organist, 2 sound effects
Unit Cost: \$1100 per broadcast on work for talent
Audition Facilities: Transcriptions
Submitted by: Mutual Broadcasting System for WOR

My Prayer Was Answered

A powerful inspiring series dramatizing actual occurrences in the lives of various people whose life was saved when they resorted to prayer. A truly different program and one which will get the interest of all classes of listeners. Program which is endorsed by both clergy and the Women's Club of America. Expertly cast by a group of leading Hollywood actors, including Hanley Strydom and Gale Gordon, to mention a few.

Availability: E. T.
Time Units: 15 minutes, 1, 2, 3 times weekly
Audience Appeal: Entire family
Suggested for: Sunday afternoon
Client Suitability: Furniture, funeral home, bank, insurance, or other dignified advertiser
Number of Artists: 8
Unit Cost: \$5.00 to \$25.00, based on work to be used
Audition Facilities: Transcriptions
Submitted by: Charles Michelson Radio Transcriptions, New York, N. Y.
(See Page 100)



NBC *Showcase*

SUMMER 1943

New Programs, New Names, New Methods Taking Shape as New NBC Program Development Group Hits Stride.

RADIO CITY, July 16—The Program Development Division set up by Vice-President Clarence L. Menser at NBC is beginning to see daylight in its work of coordinating facilities for development of new radio ideas and talent.

Under the direction of Wyllis Cooper and Thomas A. Bennett, the new Division's job is to look at new ideas and listen to talented newcomers, build new programs, doctor old ones and weed out weak ones.

One of radio's creative "greats," Cooper left "The Army Hour" to return to NBC where previously he had been a script editor in Chicago... originating such outstanding shows as "Lights Out," "Immortal Dramas" and others. He has a capable aide in Bennett, for years a developer of musical programs and talent, including Dinah Shore.

Whether it's in styling a new dance band or developing a new variety show, the new department will soon be earning the grateful attention of agencies, sponsors and stations. Several new shows are expected by Fall.

The new Division is a natural outgrowth of the creative planning and showmanship of a program department which has distinguished itself through the years. (Last year, for example, the program department brought American listeners such outstanding radio fare as "Murder of Lidice," Shostakovitch's Seventh Symphony, "Britain to America," and "The Nightingale and the Rose.")

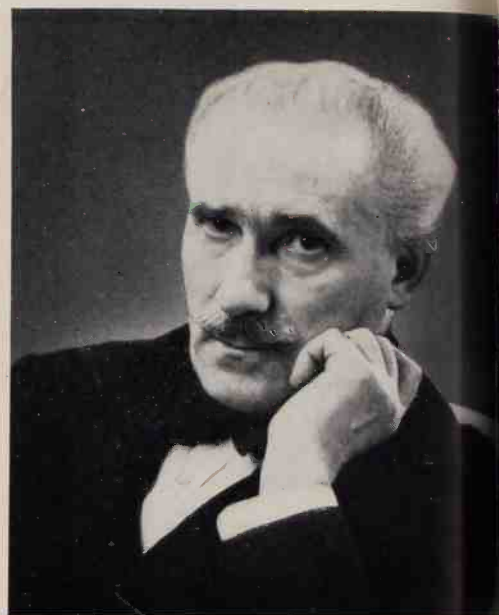
The Program Development Division will make use of all NBC facilities—production, script, talent—in New York, Chicago and Hollywood. (For information on the Program Development Division, call your NBC representative.)



LEFT TO RIGHT—Wyllis Cooper, Chief of NBC's new Program Development Division, is a radio veteran of 15 years. His most recent show is "The Army Hour." Thomas Bennett, noted composer and arranger, discovers and trains musical talent. They are discussing a script with C. L. Menser, NBC Vice-President in Charge of Programs, who organized the Program Development Division.

FOR NBC SHOWS FOR SALE, SEE BACK PAGE OF THIS INSERT ▶

War Service, Peace Aims Stressed in Current



1. "FOR THIS WE FIGHT" takes the NBC Inter-American University of the Air into a new field of adult education. It gives the people a chance to hear, and participate in, plans for the coming peace. Under Secretary of State Sumner Welles is one of the many distinguished Americans scheduled to speak on this NBC Public Service program which is broadcast Saturdays at 7 P.M., E.W.T. Mr. Welles will be heard August 28.

2. Concerning ARTURO TOSCANINI'S four War Bond Concerts this summer, Secretary of the Treasury Morgenthau writes: "Please convey to Maestro Toscanini my deep appreciation for the magnificent contribution he is making to America. I appreciate no less the splendid service being rendered by the National Broadcasting Company." Sundays at 5 P.M., E.W.T. July 18, 25, September 19.

5. "NBC SUMMER SYMPHONY"—conducted by Dr. Frank Black, General Music Director of NBC, Sundays, 5 to 6 P.M., E.W.T. One of the world's great musical organizations, the NBC Symphony has made a notable contribution to America's appreciation of fine music. After August 1, 1943, the Symphony Orchestra will be sponsored by General Motors Corporation.

6. "THAT THEY MIGHT LIVE" highlights the great drive of the American Red Cross for graduate nurses, nurses' aides and students in home nursing classes. The NBC Sunday afternoon show (12:30 P.M., E.W.T.) features famous stars, and has produced thousands of enrollments.

7. "WORDS AT WAR" is NBC's new program to increase the audience for important books dealing with war and peace subjects. The series opened June 24th with a dramatization of Hilary St. George Saunders' Book-of-the-month "Combined Operations." Wendell Willkie's "One World" was featured on the July 1 show. (Saturdays, 8:30 P.M., E.W.T.)

8. "DOCTORS AT WAR" the serial which went off the air June 19, is expected to return next Fall. It has been presented in cooperation with the American Medical Association.

9. "UNLIMITED HORIZONS" will begin its fourth season in the Fall. It will continue to dramatize the research of West Coast Universities. For the summer it is being replaced by "Pacific Story," under the auspices of the Inter-American University of the Air. "Pacific Story" starting July 11 traces the development of the Pacific Basin. (Sundays at 11:30 P.M., E.W.T.)

10. "MUSIC OF THE NEW WORLD" is another Inter-American University program which traces the development of American Music. It is aired over NBC's domestic network at 11:30 P.M., E.W.T., every Thursday.

11. "LANDS OF THE FREE" is a dramatized history course of the Western Hemisphere, recognized by educators as a valuable contribution to Pan-American understanding. It is heard over NBC at 4:30 P.M. every Sunday, E.W.T.

12. "NOT FOR GLORY" dramatizes Office of Civilian Defense Activities. Outstanding workers are cited on the program by James N. Landis, for their valuable, but seldom spectacular service. It began June 26 and will continue for 13 weeks (Saturdays at 5 P.M., E.W.T.).

13. "LABOR FOR VICTORY"—is devoted to a discussion of the problems of labor in wartime. NBC is the first network to offer its facilities to organized labor for such discussions. The AFL and CIO participate on alternate Sundays (1:15 to 1:30 P.M., E.W.T.). William Green, Phillip Murray, and others prominent in labor and government are heard.

★

NBC Delivers for OWI

Spot Announcements publicizing War Drives have been more successful than either NBC or OWI hoped for. In some instances, OWI has requested that spots be omitted, because responses had been greater than the War Agencies could handle.

NBC—the Network Most People Listen to Most

Morale-Builders Are NBC Programming



3. "MUSIC AT WAR"—a six week series which began Thursday, July 8th (11:30 P.M., E.W.T.) features the NBC Orchestra, conducted by Josef Stopak. Official songs of the United States fighting forces will be heard, as well as symphonies. The scripts show how the music of the New World has been mobilized for Victory. Music of the other Americas will be included.

4. "THE ARMY HOUR" is considered by many to be one of the war's most striking radio efforts. Official program of the War Department, it is broadcast every Sunday exclusively over NBC at 3:30 P.M., E.W.T. Originally authored by Wyllis Cooper (see preceding page), "Guest Stars" have included Generalissimo Chiang Kai-Shek, Lieut. Gen. Delos Emmons, Marshall (now Viceroy) Sir Archibald Wavell.



NBC—Also On Top of the World in News and Special Events

THE NBC FORMULA for outstanding world news coverage is simple. You merely find the best newsmen possible, and put them in the places where news is likely to happen. In wartime, this is sometimes not so easy—but if you follow NBC newscasts as do so many millions of Americans, you know that NBC has a well-developed knack of being on-the-spot when big news breaks.

THE DEPARTMENT OF NEWS AND SPECIAL EVENTS reports the success of one of radio's most extensive hook-ups, to celebrate the first birthday of "Yank," official Army newspaper. Soldier-reporters (among them, Sgt. Marion Hargrove, currently of Chungking) described the lighter side of Army life on the June 27th Broadcast. NBC made pick-ups from London, Algiers, Cairo, Chungking, Jerusalem, Panama City, Fairbanks and Sydney.

NBC—the Network Most People Listen to Most

Current *and* Choice

"For Sale" programs in NBC's Showcase

NBC's program department has built for clients some of the most talked-about shows in the industry, such as "Immortal Dramas" for Montgomery Ward; "Zenith Foundation" for Zenith Radio; "Grand Hotel" for Campana; "Beat the Band" for Brown, Williamson . . . and in the daytime serial field, "Vic

and Sade" for Procter and Gamble and "Girl Alone" for Kellogg.

With the creation of the new Program Development Division (see page 1 of this insert), NBC-built programs should continue to impress the most ardent followers of Messrs. Crossley and Hooper.

Currently for sale are the following NBC-built shows:

(NOW BUILDING AUDIENCES ON THE AIR)

- ★ "ROAD TO DANGER"—Fridays, 11:30 P.M. to 12:00, EWT.
- ★ "AUTHOR'S PLAYHOUSE"—Wednesdays, 11:30 P.M. to 12:00, EWT.
- ★ "MIRTH AND MADNESS"—Monday through Saturday, 12:30 to 1:00 P.M., EWT.
- ★ "HOT COPY"—sold as this issue of Radio Daily went to press.
- ★ "EVERYTHING GOES"—9:00 to 9:30 A.M., Monday through Friday, 9:00 to 10:00 A.M., Saturdays, EWT.
- ★ "BABE RUTH IN PERSON"—Saturdays, 10:30 to 10:45 A.M., EWT.
- ★ "ROY SHIELD & CO."—Tuesday nights, 12:05 to 12:55 A.M., EWT. Saturdays, 2:00 to 2:45 P.M., EWT.
- ★ "NEWS SNAPSHOTS BY ROBERT ST. JOHN"—9:45 to 10:00 A.M., EWT, Monday through Friday
- ★ "STORY DRAMAS BY OLMSTED"—Saturdays, 11:15 to 11:30 P.M., EWT.
- ★ "RUPERT HUGHES, RACONTEUR"—Sundays, 1:00 to 1:15 P.M., EWT.
- ★ "LYRICS BY LIZA"—Saturdays, 3:35 to 4:00 P.M., EWT.
- ★ "THE MODERN FARMER"—6:30 to 7:00 A.M., Monday through Saturday, WEAJ only.

For full details on the above shows, see editorial pages of this issue, or call your NBC representative.

IN PREPARATION:

"I'LL SOON BE THERE" • "STREAMLINED MINSTRELS" • "AROUND THE TOWN WITH SHEILA BARRETT"



THE NATIONAL BROADCASTING COMPANY

Mystery Hall

A noteworthy series of dramatic production each a complete radio play. The length of manuscripts is varied. As the title implies these productions are confined to the mysterious, superior or chiller type. House orchestras present the dramatic portions of the

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Female; male
Suggested for: Evening
Number of Artists: Varied number of actors depending upon presentation.
Instrumentation: 8 musicians
Cost: Upon request
Facilities: Transcriptions
Submitted by: Mutual Broadcasting System (for Station WGR, Buffalo)

Jordan, Federal Ace

Concerns Jordan, who, through employment as a railroad claim adjuster, has a logical excuse to travel to all parts of the country. His employer, Redwick, reasons rightly that most agents, saboteurs, spies, etc., travel by rail. Jordan's job is to serve his official capacity and fight the enemies. Jordan's good friend, who is a member of the FBI and makes occasional arrests for Jordan. Judy Medicine boss' daughter, supplies the main interest.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General product with mass appeal
Number of Artists: 8 (eight)
Cost: Upon request
Facilities: Transcriptions
Submitted by: King-Trendle Broadcasting Co., Detroit, Michigan (See Pages 40, 78)

Perpetual Emotion

Barnes and Otto Kruger, two picture favorites, are starred in an outstanding story of two ham actors, and in the corn belt country, who find it difficult to make corn pay dividends with so much of it about. The story is by Phyllis Parker. "Perpetual Emotion" is good entertainment tied in situations which are authentic and true. You will find enjoyably sympathetic, and numerous opportunities for comedy of heart interest.

Availability: Live talent
Time Units: Half hour, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any type of client
Number of Artists: Two principals plus a cast in supporting cast
Cost: Available on request
Facilities: Transcriptions or will be live talent
Submitted by: National Concert and Artists Corporation, New York, N. Y. (See Page 88)

Ports of Call

"Ports of Call" dramatizes to a music the hi-lites of history and geographical beauty and points of interest in two different countries, know the world what, when and where, Africa, Alaska, Russia, Australia, England, and the hemisphere.

Availability: E. T.
Time Units: 52 thirty minutes, once or twice weekly
Audience Appeal: Entire family
Suggested for: Afternoon or evening
Client Suitability: Morticians, Banks, Power and light, any institutional
Number of Artists: Minimum of 12 artists, plus 26 piece orchestra

Unit Cost: Depending on population and station power

Audition Facilities: Transcriptions
Submitted by: Radio Producers of Hollywood

Radio Theatre of Famous Classics

"Radio Theatre of Famous Classics" is a half-hour dramatic show bringing to the air special radio adaptations of the world's most famous stories as written by the world's most famous writers, such as Oscar Wilde, Ibsen, Stevenson, Zola, DeMaupassant and others. Each show is complete in itself, brilliantly produced and directed. An outstanding cast is featured and adaptations have been written by radio's top writers. Included at no extra cost is a complete merchandising deal which includes a give-away of a 500 page cloth bound book of the collected works of each author. Also included is a complete press campaign book for promotion and publicity.

Availability: Live talent or E. T.
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Sunday afternoon or evening
Client Suitability: Manufacturers of trade name brand or large trade retailer
Number of Artists: 7 (minimum) to 16 (maximum)
Unit Cost: As transcribed show from \$10 per program up; as live network show featuring name guest star lead \$3500 weekly
Audition Facilities: Transcriptions
Submitted by: Kermit-Raymond Radio Productions, New York City, N. Y. (See Page 73)

Road to Danger

An original comedy dramatic story written by James Street, adapted for radio by Jack Mitchell with Curley Bradley and Clarence Hatzell as Stumpy and Cottonseed, two American truck drivers who are found each week wherever war action is hottest. Origin Chicago.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Juvenile; male
Suggested for: Evening
Number of Artists: Varies
Submitted by: NBC (Chicago)

Sacrifice

Based on the theme, "Greater love hath no man than that he lay down his life for another." "Sacrifice" dramatizes true episodes in the lives of Abraham Lincoln, Lawrence of Arabia, Florence Nightingale, Kingsford-Smith, The Pilgrim Fathers and 45 others.

Availability: E. T.
Time Units: 15 minutes, once or more weekly
Audience Appeal: Entire family
Suggested for: Afternoon; evening
Number of Artists: 6 to 8
Audition Facilities: Transcriptions
Submitted by: Grace Gibson

Secret Agent K-7

K-7 is a former international intelligence operator for a government, and in this connection, saw action on all fronts of World War No. 1. In the series of stories, he illustrates from factual knowledge the technique employed by foreign spies. He was one of the first to use the term "Fifth Columnist" on the radio, and his series prepared before World War No. 2 is almost a blueprint of the pattern now being followed, indicating an almost prophetic knowledge and vision of the operation of the unseen arm of the service.

Availability: Live talent or E. T.
Time Units: 15 minutes, optional weekly
Audience Appeal: Entire family

DRAMATIC SERIES

Suggested for: Evening
Client Suitability: Has been used for almost all types . . . best for juvenile appeal

Number of Artists: 7 to 9
Unit Cost: Open
Audition Facilities: Transcriptions
Submitted by: Casanave & Pearson, Inc., New York 19, N. Y.

Soldiers of the Press

Show dramatizes the real-life adventures and experiences of United Press war correspondents on the battle-fronts. All shows are based on actual news events, as told by UP men on the scene of action. Gives a realistic picture of combat activity at sea, in bombing and fighting planes and with United Nations land forces.

Availability: E. T.
Time Units: 15 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening or Sunday p.m.
Client Suitability: Excellent institutional program adaptable for almost any high-calibre sponsor
Number of Artists: 7 to 10
Audition Facilities: Transcriptions
Submitted by: United Press (See Page 3)

Stars Over Paradise

The life of Sandra Barton, daughter of the wealthy owner of a pineapple plantation, against the incomparably colorful background of the Hawaiian Islands. Show uses native music only to "paint the scenery," and includes authentic Hawaiian history, myth and performers. Approved by native authorities.

Availability: Live talent; E. T.
Time Units: 30 minutes, once weekly
Audience Appeal: Female or male
Suggested for: Early or late evening
Client Suitability: Especially suitable for product stressing romance angle
Number of Artists: 4 (minimum) to 9 . . . plus music
Unit Cost: \$800 weekly
Audition Facilities: Transcriptions
Submitted by: Mercury Radio Recording Studio, Chicago, Ill.

Story Dramas by Olmstead

This relives the great short stories of the world from tragedy to comedy with Nelson Olmstead impersonating various characters; a program in narrative form, not dramatization, and extremely popular with radio audiences. Origin Chicago.

Availability: Live talent
Time Units: 15 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: One
Submitted by: NBC (See Pages 33, 34, 35, 36)

Story Editor

A dramatic show written by Ione Toller with a newspaper background for exciting adventure stories of a reporter's assignments. Origin Hollywood.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: Varies
Submitted by: NBC (Hollywood)

Suspicion

"Suspicion" consists of self-contained modern detective playlets at their best presenting a challenge to the audience; somewhere in each story is a seemingly unimportant fact—a hidden clue which

first pointed the finger of guilt to the culprit; it may be a single line, a sound, a scene or perhaps a complete program. Dramatized explanations completely eliminate any question as to the correct solution.

Availability: E. T.
Time Units: 15 minutes, once or more weekly
Audience Appeal: Entire family
Suggested for: Afternoon; evening
Number of Artists: 5 to 7
Unit Cost: Dependent upon market
Audition Facilities: Transcriptions
Submitted by: G. C. Bird & Associates

The Battle of Main Street

"The Battle of Main Street" is designed to bring the true reality of building morale to the air, by relating human every day occurrences that might happen to any or all in the various communities throughout the country; also to give American propaganda the kind of conviction that can only be transmitted and absorbed when it flows from real people to real people.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General appeal product
Number of Artists: Five
Audition Facilities: Transcriptions
Submitted by: Herman Bernie, Inc.

The Cisco Kid

A famous O. Henry character, who has had great screen success, continues his march in radio. Cisco is a "bad man" who is bad only for wrongdoers. He is a fascinating romantic, and everybody is captivated by his stratagems. His associate, Pancho, is a great comedy asset. There are many charming senioritas—on his heart, Cisco swears it—and they add to the gaiety and excitement of these fast-paced stories.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Female; entire family
Suggested for: Evening
Number of Artists: 6 actors, announcer, 2 soundmen, organist
Unit Cost: \$1420 per program on net for talent
Submitted by: Mutual Broadcasting System for WOR

The Falcon

"The Falcon," unlike most of the other radio sleuths, doesn't take himself too seriously. He's no wonder boy but he gets results and unethical as it may be, his criminal competition doesn't quake at the mere mention of his name. His interest in the "weaker sex" makes him an easy foil for the crime of the moment, which is all right with Mr. Michael Waring, alias "The Falcon."

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Various
Number of Artists: Variable
Unit Cost: (With organ) \$1800.00
Audition Facilities: Transcriptions or will pipe live talent
Submitted by: WJZ-Blue, New York, N. Y.

The Green Hornet

"The Green Hornet" is based on the story of Publisher Britt Reid, who learns much that can't be printed. His paper, the Daily Sentinel, has a standing reward for the dead or alive capture of a mysterious figure called "The Green Hornet."

"WAR

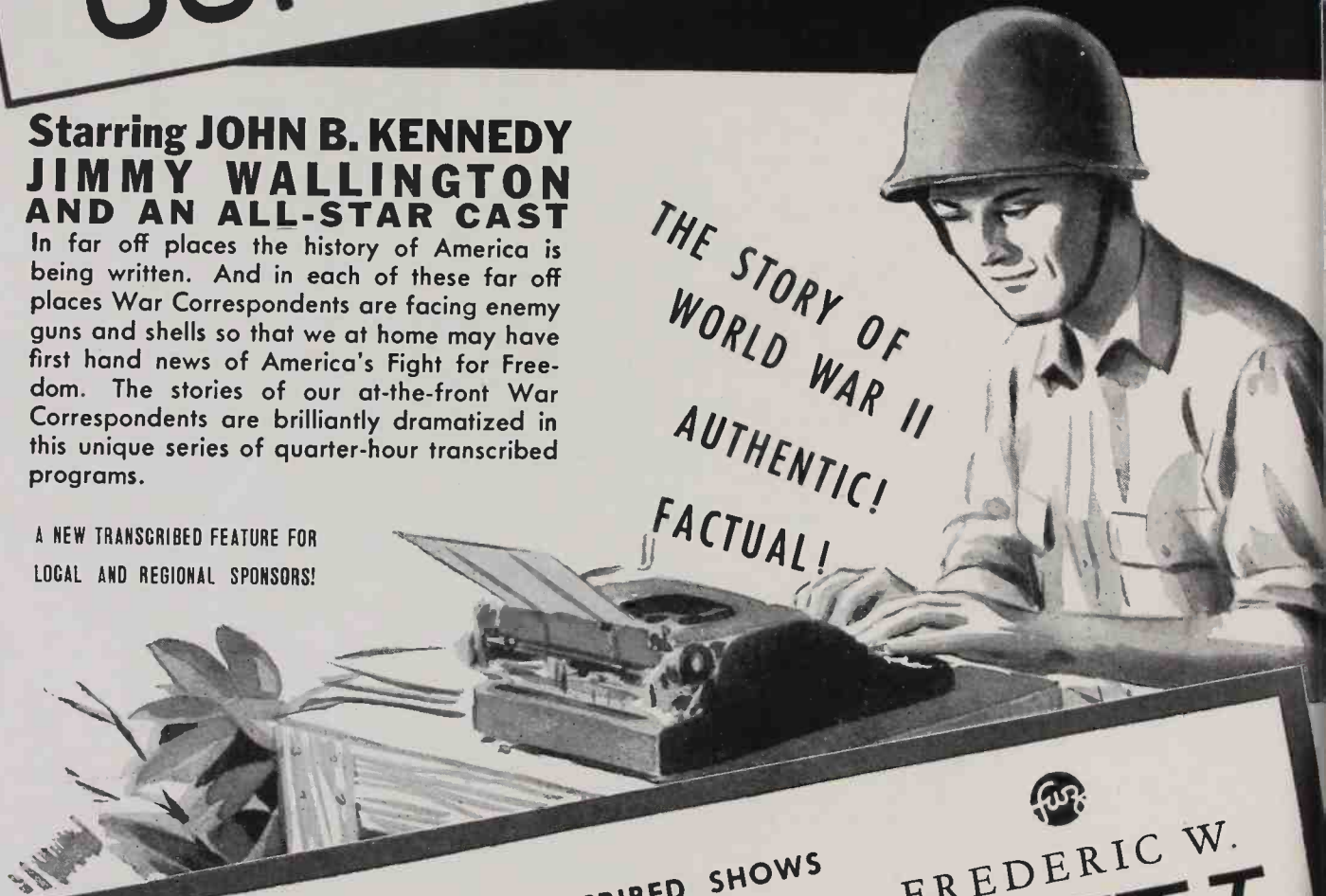
CORRESPONDENT"

**Starring JOHN B. KENNEDY
JIMMY WALLINGTON
AND AN ALL-STAR CAST**

In far off places the history of America is being written. And in each of these far off places War Correspondents are facing enemy guns and shells so that we at home may have first hand news of America's Fight for Freedom. The stories of our at-the-front War Correspondents are brilliantly dramatized in this unique series of quarter-hour transcribed programs.

A NEW TRANSCRIBED FEATURE FOR
LOCAL AND REGIONAL SPONSORS!

THE STORY OF
WORLD WAR II
AUTHENTIC!
FACTUAL!



PRODUCERS OF QUALITY TRANSCRIBED SHOWS

- **THE KORN KOBBLERS** . . . 260
fifteen-minute transcriptions featuring the music and comedy of THE KORN KOBBLERS. Master of ceremonies: Alan Courtney. Vocalists: Charlie Wayne, Stan Fritts. Guest stars: Kay Lorraine, Redd Evans.
- **ONE FOR THE BOOK** . . . 190
five-minute sports stories transcribed by America's No. 1 coast-to-coast sports commentator, SAM BALTER. 4 years coast-to-coast network.
- **SPARKY AND DUD** . . . 66
fifteen-minute musical-variety programs transcribed by those scamps of the army camps. "Private" SPARKY and "Strictly Private" DUD. Featuring Happy Jim Parsons, Fred Hall and Lazy Dan.

- **FORBIDDEN DIARY** . . . 130
fifteen-minute episodes in this unusually dramatic continued story. Star-studded array of network talent. Scripted by one of radio's foremost writers of continued stories.
- **THE CAREER OF ALICE BLAIR**,
a "white-collar-girl" story, starring Martha Scott, Joe Cotten, an all-star cast. Remarkable record of success. 130 fifteen-minute programs transcribed.
- **THE OLD CORRAL** . . .
starring Pappy Cheshire, Sally Foster, the Ranch Boys and a large musical group in an outstanding show of Western music and stories.



FREDERIC W.

ZIV

INCORPORATED
2436 Reading Rd., Cincinnati, O.
485 Madison Ave., New York

DRAMATIC SERIES

except a trusted Filipino realizes is "The Green Hornet." He uses to smash "within-the-law" crimes down spines in situations where stands in the way. Though for countless crimes, "The Green" is really innocent, a fact he never establish if captured.

Availability: Live talent
Time Units: 20 minutes, once or twice weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Breakfast cereal, cream- or any product with mass appeal
Number of Artists: 8 (eight)
Submitted by: Upon request
Audition Facilities: Transcriptions
Submitted by: King-Trendle Broadcasting Co., Detroit, Michigan
(See Pages 40, 78)

The Mad God

"The Mad God," written by Frank Ham, author of numerous adventures and motion picture scenarios, is the main characters of this play go on a series of strange adventures in the Pacific and protected by invisibility rays. This is a radio adventure fantasy, and the most thrilling and fascinating ever written for radio.

Availability: Live talent
Time Units: 15 or 30 minutes, 1 to 5 times weekly
Audience Appeal: Entire family
Suggested for: Afternoon or evening
Number of Artists: Average 5 to 7
Audition Facilities: Will pipe live talent
Submitted by: Broadcasting Program Service, New York City 19, N. Y.

Ward Town Hall

Top of six inmates of the Florida State Prison and a Master-of-Ceremonies sit around a microphone inside the prison to discuss questions sent in by the public. A brief background of each inmate is brought out before his opinion is given. The Master-of-Ceremonies asks questions of listeners and asks questions of prisoners are capable of discussion. Program is ad-lib. The writer of questions used receives a prison-visit from sponsor. Superintendent of the prison concludes each broadcast with a Warden Learns."

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any product that demands public acceptance and institutional building
Number of Artists: 9
Unit Cost: \$100 per show locally—\$2,500 nationally on 7 Florida stations
Audition Facilities: Transcriptions
Submitted by: WMBR, Jacksonville, Fla.

Return of Nick Carter

Nick Carter, "the master detective," a fictional hero to generations of readers, comes to the airwaves. The national sleuth began his career in *Nick Carter Weekly* in 1886 and his adventures have thrilled both children and adults ever since. The Nick Carter heard on this series are all original, by Walter Gibson, famous detective writer and author of many *Nick Carter* Magazine stories. Each week the detective solves another mystery with thrills and chills and dreamings.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any type of product
Number of Artists: 2 regular and about 6 extras; also 1 organist

Unit Cost: \$1,075 weekly—local; \$1,900 weekly—national network (MBS)
Audition Facilities: Transcriptions
Submitted by: WOR—Bamberger Broadcasting Co., New York, N. Y.

The Shadow

The nation's best known radio character. Available on transcriptions or cooperative live sponsorship on the Mutual Network. Latest Hooper rating, 17.2! Has topped all other programs on Sundays 5:30-6:00 E.W.T. on all networks for nine consecutive years. Several choice cities now open for sponsored use. *Shadow* magazine, *Shadow* motion pictures, and many other promotional items aid in presenting complete rounded out advertising campaign for local merchants as well as large concerns.

Availability: Live talent; E. T.
Time Units: 30 minutes, 1 or 2 times weekly
Audience Appeal: Entire family
Suggested for: Sunday afternoon or evening
Client Suitability: Department stores, bakers, cleaners, soft drinks, coal dealers
Number of Artists: 10
Unit Cost: \$10 to \$50, based on the individual city
Audition Facilities: Transcriptions
Submitted by: Charles Michelson Radio Transcriptions, New York, N. Y.
(See Page 100)

The Voice

Fifteen-minute spine-chiller for late night audience. One-man show carrying strong narration and voice changes for actual dialogue. Sound effects heighten tension of program. Stories of "Lights Out" type, tense, thrilling and eerie.

Availability: Live talent
Time Units: 15 minutes, 1, 3, 5 times weekly
Audience Appeal: Female or male
Suggested for: Evening after 10 p.m.
Number of Artists: 2 (actor and sound effects man)
Unit Cost: One show \$45; three shows a week, \$110; five shows a week, \$190
Audition Facilities: Transcriptions
Submitted by: WKRC, Cincinnati, Ohio

The Weird Circle

"The Weird Circle" is a distinctive series of chillers which will be good news for legions of mystery story addicts. 26 half-hour radio adaptations of the classic bests in mystery and fantasy—the works of such masters as Poe, de Maupassant, Balzac, Hugo, etc., with cast of finest talent in radio. Unique theme creates proper atmosphere and ties programs into unified series. Publicity aids furnished: recorded announcements, photos, mats, releases, window cards and streamers, electros.

Availability: E. T.
Time Units: 30 minutes, once weekly
Audience Appeal: Female; male; adults
Suggested for: Afternoon or evening
Client Suitability: Practically any type
Number of Artists: Variable
Audition Facilities: Transcriptions
Submitted by: NBC Radio-Recording Division
(See Pages 20, 82, 86)

The Whistler

One of the most popular mystery stories in the West. Featured twice by Kay Kyser coast-to-coast. Latest Hooper rating 11.2. "The Whistler" sets the stage for action, dramatized with full cast, music and sound effects. The denouement is always unusual, unexpected and mystifying until explained by "The Whistler."

Availability: Live talent
Time Units: 30 minutes, once weekly

Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: Cast of 5 to 7 with organ or orchestra, sound effects, etc.
Unit Cost: On application
Audition Facilities: Transcriptions
Submitted by: Columbia Pacific Network
(See Pages 58, 59)

These Are the People

"These Are the People" is a dramatic weekly series designed to portray the varying backgrounds from which the men now in our fighting forces are drawn. Series shows the effects of the war on the lives of those left behind, with particular emphasis on their strength and bravery in encouraging their men to fight for their country and its ideals. Keynote is that our soldiers are fighting for our people. Series show how and why these people inspire such sacrifice and love. Each program is written for and built around a guest star drawn from the stage or screen.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Afternoon (Sunday); evening (middle)
Client Suitability: National manufacturer or distributor for institutional advertising
Number of Artists: 6 (minimum) to 15
Unit Cost: \$3,000
Audition Facilities: Will pipe live talent
Submitted by: Kermit-Raymond Radio Productions
(See Page 73)

These, Our Times

A half-hour dramatic program dealing with "These, Our Times." This program uses current war and defense happenings as background. Each episode is complete. Title taken from the famous words of Thomas Paine, and are used in depicting the trying times we are going through at present to win the war. Written and produced locally.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Ideal for institutional advertising
Number of Artists: Five to ten
Unit Cost: Price upon request
Audition Facilities: Transcriptions
Submitted by: WFAA-KGKO, Dallas, Texas

13 Spook Street

Down the street of death walks the Talking Skeleton who takes each member of the audience by the hand as death stalks a new victim who is to live—on Spook Street. Scripts by Arthur Henley.

Availability: Script
Time Units: 30 minutes, once weekly
Audience Appeal: Female; male
Suggested for: Evening
Client Suitability: Any
Unit Cost: \$750 a shot
Audition Facilities: Will pipe live talent
Number of Artists: 6 to 8
Submitted by: American Radio Syndicate

This Dramatic World

"This Dramatic World" is a dramatization of subject matter of an educational nature, taking little-known subjects and putting them into a highly dramatized and romanticized form. All subject matter is taken from romantic episodes of history, science and literature or from the natural world. Important merchandising plan and free give-away books accompany pro-

gram at no additional cost.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family, particularly young people
Suggested for: Late afternoon or early evening
Client Suitability: General
Number of Artists: 5 (minimum) to 12
Unit Cost: \$2500 weekly
Audition Facilities: Transcriptions
Submitted by: Kermit-Raymond Radio Productions, New York City, N. Y.
(See Page 73)

This Is Magic

"This Is Magic" is a dramatic series of adventure and mystery consisting of 52 shows, in which famous tricks of magic are exposed. In addition, each episode features a trick becoming a magician at home. Illustrated mats with full directions for these tricks for everybody are furnished gratis, and the low printing cost permits widespread distribution through the retail outlet or with the product. Newspaper mats and suggested ads are also supplied. Audition disc is furnished on deposit of \$3.00, refunded upon return of disc.

Availability: E. T.
Time Units: 15 minutes; 1, 2, or 3 times weekly
Audience Appeal: Juvenile; Entire family
Suggested for: Evening
Client Suitability: Clothing stores, breweries, soft drinks, bakeries, etc.
Number of Artists: 6 to 8
Unit Cost: Based on population
Audition Facilities: Transcriptions
Submitted by: Harry S. Goodman, New York, N. Y.
(See Page 89)

This Is the Hour

"This Is the Hour" is a once weekly beautiful music—accent on the favorite half-hour program with outstanding tunes of yesteryear. Betty Rhodes acts as mistress of ceremonies, vocalist and dramatic star. Highlighted in the program is a dramatic spot in which true happenings of the war are dramatized.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any class product
Number of Artists: 26
Unit Cost: \$3000
Audition Facilities: Transcriptions
Submitted by: Don Lee Broadcasting System, Hollywood, California
(See Page 112)

True Stories of the New York State Police

"The Trooper" dramas are produced in studios of WHAM and are actual cases taken from the files of the State Police. Musical bridges and incidental music is furnished by an 11-piece orchestra. All stories are authentic and many of the cases dramatized are vivid in the memory of the listening audience. Program can be produced with the Hammond Organ furnishing the musical background.

Availability: Live talent
Time Units: Half hour, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any retail product or institutional for manufacturing
Number of Artists: 11-piece orchestra. Cast varies as to script
Unit Cost: \$180, plus time charge
Audition Facilities: Transcriptions; Will pipe live talent
Submitted by: WHAM, Rochester, N. Y.

NOW OPEN FOR
LOCAL SALE :

“THE GREEN HORNET”

Currently BLUE Network 6:30—7 P. M. Sundays
Five Years Coast-to-Coast Build-up

“Ned Jordan - Federal Ace”

Broadcast Four Years
Coast-to-Coast over Mutual

KING TRENDLE BROADCASTING CORP.
1700 Stroh Building—Detroit, Michigan

**Boners Court**

Boners made by the announcers are air to be sent in by the listeners. They are then brought before the judge and the boner is read. After listening to the letter, as read by the judge the announcer is then given a chance to prove guilty or not guilty. If not guilty, he must pay the fine as dealt by the judge. Prizes to be awarded on boners accepted. This program attracts a large following plus a large following. Boners Court is strictly a comedy program—with a moral behind it, the moral being, fewer mistakes by the announcers.

Availability: Live talent
Time Units: 15 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: Entire staff of radio announcers
Unit Cost: \$22.40
Submitted by: Tri-County Broadcasting Co.—WCED, DuBois, Pa.

When the Detective

Cohen and Wasserman after 20 years of clothing business decide to become comedians. Persuasive Cohen, who later known as "Sherlock Cohen" to his audience always involves his unwilling partner Wasserman in the most unusual situations. Besides the usual quota of hard chills, this farce mystery offers comedy or more laughs than the top of the shows. The mysteries for this are especially written by one of the most writers in that field. Cohen and Detective will be the comedy hit for

Availability: Live talent or E. T.
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Audition Facilities: Transcriptions or will pipe live talent
Submitted by: Wolf Associates
(See Page 84)

Jane & Glenn with "Jake & Lena"

One of the longest-established, best-loved most popular teams in radio. Now making their fifth consecutive season in England, their 15th in network. As undated as the comic strips of wholesome "family" appeal. Jane & Glenn with their make-believe characters "Jake" and "Lena" offer a quarter-hour of songs and delightful suspense in continued-story form. Ever changing, ever new, well worthy of the high ranking as one of radio's top "Shows of Tomorrow."

Availability: Live talent
Time Units: 15 minutes, 5 or 6 times weekly
Audience Appeal: Entire family
Suggested for: Daytime
Client Suitability: Any product
Number of Artists: 2
Available on request
Audition Facilities: Transcriptions
Submitted by: WTIC, Hartford, Conn.
(See Page 101)

Hank and Herb

Comedy program involving two "old" who operate a filling station in a tiny town of Slocum, N. Y. Perceptions of the two characters attractively audiences all over the

state. The musical background for the program is furnished by a 7-piece orchestra. On personal appearances this orchestra plays for square and modern dancing. Seven different characters are portrayed by the two actors throughout the script.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Food and gasoline account.

Number of Artists: 9
Unit Cost: \$110, plus time charges
Audition Facilities: Transcriptions; will pipe live talent
Submitted by: WHAM, Rochester, N. Y.

Joe & Cynthia

"Joe & Cynthia" known as Doakes & Doakes, headliners of the Blue Monday Jamboree, do a very clever routine of comedy shots that can be worked into a fifteen minute program with music or as a five minute spot.

Availability: E. T.
Time Units: 100 five minute episodes
Audience Appeal: Entire family
Suggested for: Morning or evening
Client Suitability: Beer, wines, household goods, all types, excellent spots

Number of Artists: Two
Unit Cost: Based on population and station power
Audition Facilities: Transcriptions
Submitted by: Radio Producers of Hollywood

Joe and Ethel Turp

The famous Damon Runyon characters brought to radio.

Availability: Live talent
Time Units: 100 five-minute episodes
Audience Appeal: Entire family
Suggested for: Early Evening
Client Suitability: General
Number of Artists: Six
Audition Facilities: Transcriptions; sustaining CBS

Submitted by: William Gernandt
(See Page 96)

Love, Honor and Obey

A newly-wed comedy that is real and appealing. Features the two colored servants of the young couple as played by two radio performers who have broken all records in Chicago with this type of presentation. Farce comedy of situation. Does not depend upon cheap gags for laughs.

Availability: Live talent or E. T.
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Early evening
Client Suitability: Low-priced luxury product (cigarette, candy)

Number of Artists: 3 (minimum) to 8
Unit Cost: \$1,000 weekly
Audition Facilities: Transcriptions
Submitted by: Mercury Radio Recording Studios

Lucky & George Your Favorite Foreign Correspondents

John Beverly, "The Mad Doctor" of Samuel Goldwyn's picture "North Star," "The Undercover Agent" in Twentieth Centuries picture, "The Night Is Ending," and the new leading man of Alfred Hitchcock's "Six in a Boat" will portray the part of the Free French Foreign Correspondent "George." Lucky, his adventure part-

ner, will be played by one of Hollywood's most-famous women stars. Each week these lovable characters of Lucky and George will get themselves in a tight spot in different parts of this world. "News in Comedy Form" is the slogan of Lucky and George, your favorite Foreign Correspondents.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Afternoon or evening
Client Suitability: Any type of client
Number of Artists: 6
Unit Cost: \$3,000.00 without orchestra (with organ or dub music)
Audition Facilities: Will pipe live talent
Submitted by: Hollywood Star Production Company

Mania, Inc.

"Mania, Inc." is a screwball show conducted by Ed Flynn and Cec Woodland. It departs from the stereotyped, defies the orthodox, mocks at the sacred cows of radio. Broadcasts are never the same. Sponsors take a ribbing, and are apt to hear their commercials delivered while Flynn and Woodland dig in their Victory Garden atop the theatre marquee, in which building studios are located—or from any other vantage point in studios or offices. Show is especially adapted for participating accounts.

Availability: Live talent; E. T.
Time Units: 15 minutes, 6 times weekly
Audience Appeal: Entire family
Suggested for: Early evening
Client Suitability: Any client who can stand "tongue in cheek" ribbing of product

Number of Artists: Two
Unit Cost: Participating (approximately 3 minutes) \$8.00 per broadcast
Audition Facilities: Transcriptions; or will pipe live talent
Submitted by: WSNY, Schenectady, N. Y.

Pat Buttram Confuses the News

"Pat Buttram Confuses the News," an aptly named show because that's just what Pat (popular star of the WLS National Barn Dance and known as the Sage of Winston County, Ala.) does to the news, delivered in his usual homespun, best Southern drawl manner. Pat talks on legitimate news, but sprinkles it with own comment to bring out the chuckles. Fifteen minutes seems the best time unit—either daily or weekly.

Availability: Live talent or E. T.
Time Units: 15 or 30 minutes, daily or weekly

Audience Appeal: Entire family
Suggested for: Morning, afternoon or evening
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: WLS, Chicago, Ill.

Southland Limited

Comedy-variety show, featuring Whitey Ford, the Duke of Paducah; Beasley Smith and 35-piece orchestra; Kay Armen, vocalist; Bob Johnston, vocalist, and Dixie Dons, quartet. Comedy built around situations on a train traveling through Dixie. Introductions to musical numbers built along similar lines. Program broadcast with studio audience. For network sponsorship only.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening

Number of Artists: 45
Unit Cost: Rates on request
Audition Facilities: Transcriptions or will pipe live talent
Submitted by: WSM, Nashville, Tenn.

Stooge Club

"Stooge Club" is based on a club idea in which the so-called radio stooges organize to compete with comedians for a program sponsor of their own. Scene of the show is in the club's headquarters and approach is robust comedy.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: Ten
Audition Facilities: Transcriptions
Submitted by: Herman Bernie, Inc.

The Adventures of Sir Kinnmore Kinik

This is the story of an artist, a romantic young lover whose innocence brings him into many ticklish situations. Imagine a Don Quixote, Hercules, Sir Lancelot, Jack Dempsey and Romeo, all wrapped up in one personality, that's Sir Kinnmore Kinik. He possesses an uncanny native ability, the courage of a lion and a horseshoe around his neck as he walks continuously in the paths where angels fear to tread, giving his all for Art, wishing it were enough. Stew Wilson takes the part of Kinik and travels the tack-studded road of newspaper life to fame and fortune.

Availability: E. T.
Time Units: 15 minutes, twice weekly
Audience Appeal: Entire family
Suggested for: Afternoon or evening
Client Suitability: Candy, bakery, clothing, shoe, cereal
Number of Artists: 5 to 6
Audition Facilities: Transcriptions
Submitted by: Witte Radio Productions

The Daily Chuckles

A 600-word column containing six or eight of the best laughs of the day drawn from city life, the hinterland, the army camp or the naval station. Pleasant relief from the mine run of heavy news—today's happenings in a lighter, more human vein.

Availability: Live talent
Time Units: 5 minutes, 6 times weekly
Audience Appeal: Entire family
Suggested for: Morning, afternoon or evening
Client Suitability: General
Number of Artists: One
Submitted by: United Press
(See Page 3)

Toby's Cornussel News

Story concerns the rural pair, Toby and Susie, who publish the "Cornussel News." Characters are wholesome down to earth folks with a laugh a minute for the whole family. Show has been sponsored each year (26 wks.) for the past five years by Peter Pan Bread over a special midwestern network—a proven show with a ready-built midwestern audience. Comes highly recommended.

Availability: Live talent
Time Units: Fifteen minutes, five weekly
Audience Appeal: Entire family
Suggested for: Morning, Afternoon or Evening
Client Suitability: Any low-priced item with wide appeal
Number of Artists: Four
Unit Cost: \$100 per week, plus \$25 for each additional station
Audition Facilities: Transcriptions
Submitted by: WMT, Cedar Rapids, Ia.



He knew too much about the Japs!

For fourteen years, W. R. Wills was Tokyo correspondent for CBS and editor of the anti-Axis paper, "Japan News Week." Came Pearl Harbor and Wills was arrested, falsely charged with espionage, thrown into jail. *He knew too much!*

When prisoners were exchanged, Wills came home on the Gripsholm... home to St. Louis and, of course, to KMOX. Now Mid-America listens to KMOX every morning at eight to hear Wills report, digest and analyze the news (sponsored six days a week by Ward Baking, through J. Walter Thompson).

Such service is the part of the KMOX tradition. The KMOX news room is one

of the most complete in radio. The KMOX Downtown News Post is always a popular center for news-hungry St. Louisans. Pouring into the news room and to this News Post are the world-wide news reports from CBS (which TIME calls, "the most adult news gathering organization in radio"), the complete services of both the major news associations and the 'phoned-in reports of a local staff of top-flight reporters.

The way KMOX handles news is the way KMOX handles music. And drama. And comedy. It's polished, sure-footed, professional KMOX-radio, 24 hours a day. It's what has made KMOX *The Voice*

of St. Louis and of over 800,000 radio families throughout Mid-America.

COLUMBIA OWNED
KMOX
The voice of
ST. LOUIS
50,000 watts

Represented by Radio Sales, the
SPOT Broadcasting Division of CBS.

Out Town with Jane Foster

This is a thirty minute program of news and interest to women, such as fashion news, recipes, local news of parties, etc. Interspersed with appropriate music. Personal interviews given to various people. Interior of are described, and also this is a "personal shopper" program, as object items are mentioned, and they can be bought.
Availability: Live talent
Time Units: 30 minutes, five days weekly
Audience Appeal: Female
Suggested for: Morning, 8:30 to 9:00
Client Suitability: All products of general appeal to women, as this is a woman's program
Number of Artists: One
Unit Cost: The Standard Rate and Data time rate, plus \$10.00 a week take fees
Audition Facilities: Will pipe live talent
Submitted by: KBTM, Jonesboro, Ark.

Around the Town

This report and comment on women's organizations, church, civic and activities. "Lillian" does the show, gives names and reviews the work they are doing in Redlands, Riverside, Colton, San Bernardino and the Valley. No recipes, but occasional hints on styles, food preservation and more.
Availability: Live talent; E. T. anncts.

Time Units: 50 words and one-minute spots, 1, 2, 3 or 5 times weekly
Audience Appeal: Female; entire family
Suggested for: Morning—10:15-10:30 A.M.
Client Suitability: Women's clothes, food, cosmetics, shoes, paints, housewares,
Number of Artists: "Lillian" and annct., minimum dialogue
Unit Cost: Rate card
Submitted by: KFXM, San Bernardino,

For the Women

"For the Women" is a program devoted exclusively to a review of women news of the day . . . and recipes from the area of Southern Illinois. Dress, drawing upon her experience as a wide source of material at command. Merchandising facilities excellent. Low product (low priced) respect for this area of state. One million people reside in WJPF, average income \$1200 to \$1500
Availability: Live talent
Time Units: Fifteen minutes, 5 days weekly
Audience Appeal: Female
Suggested for: Morning—10:45 A.M.
Client Suitability: Foods especially . . . by low priced common product
Number of Artists: One
Audition Facilities: Transcriptions
Submitted by: WJPF, Herrin, Ill.

Mary Talks It Over

"Mary Talks It Over" is a quarter hour sustained by WLW for three years and considered an outstanding program. It consists of answers to letters from mothers regarding the problem children from infancy up to and beyond high school age. "This program carries feminine following," states the Program Director.
Availability: Live talent
Time Units: 15 minutes, twice weekly
Audience Appeal: Female

Suggested for: Morning
Client Suitability: Dairies, cereals, remedies, etc.
Number of Artists: One
Unit Cost: According to manner of production—live or transcribed
Audition Facilities: Transcriptions
Submitted by: Cruger Radio Productions

Bess Bye, the Market Scout

"Bess Bye," the Market Scout, is the highest-rated home economics program released in the San Francisco Bay Area. Ration-ridden housewives rely on her daily service. Direct from a personal inspection of the wholesale produce market, "Bess Bye" reports on available fresh food supply and costs, including a simple, easy, meal-plan-for-the-day. An advertiser does not participate with another sponsor on a single day's program, but buys the whole 5-minute spot. Mrs. Josephine Martin conducts. A mail-puller. Unusual merchandising facilities.
Availability: Live talent
Time Units: 5 minutes, 6 times weekly
Audience Appeal: Female
Suggested for: Morning
Client Suitability: Everything used around the house . . . food to fences
Number of Artists: 1
Unit Cost: \$45.50 per program
Audition Facilities: Transcriptions
Submitted by: KFRC, Don Lee Broadcasting System, San Francisco, California

Betty Wells Reads the New Books

Betty Wells, widely known Iowa radio personality (a veteran of WOL, state university station), reads the new books in a manner that has won her thousands of listeners. Avoiding over-dramatization, she puts on a smooth show each afternoon; and throughout central Iowa, librarians cooperate in publicizing her current reading matter.
Availability: Live talent
Time Units: 15 minutes, 5 times a week (also available 30 minutes)
Audience Appeal: Female
Suggested for: Afternoon
Client Suitability: Any product or service for women
Number of Artists: 1
Unit Cost: 5-a-week, talent cost is \$50 per week
Audition Facilities: Transcriptions
Submitted by: KRNT, Des Moines, Iowa

Calling KMO

"Calling KMO" is a two-voice strip across the board reverting to the age-old idea of questions and answers. The program is conducted by Ruth Reisner, who dials each account in succession talking with representatives of the firm. Net result is a typical telephone conversation—with the representative in the studio. Pertinent questions re sale specials, prices, and personal sidelights, presented in this conversational manner, gives ample opportunity for build-up for participating advertisers. ET breaks between accounts.
Availability: Live talent
Time Units: 3 minutes in 15 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Mid-morning
Client Suitability: Merchandise for women used cars, paints, etc., florists
Number of Artists: 2
Unit Cost: Station time plus \$7.50 per show talent
Audition Facilities: Transcriptions
Submitted by: KMO, Tacoma, Wash.

Cosette Merrill

This is the WIS woman's program, handled by Cosette Merrill, who has had seven years' experience on the air. Currently sponsored by a local department stores, Tuesday and Thursday weekly at 9:30 a.m. (Efrid's Presents—Cosette Merrill). Cosette's program is chatty, informal, chockful of interesting food, fashion and society chatter that appeals especially to women. Book reviewer, war lecturer, musician, advertising and merchandising expert . . . Cosette Merrill brings to her programs a wide variety of experience that helps make her work on the air of the widest possible interest to the women in the station's service area.
Availability: Live talent
Time Units: 15 minutes, Mon.-Wed.-Fri.
Audience Appeal: Female
Suggested for: Morning—9:30-9:45 a.m.
Client Suitability: Food
Number of Artists: 1
Unit Cost: \$37.50 per week (3 pgms.)
Audition Facilities: Transcriptions
Submitted by: WIS, Columbia, S. C.

Dr. Eddy Food and Home Forum

A public service type of nutritional program, on the air 4 years; sponsored by accounts like Best Foods, Virginia Dare, etc.; conducted by Dr. Walter H. Eddy and Ella Mason (Home Economist) over WOR; Mondays through Fridays, 4:30 to 5 p.m.; visible audience Tuesdays at Mutual Theatre; supplemented by merchandising service in Greater New York Area, contacting all important retail food outlets; directed by Herman F. Kartluke and field men.
Availability: Live talent and E. T.
Time Units: 30 minutes, 5 times weekly or E. Ts. of any length
Audience Appeal: Female and Male
Suggested for: Morning or Afternoon
Client Suitability: Food, Vitamins or Household
Number of Artists: 3
Unit Cost: \$350 a week, less commission
Audition Facilities: Transcriptions
Submitted by: American Institute of Food Products, New York, N. Y.

Domestic Diary

Ration information, news of local club meetings, hints on wartime cooking, how women can and are serving are discussed very informally by Sallie Kellner and Rosemary Mock. WJPR feminine artists. Complete merchandising facilities available through local jobbers and merchants as well as direct to consumer approach.
Availability: Live talent and E. T.
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Female
Suggested for: Morning
Client Suitability: Any product for the home or for women in general
Number of Artists: Two
Unit Cost: \$10.00
Audition Facilities: Transcriptions
Submitted by: WJPR, Greenville, Miss.

Easy Does It

"Easy Does It" is made up of helpful hints to housewives sent in by WIP listeners. Conducted by "Helpful Henry" who paces the program with his brilliant storehouse of information, the program acts as a clearing house of ideas to make household work simpler and more efficient. For every hint sent in and used on the broadcast, a cash award is sent to the contributor-listener. Sponsored since March, 1940, "Easy Does It" pulls about 200 pieces of mail per week.
Availability: Live talent

Time Units: 15 minutes, 3 times weekly
Audience Appeal: Female
Suggested for: Morning
Number of Artists: 1
Unit Cost: On inquiry at station
Audition Facilities: Transcriptions
Submitted by: WIP—Pennsylvania Broadcasting Company
 (See Page 74)

Elma Bond Meets the Ladies

"Elma Bond Meets the Ladies" is a morning feature dedicated to the women in the home. Program is unique in that it plays up the local angle from the human interest appeal. Boiler plate material of type used on most women's shows eliminated in favor of things of local interest to the northern New York housewife. Show covers everything from fashions to how to make a mince pie. Program is available only on participating sponsorship basis.
Availability: Live talent
Time Units: Participating 1 min. on 15 minutes, five times weekly
Audience Appeal: Female
Suggested for: Mid-Morning
Client Suitability: Any product appealing to women and used by women
Number of Artists: One
Unit Cost: \$6.00 per one minute participating announcement
Audition Facilities: Transcriptions
Submitted by: WJPF, Watertown, N. Y. (The Brockway Co.)

Evelyn Courtney

Is a quarter-hour mid-morning strip devoted to homemaker facts, victory gardens, fashions, foods and the montage of information for feminine fancy.
Availability: Live talent
Time Units: 15 minutes, Mon. through Fri.
Audience Appeal: Female
Suggested for: Morning
Client Suitability: Women's merchandise—direct sell
Number of Artists: 1
Unit Cost: \$137.50 weekly based on 260 programs
Audition Facilities: Transcriptions
Submitted by: WKZO, Inc., Kalamazoo, Mich.

Exercise to Music

Leo Fredericks, former Ziegfeld Follies trainer, and Nell Riggs, staff pianist, conduct this 15-minute program. Exercises are designed to make women more fit for the war time problems that confront them. Fredericks operates a school in Cleveland and is very well known.
Availability: Live talent
Time Units: 15 minutes, five times weekly
Audience Appeal: Female
Suggested for: Morning
Client Suitability: Food, clothing, anything concerning women
Number of Artists: Two
Unit Cost: \$18.00
Audition Facilities: Transcriptions
Submitted by: WHK (United Broadcasting Co.), Cleveland, O.

Facts and Fancy

An informal mailbag show, awarding small prizes for the best questions of the day. Listeners' questions on current problems, style, food, general knowledge, household tasks, etc., are asked by announcer, answered by feminine announcer. Transcribed popular music used. Answers afford splendid opportunity for stressing government messages right now.
Availability: Live talent
Time Units: 15 minutes, 5 days weekly
Audience Appeal: Female

Lux Theatre originates at KNX...



so does Opportunity PDQ!

FROM KNX, *Lux Radio Theatre* goes out over the Columbia Broadcasting System to 118 radio stations.

KNX has helped *Lux Radio Theatre* build more continuous family listening hours than any other program on the air.

Every week for eight years, with short summer breaks, the J. Walter Thompson Company has produced it with Columbia facilities. In Hollywood, that means KNX facilities.

To those who listen and to you who advertise in Southern California, Columbia is KNX.

That's important to advertisers. Because what KNX has learned, doing the

kind of intricate broadcasting that *Lux Radio Theatre* demands, is at your disposal, too.

That professional technique works for every KNX local program—from an hour's broadcast to a transcribed spot announcement. It works, for instance, for the *Opportunity Hour for PDQ Petrol**—produced by the same staff, in the same studios, with the same equipment, as many of Columbia's Hollywood-produced coast-to-coast and regional network shows.

KNX is the only Southern California station with the full resources and personnel of a nation-wide network behind

it. That backing gives your message "the KNX-tra touch"†—resulting in audience acceptance and sales impact that have launched many an advertiser into radio success in five-billion-dollar-income Southern California.

*1,329,924 ballots on the 13th broadcast
†Well, that's what it is

Columbia's Station for all Southern California



Represented by Radio Sales,
the SPOT Broadcasting Division of CBS

FEMININE ANGLE

John Moses 9:00 A. M. News

This program—broadcast by newscaster John Moses, has been built for two and a half years and points directly to housewives, having complete news analysis and attracting interest of the entire family. The program is a quarter hour, 9:00 to 9:15 A.M. Monday through Saturday. Talent cost weekly is \$30.00. The program is sold for five or six times a week and is suitable for women's apparel, food commodities, soft drinks and household merchandise.

Availability: Live talent
Time Units: 9:00-9:15 A. M., 5 or 6 weekly

Audience Appeal: Female
Suggested for: Morning
Client Suitability: Women's apparel, food commodities, soft drinks, household merchandise

Number of Artists: One
Unit Cost: \$30.00 a week (talent)
Audition Facilities: Transcriptions
Submitted by: WHKC, Columbus, Ohio

Kay Howard's Notebook

Designed as a half-hour participating program, the show has already been lengthened to forty-five minutes to accommodate clients, and is now in process of being an hour long. Kay Howard culls from her "notebook" anything and everything that has appeal to women, interspersing the talk (conversation with announcer from script) with transcribed music. Commercials are woven into script in innocuous manner. Merchandising possibilities are endless.

Availability: Live talent
Time Units: One hour, 5 or 6 times weekly
Audience Appeal: Female
Suggested for: Morning
Client Suitability: Women's shops, children's shops, foods, cosmetics, dept. stores

Number of Artists: Two
Unit Cost: Local participating rate
Audition Facilities: Transcriptions
Submitted by: WGL, Fort Wayne, Indiana

Lady of Charm

Pleasant informative daily chats with women in the home, directed along the lines of injecting personality into taste in clothes, home decoration, the food we eat, physical appearance, and personal relations with friends and family. Edythe Fern Melrose and a male partner dispense serious, intelligent information along with their gay banter, which tempers this tremendously successful woman's show.

Availability: Live talent
Time Units: Program participating basis; any number weekly
Audience Appeal: Female
Suggested for: Morning (currently) or Afternoon (currently)

Client Suitability: Any product or service appealing to woman's buying instincts

Number of Artists: 2
Unit Cost: Upon request
Audition Facilities: Transcriptions
Submitted by: King-Trendle Broadcasting Corp., Detroit, Michigan
(See Pages 40, 78)

Let's Take a Look in Your Mirror

Stella Unger in "Let's Take a Look in Your Mirror" tells women how to improve their style, their personalities, accentuate their best features. Series is a logical show for any retailer or manufacturer of apparel, cosmetics, home furnishing; any product sold to or through

Client Suitability: Household products
Number of Artists: One commentator
Submitted by: WNOE, New Orleans, La.

Home Forum

Mildred W. Carlson, director of the "Home Forum," is a graduate dietitian with twelve years of experience in radio broadcasting. Her programs are pleasing, intimate talks giving advice and information to home makers. Food preparation, ideas for appetizing menus, household hints, etc., are but a few of the subjects she discusses. Her audience is loyal and the program has brought top results for many clients.

Availability: Live talent
Time Units: Fifteen (participating) minutes, five weekly

Audience Appeal: Female
Suggested for: Morning
Client Suitability: Household and food products

Number of Artists: One
Unit Cost: \$60.00
Audition Facilities: Transcriptions
Submitted by: WBZ-WBZA, Boston, Mass.

Home Half Hour

"Home Half Hour" was originated and is conducted by Miss Marie Forsberg. It is a program for women, by women. Rationing and food coupon advice, wartime recipes, and household hints are offered. Women currently in public life are interviewed and the program has a large feminine audience.

Availability: Live talent
Time Units: 30 minutes, 5 times weekly, Mon.-Fri.

Audience Appeal: Female
Suggested for: Morning—9:00-9:30
Client Suitability: Anything that women buy

Number of Artists: One
Unit Cost: \$4.00 a participation, frequency discounts on request
Audition Facilities: Transcriptions
Submitted by: WLNH, Laconia, N. H.

Household Hints

Conducted by a girl with excellent radio personality and dealing with shortcuts in wartime homemaking, informally presented. The M. C. has a lovely voice and occasionally sings on the program. Interviews with housewives and well-known local women are a part of the program. Household helps are requested by mail. Sold on a participating basis.

Availability: Live talent
Time Units: 15, or participating minutes; one, three, five weekly

Audience Appeal: Female
Suggested for: Morning
Client Suitability: Any household product

Number of Artists: One
Unit Cost: \$25 for fifteen minutes; \$10 per participation; subject to frequency discounts

Audition Facilities: Transcriptions
Submitted by: WBRK, Pittsfield, Mass.

In the Woman's World

The emphasis in this breezy, "woman-to-woman" chat is upon things of interest to women: styles, recipes, time and labor savers and other hints to women in the home or office. Written with special attention to "ear-appeal."

Availability: Live talent
Time Units: 5 minutes, 6 times weekly

Audience Appeal: Female
Suggested for: Morning and afternoon
Client Suitability: Soaps, foods, fashions, other domestic products

Number of Artists: 1
Submitted by: United Press
(See Page 3)

femcee, format includes newsy bits of purely feminine interest, helpful, healthful suggestions and music that provides a soothing, romantic touch. Talk portion of program is held to absolute minimum in order that program may provide a welcome respite from chatter and serials.

Availability: Live talent or E. T.
Time Units: Thirty minutes, five times weekly

Audience Appeal: Female
Suggested for: Morning
Client Suitability: Food products, household goods, cosmetics, etc.

Number of Artists: Woman announcer
Unit Cost: \$40.00 per program (inclusive)
Audition Facilities: Transcriptions
Submitted by: WHBQ, Memphis, Tenn.

Frankly Feminine

A program featuring Mary Hamman, well known contributor to magazines for women, on subjects of interest to all feminine listeners, and presenting daily guests. Origin New York.

Availability: Live talent
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Female
Suggested for: Morning

Number of Artists: 1 (Mary Hamman) and a guest
Submitted by: NBC
(See Pages 33, 34, 35, 36)

Gale Gray

Gale Gray is a housewife and mother who talks to the women of our area about things that are of interest to them. Unlike national or metropolitan women's programs, Gale Gray talks the language of the farmer and the farmer's wife. This is a participating program and can use up to three sponsors for each broadcast. Program can run ½ hour using six sponsors. We expect to run this show Monday through Friday in the near future.

Availability: Live talent
Time Units: Fifteen minutes, three weekly
Audience Appeal: Female

Suggested for: Morning—11:00 a.m.
Client Suitability: Beauty—Sewing—Foods—Clothing—Furniture, etc.

Number of Artists: One
Unit Cost: \$5.00 each broadcast
Audition Facilities: Transcriptions
Submitted by: WALL, Middletown, N. Y.

Hi Mom!

"Hi Mom!" is a breezy, informal show dedicated to the lady of the house. An early-morning toast-and-coffee program, it puts the housewife in a happy frame of mind before she starts her daily chores. Music is furnished by Dol Brissette and a six-piece orchestra whose members take part in the cheery chatter. Mary Conlon, vocalist, is spotlighted as bass player. Bob Dixon, m.c., humors "mom" between numbers with amusing stories.

Availability: Live talent or E. T.
Time Units: 15 minutes, 3 times weekly
Audience Appeal: Female or entire family

Suggested for: Morning
Client Suitability: General

Number of Artists: 8
Audition Facilities: Transcriptions
Submitted by: WTAG, Worcester, Mass.

Home and Kitchen

"Home and Kitchen," a fifteen minutes' program, by WNOE's woman commentator, is a resume of the "newest in news" of interest to housewives, rationing items, meatless and practically pointless main dishes, seasonable beauty and fashion hints; a flash from Hollywood, interspersed with musical favorites of the ladies. The timeliness of such program has a general appeal, of course, to housewives.

Availability: Live talent
Time Units: 15 minutes, 5 times weekly
Suggested for: Morning (9:00-9:15 a.m.)

ed for: Morning
Suitability: Household products, soaps, etc.
Number of Artists: 2
Unit Cost: \$5.00 talent per program
Audition Facilities: Transcriptions
Submitted by: WJHL, Johnson City, Tenn.

Famous Mothers Singing Jane Dillon

Jane Dillon, international artist, has called "within herself a complete individual and self-sufficient, she is among entertainers." "Famous Mothers" is enacted entirely by Jane Dillon. Her three-octave voice range enables her to portray rugged masculine characters of boys and children, and characters of every age. She sings in a flash, and experts have been baffled by her performances in the world. In "Famous Mothers," she has transcribed programs, she has stories of some of the most famous of the past and present. Many will remember Miss Dillon as author and star of the NBC series, "The Happy Family," and she also enacted all parts.

Availability: E. T.
Time Units: 5 minutes, 3, 5, 6 times weekly
Audience Appeal: Female

Suggested for: Morning or afternoon
Client Suitability: Dept. stores, bakers, food products, specialty shops, etc.

Number of Artists: 1
Unit Cost: Based on population of city, and rates of stations used
Audition Facilities: Transcriptions
Submitted by: Kasper-Gordon, Inc., Boston, Mass.

(See Page 62)

Feminine Side of Life

A fast-paced daily commentary by Miss White, reporting activities of women in today's war world—news of women in uniform, in war work and in the headlines. Edited and delivered by Miss White—interspersed with news of the season. It's a perfect program for sponsors seeking the feminine

Availability: Live talent or E. T.
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Female

Suggested for: Morning
Client Suitability: Anything in the women's field

Number of Artists: 1
Unit Cost: On application
Audition Facilities: Transcriptions
Submitted by: WNOX, Knoxville, Tenn.

Food Scout—Penny Pruden

Minutes of practical, workable economics by Cincinnati's only home economist, Penny Pruden is published "air" personality conducting cooking school each week, plus an hour half hour daily across the home economist for Alber's Super Market. Has conducted hundreds of personal appearances in Ohio cities, also Kentucky and splendid merchandising cooperation distributor support. Excellent constant mail reaction.

Availability: Live talent
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Female

Suggested for: Morning, 8:45 a.m.
Client Suitability: Food products

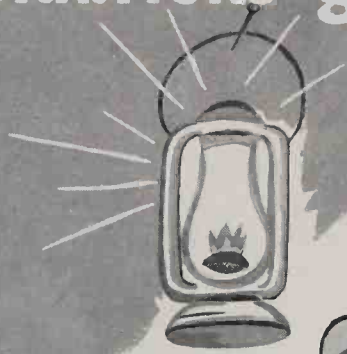
Number of Artists: 1
Unit Cost: \$150 week
Audition Facilities: Transcriptions
Submitted by: WKRC, Cincinnati, Ohio

For Women Only

As title indicates, is entirely for women. Conducted by Lillian Jaffe,

Availability: Live talent
Time Units: 15 minutes, 5 times weekly
Suggested for: Morning (9:00-9:15 a.m.)

Now, even Goldbricks* get up early



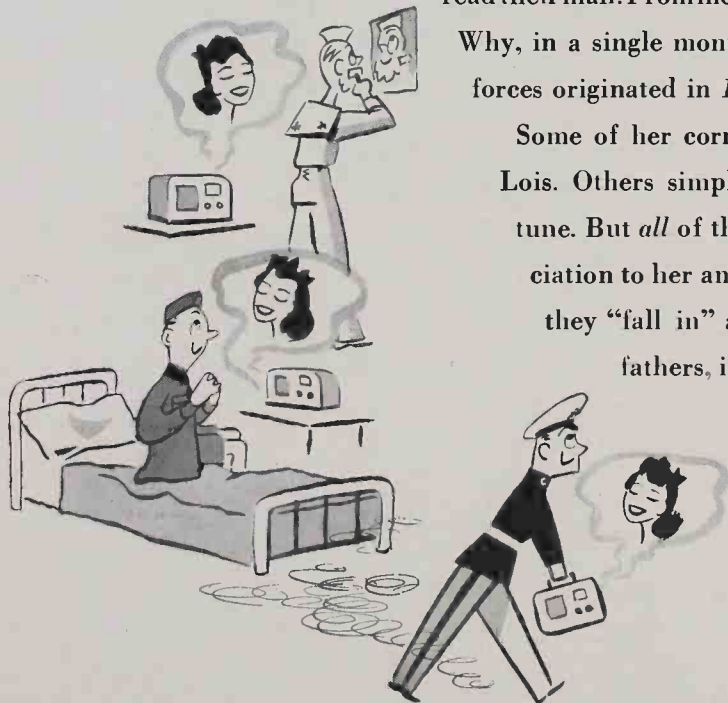
EVERY MORNING, from 5:30 to 6:30, Lois January is on the air!

For Lois is WABC's, and the Service Men's, "Reveille Sweetheart". And that means getting up even *before* "the guy who wakes the guy who wakes the bugler". (Maybe you've never tuned in a radio between 5:30 and 6:30 A.M. But that's the *precise* hour when service men throughout the Eastern Time Zone do *their* radio listening.)

Do they like "Reveille Sweetheart"? You ought to read their mail. From men in all uniforms, of all ranks.

Why, in a single month Lois' mail from the armed forces originated in 127 different camps and bases!

Some of her correspondents would like to meet Lois. Others simply request a photo or a favorite tune. But *all* of them are unanimous in their appreciation to her and WABC for making the time before they "fall in" a pleasant experience such as their fathers, in '17 and '18, never knew.



*Goldbrick. n. Army slang. One who holds lantern while fellow soldiers dig ditch. See also "dog robber," "the Old Man's pride and joy." Syn. "Topkick's Tootsie," "cinch soldier."

WABC

Columbia's Key Station
NEW YORK • 50,000 Watts

COLUMBIA OWNED



FEMININE ANGLE

A special theme has been prepared which makes possible excellent material on all 156 shows. Maximum commercial time is allowed; publicity is furnished.

Availability: E. T.
Time Units: 5 minutes, 3 to 6 times weekly

Appeal: Female
Suggested for: Morning, afternoon or evening

Suitability: Department stores, women's wear, retail shops, drug stores, beauty parlors, etc.

Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: NBC Radio Recording Division, New York, N. Y.

(See Pages 20, 82, 86)

Listen, Ladies!

Out-moving, appealing women's material gives the latest news, the bits of gossip about women that are in the news; about clothes, health, the home and many other aspects of the news.

Availability: Live talent
Time Units: 10 minutes, 6 times weekly

Appeal: Female
Suggested for: Morning or afternoon

Suitability: Local and national spot advertisers

Number of Artists: 2 (announcer-commentator)
Audition Facilities: Sample script
Submitted by: Press Association, Inc., New York, N. Y.

Nothing Should Be Fun

Edna Fredericks is an authority on health and nutrition. In wartime food is the most important over-all factor in the home front as well as the war front. How to eat, how to prepare it and what you can do for you are questions that everyone faces. Mr. Fredericks has covered. In a short run on a local New York his mail pull was excellent and with the current series on nutrition it is his first network show. Recommended for the manufacturer or client who wants to push a food product.

Availability: Live talent
Time Units: 15 minutes, 1-3-5 times weekly

Appeal: Entire family
Suggested for: Morning or afternoon

Suitability: Food product
Number of Artists: MC and announcer

Audition Facilities: Transcriptions or will live talent
Submitted by: WJZ-Blue, New York, N. Y.

Love Problems

Howe Miles, backed by an excellent record of audience acceptance for the past ten years, brings a friendly, intelligent discussion of love problems as they affect people in the home. Never before have so many people been affected by war and have had so many emotional problems of the heart of conditions which are completely different from all their training and experience. Miss Miles has the knack of making the interviews in a human and friendly way and yet with an objectivity which brings forth an honest appraisal. A great show for women and men. Recommended with a product which appeals to women.

Availability: Live talent
Time Units: 15 and 30 minutes, 1-3-5 times weekly

Appeal: Female
Suggested for: Morning or afternoon

Suitability: Women's products
Number of Artists: MC and announcer

Audition Facilities: Transcriptions or will live talent
Submitted by: WJZ-Blue, New York, N. Y.

Love Tales

What makes the world go 'round'—the dramatic episodes prove this

old adage through smart, sparkling dialogue—especially selected music—and a superb cast of actors, including such capable performers as Inez Seabury, Carlton Kadell, J. Donald Wilson, Louis Merrill, Martha Wentworth and others of equal talent. Each story is complete in itself—each with a different background, a different problem, a novel solution, a powerful climax. A beautiful love-melody supplies a delicate background for commercial credits.

Availability: E. T.
Time Units: 15 minutes weekly

Audience Appeal: Female
Suggested for: Afternoon or evening

Client Suitability: Furniture stores, etc., and general
Unit Cost: Dependent upon market
Audition Facilities: Transcriptions
Submitted by: Radio Transcription Company of America Ltd., Hollywood, California

Luncheon with Helen

Woman's appeal—recipes—fashions, etc.

Availability: Live talent
Time Units: 5-15-30 minutes, 5 times weekly (Monday to Friday)

Audience Appeal: Female
Suggested for: Morning

Client Suitability: Products suitable for women
Number of Artists: 1
Unit Cost: Upon request

Audition Facilities: Transcriptions
Submitted by: WPAT, Paterson, N. J.
(See Page 77)

Magazine of the Air

Briefly, this show is a magazine in format and presentation, created by a "get up and go artist"—Rosemary. Complete form "cover" to "cartoon," it presents articles on charm, menus, gardening, children, human interest, bulletins on current surplus foods, as well as hard-to-get items. Rosemary also interviews "Mrs. Average Listener" daily in the studio, via random telephone calls a day in advance. Give-away items are naturals for merchandising. Grand Leader Department Store sponsored it for nearly 26 weeks.

Availability: Live talent
Time Units: 15 minutes, 5 times weekly

Audience Appeal: Female
Suggested for: Morning or afternoon

Client Suitability: Department stores, women's shops, individual items for women
Number of Artists: 1

Unit Cost: \$5.00 per time
Audition Facilities: Transcriptions
Submitted by: WGL, Fort Wayne, Ind.

Meet Frances Scott

This program, featuring Frances Scott, brings the "Talk of the Town" . . . (intimate, inside stories about the people and places in the Big City) . . . plus exclusive interviews with the world's most interesting people. Her daily guests vary from War Heroes . . . to men and women who influence fashions, as well as our lives. Her patriotic stories bring her listeners close to her and the news. It's a fascinating program for women by a woman who really knows them.

Availability: Live talent or E. T.
Time Units: 15 minutes, 3 to 6 times weekly

Audience Appeal: Female
Suggested for: Morning or afternoon

Client Suitability: General
Number of Artists: 1 and guest

Audition Facilities: Transcriptions; on WHN 8:30 A.M. daily
Submitted by: Basch Radio Productions, New York, N. Y.

(See Page 85)

News and Views

"News & Views" with Janet Slayton consists of five minutes United Press head-

lines; daily market report furnished by marketing specialist of New Haven County; beauty, fashion and household tips; etc. from world library. Letters to trade.

Availability: Live talent or E. T.
Time Units: Fifteen or thirty minutes five times weekly

Audience Appeal: Female
Suggested for: Morning 8:30-9:00 A.M.

Client Suitability: Food or household items
Number of Artists: One (Janet Slayton, commentator)

Unit Cost: \$36 quarter hour—\$48 half hour
Audition Facilities: Transcriptions
Submitted by: WELI, New Haven, Conn.

Of Interest to Women

June Merrill, WLS women's program director, writes, directs and presents "Of Interest to Women," a program concerned with home economics, health and beauty aids, recipes, interviews with prominent persons, bright sayings of children dramatized, etc. Humorous items used also. That Miss Merrill has a large and responsive audience has been proved many times through various mail offers. Either 15 or 30 minute show.

Availability: Live talent or E. T.
Time Units: 15 or 30 minutes daily or weekly

Audience Appeal: Female
Suggested for: Morning or afternoon

Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: WLS, Chicago, Ill.

On the Home Front

Latest rationing regulations, OPA orders, food for defense, local conditions on markets and commodities. Interviews with women in various war branches . . . salutes to women doing outstanding service.

Availability: Live talent
Time Units: Fifteen minutes, 5 days weekly

Audience Appeal: Female
Suggested for: Afternoon—2:15 P.M.

Client Suitability: Client who desires giving service with program
Number of Artists: 1

Unit Cost: Rate card
Audition Facilities: Transcriptions
Submitted by: KEIM, Eureka, California

Orchids to You

Musical program featured by narration of local woman of the day who is presented with gift by messenger at time of broadcast.

Availability: Live talent
Time Units: 15 minutes; 3, 5 or 6 times weekly

Audience Appeal: Female
Suggested for: Morning

Client Suitability: Firm desiring to reach woman's market
Number of Artists: Two

Unit Cost: \$20 per episode
Audition Facilities: Transcriptions or will pipe live talent

Submitted by: Radio Station WERC, Erie, Pa.

Our Boy in the Army

Typical American mother, speaks of the life of "our soldier-sons" in Army camps; telling of the training, amusements; sleeping facilities and food experienced by the boys. This program series, general in style is based largely on first hand experience gleaned from letters written by this typical American mother's own son. Program requests letters and interesting information and anecdotes from mother's

listening-in; acting as a clearing house of "things a mother likes to know about her soldier-son."

Availability: Live talent
Time Units: 10 minutes, twice weekly

Audience Appeal: Female
Suggested for: Early afternoon

Number of Artists: One
Unit Cost: (On Inquiry at Station.)

Audition Facilities: Transcriptions
Submitted by: WIP—Pennsylvania Broadcasting Company
(See Page 74)

Patricia Kane's Forum for Homemakers

"Patricia Kane's Forum for Homemakers" is especially designed to answer the problems of housewives during these days of food and apparel shortages. Program is devoted to helpful housekeeping hints, rationing problems and a dash of homey philosophy and suitable music.

Availability: Live talent or E. T.
Time Units: Fifteen minutes, five times weekly

Audience Appeal: Female
Suggested for: Morning

Client Suitability: Household or woman's product
Number of Artists: One

Unit Cost: \$250 (Two hundred and fifty dollars) per week
Audition Facilities: Transcriptions or will pipe live talent

Submitted by: WAAB, Worcester, Mass.

Patricia's Notebook

Daily 15-minute woman's program delivered by woman with 15 years radio experience behind her. Program features interviews of prominent women and the part women play in war together with important war information as effecting home-makers. Participation on the program includes facilities of merchandising department to include dealer contacts, bulletins, display, etc.

Availability: Live talent
Time Units: 15 minutes daily

Audience Appeal: Female
Suggested for: Afternoon, 4:15 p.m.

Client Suitability: Any product to sell to women
Number of Artists: 2

Unit Cost: Participation one minute, \$17.50
Audition Facilities: Transcriptions
Submitted by: KDYL, Salt Lake City, Utah

Polly Entertains

Every weekday morning at 11:15 a.m., Polly Malone, with her easy, direct manner of speaking, commands a large listening audience in the WCAE market area. One of Pittsburgh's best-known radio personalities, Polly delivers her commercials with a personal view keying her copy primarily to wartime living and economies. Polly balances her program by discussions of topics of national interest, books, charm, and local feature attractions. Merchandising tie-ins are offered to all participants on the "Polly Entertains" program.

Availability: Live talent
Time Units: Minimum participation: 100 word ann. five times weekly

Audience Appeal: Female
Suggested for: Morning

Client Suitability: Household and culinary products, feminine apparel
Number of Artists: Two

Unit Cost: \$24 for 1-25 times
Audition Facilities: Transcriptions
Submitted by: WCAE, Pittsburgh, Pa.

Roving Reporter

Sponsored by Page Evaporated Milk . . . program delves into activities of

MR. HOGE SAID TALK IS TWICE AS CHEAP...



Our "Showmanship department" said, "we could build a terrific show with him if . . . if you dared."

We dared.

For an hour and a half every day, Paul Gibson went on WBBM — to *talk*. (It took foresight to venture 90 minutes of talk.) About anything interesting. Or stimulating. Or informative. Just good conversation!

The letters started pouring in. "*My wife and I argued your fascinating views on teenage troubles*". . . "*Your intriguing biography of Eisenhower*". . . "*I would like my class at Indiana State Teachers' College to read your talks on getting along with people*". . . "*Did Du Barry really?*". . . "*A copy for our Rotary Club*". . . "*You take the place of night school*". . .

Pretty nearly everybody writes him sooner or later. Company presidents, taxi-drivers, housewives. A Missionary-to-Moscow wrote, "*your sparkling intelligence commands my admiration and respect.*"

Advertisers write him, too. They write letters like this one from the Huber Hoge agency who sold books through Gibson's show:

"Your Paul Gibson's Housewives Protective League paid out at just twice as low as the nearest competing station. This despite the fact that we used nearly every station over 1000 watts in the country."

Participating sponsorships on "Housewives' Protective League" are now available. But

aside from your selfish interest in the program, the story is one more example of why WBBM, Chicago's *Showmanship Station*, has been the most bought-out radio station in Chicago for 18 straight years.

WBBM

CHICAGO'S
Showmanship station
50,000 watts - 780 kc.

COLUMBIA OWNED



Represented by Radio Sales,
the SPOT Broadcasting Division of CBS

men's clubs in Tulsa. Eddy McKean, Program Director, invades club meetings, with portable recorder and engineer . . . and informally chats with members about their activities . . . stressing any war work being done by the group . . . and then eventually around to lighter type of quiz on the ladies . . . involving the hair-dos . . . hats . . . hobbies, plenty of laughs and light-hearted talk with sponsor plugs being worked out smoothly.

Availability: Live talent
Time Units: Fifteen minutes, three times weekly
Audience Appeal: Female
Suggested for: Morning or Afternoon
Client Suitability: Food products, soap, cosmetics, etc.
Number of Artists: Only ONE, the announcer-master of ceremonies
Contact: For information, contact the WJL Sales Dept.
Audition Facilities: Transcriptions
Submitted by: KTUL, Tulsa, Oklahoma

750 Club

"Merchandising Sensation of Central England." Series features Lee Spence (Mrs. 750) and Program Director Robinson, in 1½ hours of interesting news in fashion, ration, babies, interests with music. Club now consists of 100 women. Membership free, with gifts merely writing in for application. Gifts awarded by participating clubs to members who acknowledge their names by telephone or postal card same day. Club cook book just published.

Availability: Live talent
Time Units: 1 hour, 30 minutes; 5 times weekly
Audience Appeal: Female
Suggested for: Morning (middle—9:30-11)
Client Suitability: Several blocks still available national food mfgs.; also, gifts and household products
Number of Artists: 2
Contact: Upon request
Audition Facilities: Transcriptions
Submitted by: WHEB, Portsmouth, N. H.

Shopping for Defense

"Shopping for Defense" is a woman's program aimed to inform the homemaker of the latest ideas and developments for the war. On each program a name is called in the telephone directory and if that name was listening and can give an answer to what was said on the last complete read she receives a certain amount of defense stamps. If unclaimed amount increases each day, which is read to the listeners.

Availability: Live talent
Time Units: 30 minutes, 5 days—Mon. through Fri.
Audience Appeal: Female
Suggested for: Morning—10:30-11 a.m.
Client Suitability: This program is adaptable for any type product or client
Number of Artists: One
Unit Cost: \$65 per month
Audition Facilities: Transcriptions
Submitted by: KBUR, Burlington, Iowa

Home American Homes

"Home American Homes" is a home series, featuring Mrs. Ida Allen. It deals with the home, diet, economy, home decoration. Each episode carries complete information. Each episode is complete in itself in any section of the country. Merchandising features are available.

Availability: E. T.
Time Units: 15 minutes, 2 to 6 times weekly
Audience Appeal: Female
Suggested for: Morning
Client Suitability: Food products, grocery stores, department stores

Number of Artists: Average of 5 per episode
Unit Cost: Percentage of rate card
Audition Facilities: Transcriptions
Submitted by: Associated Music Publishers, Inc., New York, N. Y.

Spice Box

"The Spice Box" is an informal participating program for women—a friendly exchange of buying tips, war-time meal planning suggestions, handy hints, charm notes, book reviews, plus other timely informative chatter. It's linked directly to the tempo and thinking of today. Much of it is "ad lib" with the announcer breaking in with spontaneous questions, usually of a humorous nature. Many of the programs are highlighted by an interview with some prominent personality. The mail count has doubled during the last six months.

Availability: Live talent and E. T.
Time Units: Half hour—9:45 to 10:15 a.m., 6 times weekly
Audience Appeal: Female
Suggested for: Morning
Client Suitability: Cosmetic, Food, or anything appealing to a feminine audience.
Number of Artists: One, plus the regular announcer
Unit Cost: \$3.00 for each participation (one minute).
Audition Facilities: Transcriptions
Submitted by: WHAI, Greenfield, Mass.

The Adventures of Jane Arden

"The Adventures of Jane Arden" has been and is being used successfully as a daytime program for women, or an all-family program for men, women, and children. This program is based on the famous comic strip character, "Jane Arden." One hundred and seventy programs transcribed are available with extensive merchandising features. "Jane Arden" available for special commercials and character sales messages.

Availability: E. T.
Time Units: Fifteen minutes, 3 or 5 times weekly
Audience Appeal: Entire family
Suggested for: Morning, afternoon or evening
Client Suitability: Used by furniture stores, flour companies, grocers, dairies, bakers, peanut butter, public service, ice cream companies, etc.
Number of Artists: Eight
Unit Cost: \$4.00 to \$20.00 based on population of major city.
Audition Facilities: Transcriptions
Submitted by: Webber Radio Programs, Des Moines, Iowa

The Afternoon Journal

Mildred Bailey, WTAG's women's feature editor, is mistress of ceremonies on "The Afternoon Journal," a "magazine to listen to instead of read." The pages of the "Journal," translated from the printed to the spoken word, contain women's news pertinent to the times and features on the food and fashion front. Well-known visitors in all fields appear frequently as guests. A talented piano player, Miss Bailey offers musical selections between the "editorials" or commercials of sponsors.

Availability: Live talent
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Female
Suggested for: Afternoon
Client Suitability: Food, home products
Number of Artists: 1
Unit Cost: Participation rates
Audition Facilities: Transcriptions
Submitted by: WTAG, Worcester, Mass.

The Blessed Eventer

"The Blessed Eventer" was originated by Walt Framer as a daily half hour show but has been revamped as a quar-

FEMININE ANGLE

ter hour daily morning woman's service program. Opening with a baby crying, the theme includes the Cradle Song to set the mood of a program honoring the new Mothers of Today. On each program we read a selected letter from the mailbag composed of announcements of new babies from listeners. An orchid is given to the selected mother and father gets a gardenia. A phone call is made to one of the hospitals in the area and the newest baby before program time is gifted with a \$25 war bond. The sponsors give gifts to every mother in the mailbag.

Availability: Live talent or E. T.
Time Units: Fifteen minutes, 5 or 6 times weekly
Audience Appeal: Female or Entire family
Suggested for: Morning or Afternoon
Client Suitability: Suggest baby photographer, baby food, milk, furniture, baby clothes, insurance
Number of Artists: Walt Framer as the "Blessed Eventer" and Announcer (could be woman)
Audition Facilities: Transcriptions or will pipe live talent
Submitted by: Walt Framer Productions, New York, N. Y.

The Household Forum

"The Household Forum" is the women's arsenal—equipping the home front army with the right answers to the questions the women, themselves, have been asking every day since December 7, 1941. It is a program alert to every change affecting the homemaker—interpreting these changes for her, planning how they can least affect her and her family, helping her to play her part in America's all-out war effort. It is done in highly entertaining fashion. KSTP's exclusive Planalyzed Promotion is available for complete merchandising.

Availability: Live talent
Time Units: 15 minutes, 4 times weekly or annets.
Audience Appeal: Female
Suggested for: Morning—now aired 11-11:45 A.M.
Client Suitability: Foodstuffs and allied household products
Number of Artists: 3
Unit Cost: Contact station
Audition Facilities: Transcriptions
Submitted by: KSTP, Minneapolis, Minn.

The Man Next Door

Program consists of poems and inspirational readings—homey philosophy. Also used on the program is material supplied by Office of War Information which is directed primarily to the housewife.

Availability: Live talent
Time Units: 15 minutes, 5 days weekly
Audience Appeal: Female
Suggested for: Morning
Client Suitability: Any low-priced commodity or service sold to housewives
Number of Artists: 1
Unit Cost: \$60.00 weekly, plus time charges.
Audition Facilities: Transcriptions
Submitted by: WMC, Memphis, Tenn.

The Missus Goes to a Party

This hilarious participation program is done by WBBM's famous Cliff Johnson and 200 club women lurching at the American Food Institute in Chicago. The women play parlor games and perform stunts for minor prize money, and the whole show explodes with excitement and giggles, gags and zany guffaws. Johnson has a way with women. For another WBBM sponsor, he recently had housewives get 30,000 kitchen pads, 2 car-

loads of jigsaw puzzles and half a million ration book covers from their grocers.

Availability: Live talent
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Female and Male
Suggested for: Morning and Afternoon
Client Suitability: Any product purchased by women, particularly food
Submitted by: WBBM, Chicago, Ill.
 (See Page 48)

The Mystery Chef

"The Mystery Chef" is a successful business man who has made a hobby of low cost, tasty meals. His recipes are practical, and up to the minute, based upon rationing regulations on the day of issue. Has a wonderful record for mail and customer pull, suitable for any type sponsor who wants a feminine audience. Transcribed announcements made without cost by "Mystery Chef" for middle commercial. Excellent merchandising features.

Availability: Live talent
Time Units: 15 minutes, 5 weekly
Audience Appeal: Female
Suggested for: Afternoon—12:15 p.m.
Client Suitability: Any feminine appeal
Number of Artists: One
Unit Cost: \$93.25
Audition Facilities: Will pipe live talent
Submitted by: KGHF, Pueblo, Col.

The New England Cupboard

"The New England Cupboard" is an informal, fifteen-minute broadcast of friendly, helpful advice on the preparation and serving of delicious meals, tempting new recipes using non-rationed foods and low-point value products . . . household hints for the more efficient management of homemaking. These programs are broadcast Monday through Friday over Station WNAC, Boston.

Availability: Live talent or E. T.
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Morning
Client Suitability: Homemaking and food accounts
Number of Artists: One
Unit Cost: \$35.00 a broadcast
Audition Facilities: Transcriptions or will pipe live talent
Submitted by: WNAC, Boston, Mass.

The Road to Health

A nutritional and health program conducted by Dr. Edward Parrish, M.D., who has been on the air over 7 years. Assisted by Ella Mason, Home Economist. Broadcast over WMCA; Mondays through Fridays, 9:30 to 10 a.m. Program is supplemented by merchandising service in the Greater New York Area, contacting all important retail food outlets, directed by Herman F. Karl Luke and field men.

Availability: Live talent and E. T.
Time Units: WMCA Program, 30 minutes, 5 times weekly or E. Ts. of any length
Audience Appeal: Female and Male
Suggested for: Morning or Afternoon
Client Suitability: Food, Vitamins or Household
Number of Artists: 3
Unit Cost: WMCA Program, \$250 a week, less agency commission
Audition Facilities: Transcriptions
Submitted by: American Institute of Food Products, New York, N. Y.

Through Feminine Eyes

A lively written news feature about women and things of interest to women as reported by Jane Cochran, Women's Editor of International News Service and

All this Southern family
sextet now needs, to make
a sponsor very happy is
A SPONSOR!

Two years ago a trailer pulled up to WBT, and the Johnson family stepped out—Pa Johnson... Ma Johnson... Red, 15... Betty, 13... Bobby and Jimmy, 11-year-old twins. They'd harmonized their way across 11 Southern states, at conventions, fairs, schools, churches, on the air. Like most Southern radio talent, their Mecca was WBT. The Johnsons were another WBT radio "find."

From 11-year-old Bobby (who sometimes sings *bass*) to Pop, they're natural musicians. When they're singing the old songs and hymns Southerners love so well, the six voices blend so perfectly it's hard to tell who's singing what.

To WBT listeners—almost 3,000,000—*Ma Johnson's Family* is today an indispensable part of the Southern morning. The show is as typically Southern as "y'all" in the plural, or hominy grits for breakfast. The singing Johnsons are available for sponsorship, with famed Grady Cole as emcee. Their most recent sponsor—an insurance company—pulled almost 100 insurance inquiries a day! Ask us or Radio Sales for information.

Top-flight Southern radio like *Ma Johnson's Family* explains why for so many years, WBT has been the *South's Best Salesman*.



WBT

CHARLOTTE • 50,000 watts
The South's Best Salesman
COLUMBIA OWNED



Represented by Radio Sales, the SPOT Broadcasting Division of CBS

FEMININE ANGLE

Unit Cost: \$5 per participation program
 Audition Facilities: Transcriptions
 Submitted by: WTOL, Toledo, Ohio
 (See Page 75)

Women in the News

A daily story of women who, either by great or humble accomplishments contribute something to the skein of human life, whose story contains drama or tragedy or comedy. Written by women for women, the characters in this feature are chosen solely for their interest to other people.

Availability: Live talent
 Time Units: 5 minutes, 6 times weekly
 Audience Appeal: Female
 Suggested for: Morning and afternoon
 Client Suitability: Soaps, foods, fashions, other household items
 Number of Artists: 1
 Submitted by: United Press
 (See Page 3)

Woman's Club of the Air

The "Woman's Club of the Air" offers you an economical means of advertising your product to a concentrated no-waste audience of housewives, stimulated to buy through intimate daily contact with their leader, friend and adviser, Jane Weaver, Director of the Club. Letters come in from all over WTAM's vast Primary Coverage Area asking for advice on rationing problems, low point menus and child training.

Availability: Live talent
 Time Units: 9:00 to 9:30 a.m., Monday to Friday
 Audience Appeal: Female
 Suggested for: Morning
 Client Suitability: Foods, drugs, cosmetics, publications
 Number of Artists: 4
 Unit Cost: \$35 per participation
 Audition Facilities: Transcriptions
 Submitted by: WTAM, Cleveland, Ohio

Women's Exchange

A new local participation show featuring Alma Kitchell, celebrated radio personality who has conducted a network show for the Blue for several years past. Miss Kitchell's warm and friendly personality will make "Women's Exchange" exactly what the title indicates—a friendly exchange of ideas on subjects of interest to women. She will range the whole field of women's interests from

opera stars to recipes. The show will be sold on a participation basis.

Availability: Live talent
 Time Units: 30 minutes, 5 times weekly
 Audience Appeal: Female
 Suggested for: Morning or afternoon
 Client Suitability: Family appeal product
 Number of Artists: MC and announcer
 Audition Facilities: Transcriptions or will pipe live talent
 Submitted by: WJZ-Blue, New York, N. Y.

Women's 580 Club

"Women's 580 Club" with 35-thousand members goes on and on. Hollywood News, recipes, music, and continued studied incorporation of homemakers needs helps this successful 4-year-old to turn up new and surprising sales results for participating sponsors. . . features like "Honor Roll"—a radio honor roll of servicemen from members families. Promotion—continuous, dealer letters, postcards, yearly picnic or theatre party daily gifts and constant attention to program details keeps results and interest building.

Availability: Live talent
 Time Units: Participating minutes, 5 times weekly
 Audience Appeal: Female
 Suggested for: Late afternoon
 Client Suitability: Anything either luxury or necessity for the home or woman in the home
 Number of Artists: 1
 Unit Cost: On request
 Audition Facilities: Transcriptions
 Submitted by: WCHS, Charleston, W. Va.

Your Next Door Neighbor

This type of program is of special interest now, as it features household hints, food problems, recipes, notes on clothing shortage. Also features special stories of prominent females and what they are doing towards the war effort, and many interviews are encouraged for this program, that have a general appeal. Merchandising facilities are newspaper, direct mail, radio build-up.

Availability: Live talent
 Time Units: 15 minutes, five times weekly
 Audience Appeal: Female
 Suggested for: Morning—9:30
 Client Suitability: Baking company, cosmetics, soap, etc.
 Number of Artists: One
 Unit Cost: Inquire for rates
 Audition Facilities: Transcriptions
 Submitted by: WPAY, Portsmouth, Ohio

New York's outstanding women
 Sample script
 Time Units: 10 minutes, 6 days weekly
 Audience Appeal: Female
 Suggested for: Morning
 Number of Artists: 1
 Audition Facilities: Sample script
 Submitted by: International News Service,
 New York, N. Y.

Virginia Davis, the Food Scout

"Food Scout" pays early-morning visits to the St. Louis Commission Row, to get the receipts of fresh fruits and vegetables, and passes the information to the listeners at 9:30 a.m. to listeners. Frequently meets the commission man, and stresses the importance of buying.

Availability: Live talent
 Time Units: 15 minutes, 6 times weekly
 Audience Appeal: Female
 Suggested for: Morning
 Client Suitability: Foods, canning materials, products of general feminine appeal
 Number of Artists: One and guests
 Submitted by: Sent on request
 Audition Facilities: Transcriptions
 Submitted by: KXOK, St. Louis, Missouri

Homins for Victory

Each part feature telling housewives how to handle old foods, how to use new foods and suggesting a daily ration based on known food supplied for the station area.

Availability: Live talent
 Time Units: 5 minutes, 6 days weekly
 Audience Appeal: Female
 Suggested for: Morning
 Client Suitability: Grocery firms, bakeries, meat firms handling food
 Number of Artists: 1
 Submitted by: United Press, New York.

(See Page 3)

WEEL Food Fair Day Through Saturday—9:30-9:45 a.m.)

A 15-minute week-day feature where we take care of food (or housewife) products. Program includes personalities, "Mom" Parker (recipes and making suggestions) Roberta "Party Lady" (entertainment and ideas) and Peggy Kiley and "Market Basket" (food prices, "best of the week," etc.). Feature is backed by the "WEEL Food Booth" attended by Kiley and spotted in a major

market each week who demonstrates the products advertised in the program. Monthly magazine (25c per year subscription) titled "Food Fair" is added merchandising for advertisers and is written and edited by Food Fair personalities, Parker, Kiley and Green.

Availability: Live talent
 Time Units: 15 minutes, 6 times weekly
 Audience Appeal: Female
 Suggested for: Morning or afternoon
 Client Suitability: Foods and household products
 Number of Artists: 3 women and male master of ceremonies
 Audition Facilities: Transcriptions or will pipe live talent
 Submitted by: WEEL, Boston, Mass.
 (See Pages 54, 55)

What's What Today

This program conducted by Harriett Harris is directed to women and bears a homemaker's angle. Also, a bit of Hollywood news, OPA bulletins and other items that are interesting to women. This program has been tested with special bulletins and has had a constant good mail count. This program is a woman's magazine of the air type. Each department is separated by musical interludes.

Availability: Live talent
 Time Units: 15 minutes, 3 times weekly
 Audience Appeal: Female
 Suggested for: Morning
 Client Suitability: It's acceptable for any client who is selling a commodity which is used in the family home
 Number of Artists: 1 narrator and announcer
 Unit Cost: Furnished upon request
 Audition Facilities: Transcriptions
 Submitted by: WOW, Inc., Omaha, Neb.

Women at War

"Women at War" is an outstanding feminine interest program, conducted by Jean Wright. Interviews with eminent guests of national interest are highlighted. Women defense workers, Red Cross members, WAACs and WAVES, Nurses of the Army and Navy, and other women, who are in some way active in the war effort give this program great prominence. Also many helpful hints for war-time housekeeping are suggested.

Availability: Live talent
 Time Units: 11:30-11:45 a.m.; 15 minutes, 5 days weekly
 Audience Appeal: Female
 Suggested for: Morning
 Client Suitability: Department stores, food stores, drug stores
 Number of Artists: 1

43 ☆ HOLLYWOOD NEWS ☆ 1944

Loew's Stage and Screen News

A daily, informative, up-to-the-minute screen program that veers from variety with emphasis on human material. This program was on the air for 4 years during which time it has existing mail pull records with a high total of 219,000 pieces of mail.

Availability: Live talent or E. T.
 Time Units: 15 minutes, six times weekly
 Audience Appeal: Entire family
 Suggested for: Morning, afternoon or evening
 Client Suitability: Women generally, cosmetics or foods
 Number of Artists: 1
 Submitted by: Open

Audition Facilities: Transcriptions or will pipe live talent
 Submitted by: David Lowe Productions,
 New York 21, N. Y.

In Movieland

Intimate, behind-the-scenes stories of movie people and events, with human insights into the lives of Hollywood notables, their foibles and contributions toward the entertainment of the American nation. Written in Hollywood by staff familiar with the Hollywood scene.

Availability: Live talent
 Time Units: Five minutes, six times weekly
 Audience Appeal: Entire family
 Suggested for: Morning and afternoon
 Client Suitability: Soaps, foods and other household items

Number of Artists: One
 Submitted by: United Press
 (See Page 3)

Hollywood Gossip

"Hollywood Gossip" is aired once a week and is a 15-minute program. Movies are previewed and 2 or 3 editorials about the stars are presented, also gossip highlights for the week. News is gathered from United Press, and all the Hollywood studios send in radio news weekly. Merchandising facilities are: newspaper, direct mail, contests, radio build-up.

Availability: Live talent
 Time Units: 15 minutes, once weekly
 Audience Appeal: Juvenile or female
 Suggested for: Afternoon—1:45
 Client Suitability: Theatre publicity,

doesn't necessarily need special type of client

Number of Artists: 1
 Unit Cost: Inquire for rates
 Audition Facilities: Transcriptions
 Submitted by: WPAY, Portsmouth, Ohio

Hot from Hollywood

A 5-minute transcribed program, containing Hollywood news and reviews and a dramatized scene or two from forthcoming pictures.

Availability: E. T.
 Time Units: 5 minutes, once weekly
 Audience Appeal: Entire family
 Suggested for: Morn, Afternoon, Evening
 Client Suitability: Theatre exhibitors
 Number of Artists: 1-5 people
 Unit Cost: Free to Radio Stations

Kandiyohi Calling . . .



SOMETIMES the elements originate WCCO's original programs.

When the snows come to the Northwest, many of our schools are isolated by house-deep drifts which block roads and tear down poles. School busses have to change schedules or stop cold. Thousands of anxious parents are left without word of their children in the snowed-in areas. Children at home don't know from day to day whether school will be open.

So WCCO—the Northwest's Good Neighbor—has school principals and bus drivers throughout its vast service-area call, write or wire daily reports to the station during a storm. Then, WCCO puts these reports right on the air.

During a storm, the calls come pouring in—from northwestern Hubbard to western Kandiyohi counties—some 200 miles away. During two months of

last year, 254 such reports were sent from schools and bus depots in 82 counties . . . mothers were told that their children were safe and warm at some wayside farmhouse . . . children were told whether their schools would be open.

This fall, when the first snows come in (as early as September), the million radio families of our Northwest will lean once more on their "Good Neighbor," WCCO. For 19 years it's been a never-failing source of help!

WCCO

MINNEAPOLIS-ST. PAUL

50,000 watts • 780 kc

COLUMBIA OWNED



The Northwest's Good Neighbor

Represented by Radio Sales,
the SPOT Broadcasting Division of CBS

HOLLYWOOD NEWS

Production Facilities: Transcriptions
 Submitted by: Thomas J. Valentino, Inc.
Hollywood Snapshots
 (3:30-6:45 p.m. Monday, Wednesday, Friday)

Program is conducted by Priscilla Fortescue, a New England Radio Personality for past ten years. Has been sent to Hollywood each year to gather news and photos of cinema folk . . . has written scenarios, appeared as extra and in feature roles in films . . . knows the stars and foibles from "close-up" contacts and interviews in both New York and Hollywood. Program has been sponsored by Columbia Pictures and is perfectly suited for movie sponsors. Miss Fortescue is also called upon for frequent lectures and talks on "Hollywood Snapshots" for women's clubs and fashion groups.

Availability: Live talent or E. T.
 Time Units: 10 or 15 minutes, 3 or 6 times weekly
 Audience Appeal: Female; entire family
 Suggested for: Morning, afternoon or evening
 Client Suitability: Foods, cosmetics, motion pictures
 Number of Artists: Priscilla Fortescue (optional musical unit or transcriptions)
 Production Facilities: Transcriptions or will pipe live talent
 Submitted by: WEEI, Boston, Mass.
 (See Pages 54, 55)

Hollywood Whispers
 Seven minutes of Hollywood news and gossip—10:15 p.m. Tuesday and Friday—

of late interviews with Army and Navy personnel have been featured—viz: Waacs, Waves, Spars, etc. A good set-up for cosmetics, women's wear and the like.
 Availability: Live talent
 Time Units: 15 minutes, twice weekly
 Audience Appeal: Female
 Suggested for: Evening
 Client Suitability: Ladies' Wear—Cosmetics—Ice Cream Products have used it
 Number of Artists: Two
 Unit Cost: \$50.00 (Flity)
 Production Facilities: Transcriptions
 Submitted by: WEDC, Chicago, Ill.

Meet Hollywood Through Harry Koplan

Hollywood columnist with guest stars. Harry Koplan, a former motion picture agent, knows studios and the picture personalities. Features intimate gossip, stories and anecdotes, guest stars, and biographies. Many famous stage, screen and radio personalities have made personal appearances on this show.
 Availability: Live talent or E. T.
 Time Units: Twice weekly
 Audience Appeal: Entire family
 Suggested for: Evening
 Client Suitability: National product or local merchandiser
 Number of Artists: Two
 Unit Cost: \$35 per broadcast, plus station time
 Production Facilities: Transcriptions or will pipe live talent
 Submitted by: KLX, Oakland, Calif.
 (See Page 93)

Hollywood Wire

"Hollywood Wire"—a movie gossip column slanted for women. Our studio reporter covers the picture in a breezy style. All the late news as to "what's cooking in Hollywood" is dished out by the originator of Warner Whispers and Hollywood in High, two widely read movie columns.
 Availability: Live talent
 Time Units: 15 minutes, twice weekly
 Audience Appeal: Female
 Suggested for: Morning, afternoon or evening
 Client Suitability: Department stores drug stores, beauty salons, health foods & jewelry
 Number of Artists: One
 Unit Cost: Varies according to coverage
 Production Facilities: Transcriptions
 Submitted by: Cruger Radio Productions

Movie Room Cues

Based upon the tested "Hollywood Room Recipes," this show brings the screen's glamor to bear upon home furnishings. America is more home conscious than ever before and this show enables the average homebody to both see and hear how to make her home—as beautiful and as comfortable as she sees on the screen.

Availability: Live talent
 Time Units: 15 minutes, 2-3 times weekly
 Audience Appeal: Female
 Suggested for: Morning; afternoon
 Number of Artists: 2
 Unit Cost: \$350 per broadcast
 Submitted by: Office of Gladys Miller

Radio Echoes by Marie

"Radio Echoes by Marie" features . . . news about radio programs, motion picture previews, intimate stories about personalities from the various fields of entertainment, interviews with notable men from radio, stage, and screen. Also, predictions about artists and productions. The program is conducted by Miss Marie Des Chenes. Miss DesChenes makes frequent trips to Boston, New York, and other centers where she may gather material for her program. By Marie is a most informative program.
 Availability: Live talent
 Time Units: 15 minutes, Tues., 7:30 p.m., weekly
 Audience Appeal: Entire family
 Suggested for: Evening
 Client Suitability: Motion pictures, cosmetics, cigarettes, candy, soft drinks.
 Number of Artists: One
 Unit Cost: \$24 per time
 Production Facilities: Transcriptions
 Submitted by: WHAI, Greenfield, Mass.

1943 ★ ★ JUVENILE ★ ★ 1944

Adventures of the White Eagle

Fast moving, timely and patriotic show embracing mystery, intrigue, suspense, comedy and drama. A member of Naval Intelligence, the White Eagle, uses many inventions that sound fantastic but proves them logical. His identity known only to his confidential colored servant who is used for comedy relief throughout the series. Synopsis available.
 Availability: Live talent or E. T.
 Time Units: 14:30 minutes, 5 times weekly
 Suggested for: Afternoon or evening
 Client Suitability: Food products or any commodity used in the home
 Number of Artists: Average 5
 Unit Cost: Optional on coverage
 Production Facilities: Transcriptions or will pipe live talent
 Submitted by: Sellers, Inc., Dallas, Texas

America on the March

Stories of the outstanding events, places and people that have made the history of America, are enacted in a series of radio broadcasts. Each episode a compelling dramatization based on an outstanding historical event, or on the life and career of one distinguished figure, using authentic music as a background. Even if there have already been similar programs, the special value of this program is based on an unusual and attractive live feature, in the form of a small concert which is offered during the radio broadcast as a premium, as an added impetus to listeners, especially youthful ones.
 Availability: Live talent
 Time Units: 15 minutes, 3 times weekly
 Audience Appeal: Entire family
 Suggested for: Afternoon or evening
 Client Suitability: All kinds
 Number of Artists: One narrator and small cast

Audition Facilities: Transcriptions or will pipe live talent
 Submitted by: Broadcasting Program Service, New York, N. Y.

Archie Andrews

Based on comic magazine series, Archie Andrews represents the first major attempt to present comedy rather than thrill pattern in children's line-up on Blue. Archie Andrews, 16-year-old boy with a penchant for trouble, accompanied by his pal, Jughead, in rapid-fire series of misadventures and comic situations. Well written, extremely well played. Directed by Bob Emory.
 Availability: Live talent
 Time Units: 15 minutes, 5 times weekly
 Audience Appeal: Juvenile
 Suggested for: Afternoon
 Client Suitability: Various
 Unit Cost: 15 minutes, 5 times weekly, \$2,500
 Production Facilities: Transcriptions or will pipe live talent
 Submitted by: WJZ-Blue, New York, N. Y.

Babe Ruth in Person

Babe Ruth in person stars the one and only Babe in an unrehearsed ad lib program with young people in the studio who fire questions at him on baseball subjects. Also included is the Babe's chance to quizz the kids and award autographed baseballs. A gay informal and informative program on sports running through the baseball season. Origin New York.
 Availability: Live talent
 Time Units: 15 minutes, once weekly
 Audience Appeal: Juvenile
 Suggested for: Morning
 Number of Artists: 1 (Babe Ruth) and audience participation
 Submitted by: NBC
 (See Pages 33, 34, 35, 36)

Captain Danger

The story concerns a young American boy and his sister, who cruise on a schooner to the South Seas to visit some plantations they have inherited. Their experiences with the crew members, natives, and renegade white pirates all lead to an intriguing voyage. (Note: This show has currently been sponsored by the Peters Shoe Company of St. Louis, for its retail dealers.)
 Availability: E. T.
 Time Units: Fourteen and one-half minutes, three or five weekly
 Audience Appeal: Juvenile
 Suggested for: Late afternoon or early evening
 Client Suitability: Bakeries, Dairies, Retail Specialty Stores, Candy, Soft Drinks
 Number of Artists: Five (average)
 Unit Cost: 25 per cent station rate with \$3 minimum per episode
 Production Facilities: Transcriptions
 Submitted by: Bennett-Downie Associates, Inc.

Dan Dunn, Secret Operative No. 48

Radio version of the world famous newspaper cartoon strip of the same title, featured in about 125 daily and Sunday newspapers. In the first sequence, Dan Dunn discovers that a new secret airplane has been sabotaged, and then begins his search to smash a spy ring. This sequence covers first 39 shows. Next 39 episodes cover 3 different sequences, split into 13 episodes each, thus maintaining action. Many unusual merchandising tie-ups. Features an all-star Hollywood cast. Completely tested, used by such firms as Chocolate Products in several markets; Hygela Milk Products, Westlaco, Texas; Hores Root Beer, San Diego; Royal Crown Cola Bottling Co., Charlotte and Gastonia, N. C., and Birmingham,

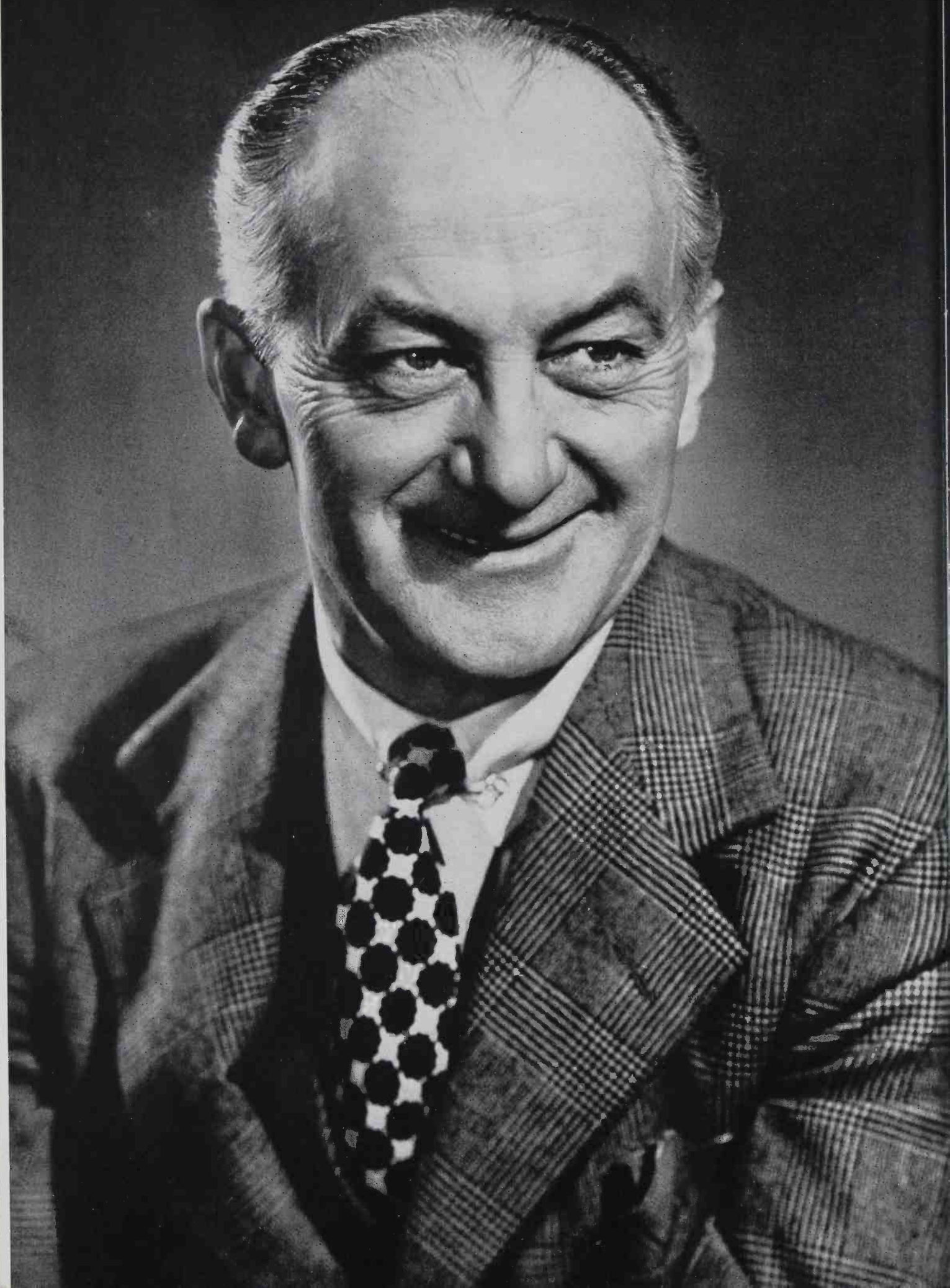
Ala. Sold to New Zealand 78 1/4-hour episodes completed and ready for delivery.
 Availability: E. T.
 Time Units: Fifteen minutes, 3 or 5 or 6 weekly
 Audience Appeal: Juvenile
 Suggested for: Afternoon
 Client Suitability: Dairy, bakery, food product, department store, etc.
 Number of Artists: 14
 Unit Cost: Based on population of city, power and rates of stations used
 Production Facilities: Transcriptions
 Submitted by: Kasper-Gordon, Incorporated
 (See Page 62)

Evening Funnies

"Evening Funnies" dramatizes the Des Moines Tribune's comic strips each evening, with two experienced actors handling script and production. Included are "Lil Abner," "Tillie the Toller," "Popeye," "The Spirit" and "Ned Brant." Program has the natural merchandising connection of nightly appearance in the Tribune with low-wide circulation.
 Availability: Live talent
 Time Units: 15 minutes, 5 times weekly
 Audience Appeal: Juvenile
 Suggested for: Late afternoon
 Client Suitability: Product aimed at children's audience
 Number of Artists: 2
 Unit Cost: Talent cost, 5-a-week, \$35 per week
 Production Facilities: Transcriptions
 Submitted by: KSO, Des Moines, Iowa
 (See Page 81)

First Offender Club

"First Offender Crime Prevention Club" is destined to help the youth of today avoid their first criminal offense and become healthy, happy, desirable citizens.



Microphones are easier on the feet...

Carl Moore's infectious good nature had sold cash registers...peddled canned goods...plugged sheet music...and made things lively in a creamery. His work was tough on his feet. They began to bother him so he tried radio—figuring that microphones are easier on the feet. WEEI watched his progress—signed him exclusively five years ago. They put him on at 7:00 A.M. and he clicked. He went on again at 8:30 in the morning with a new show—the “Coffee Club.” On it Carl and Company ad lib merrily along for twenty-five minutes... music, chatter, song, nonsense—without rules and practically without script.

Today, the Coffee Club's early-morning antics have become an indispensable start of the new England day. *So much so, that all through WEEI-land, one-third of all listening families tune to the program—and family No. 1 probably tells No. 2 and No. 3*

*Represented by Radio Sales,
the SPOT Broadcasting Division of CBS*

about what Carl said this morning. (That's a good reason why you should ask *now* about participating sponsorships. They are available.)

Carl Moore's humor spread beyond New England. CBS put him on the network once, to fill a morning spot. Again, he clicked. And now the “Coffee Club” is fed to the complete CBS network coast-to-coast three times a week.

Once again a WEEI *program's* success story underscores the WEEI *station* success story...the story of why WEEI has, for so long, been Columbia's *Friendly Voice* in Boston.





From Taft to FDR; from Kuibyshev to "K" Street . . .

IT'S ALMOST as if Edward Folliard carried a mike with him on his "beat," so arrestingly vivid is his reporting of the news. His WTOP shows (Monday through Saturday—6:00–6:10 P.M.)* are not only comprehensive analyses of world affairs, but also on-the-spot, eye-witness accounts of Washington affairs—of everything that makes headlines in this hub-city of a warring world.

Folliard (for many years on the *Washington Post*) knows Washington. He has seen every inauguration since Taft's; he has covered almost every

important event here for 21 years. His beats have run the gamut from the police courts to the White House.

And Washington *knows* Folliard. Of all the first-rate newscasters and analysts whose broadcasts originate in the capital, he's the only one who was born and raised in Washington. He has a knowledge of capital affairs based on a lifetime of Washington experience.

With Edward Folliard keeping the local situation well in hand, and the world-wide staff of CBS correspondents reporting from far-flung points, it's not surprising that WTOP is TOP

in news—as it is in all-around programs in Washington, too! That bluntly explains why there are more advertising dollars now invested in WTOP than in any other radio station in the nation's capitol.


**Now available for sponsorship. Ask us or Radio Sales.*

Represented by Radio Sales, the SPOT Broadcasting Division of CBS

WTOP

WASHINGTON'S
50,000 watt Station

COLUMBIA OWNED



ship numbers better than 45,000
stations in New England.
Live talent
: 30 minutes, once weekly
Appeal: Entire family
: Afternoon or evening
: Food products
of Artists: 6 to 10
Facilities: Transcriptions
by: Herman Bernie, Inc.

Gu-Gus & Ti-Thur
Gu-Gus & Ti-Thur," the amusing story
modern youngsters who face life
te, love and disappointments are
They are pretentious and their
ce are not always up to their
ce. They like discussions and
on claim to have the right under-
of current events. Fortunately,
er was born before them and his
es always most timely. "Gu-Gus
T" keep the role of as many as
rent characters during a same
ra. Their versatility is wonderful.
eir since four months.
Live talent
: 15 minutes, twice weekly
Appeal: Entire family
: Early evening
: Cereals
of Artists: 2 men
: \$25 per broadcast
Facilities: Transcriptions
by: CHNC, New Carlisle, Que-
Canada

Fun with Stamps
Fun with Stamps" is especially
for the 5,000,000 youngsters
devout postage-stamp collectors
at the United States. The pro-
arranged in such a style that it
resented either on the largest or
of stations. Postage stamps of
values will be offered as prizes.
e will be furnished to the sta-
s a weekly stamp-review pam-
publicity.
Live talent
: 30 minutes, 1 to 3 times
ly
Appeal: Juvenile and entire
y
: Morning or afternoon (Sat-
ys or Sundays)
: Products consumed by
gsters (food, toys, etc.)
of Artists: 1 (emcee)
: \$5 to \$50 per program and
on
Facilities: Sample script
by: Broadcasting Program Ser-
New York, N. Y.

Hop Harrigan
atic, timely action, with human
characters, Hop Harrigan is
the youngsters' interest in avia-
his a fast-paced story of the ad-
that befell this true-to-life Ameri-
who fights and plays his way
exciting episodes with the kind
that kids admire.
Live talent
: 15 minutes, 5 times weekly
Appeal: Juvenile
: Afternoon
: Various
of Artists: Variable
: 15 minutes, 5 times weekly,
0
Facilities: Transcriptions or will
live talent
by: WJZ-Blue, New York, N. Y.

The Giant Killer
Copyrighted Feature
and produced at WHKC, a
serial for boys and girls from
also mothers, with unique stars
talking 325 words a minute, a
entertaining to children and

adults, this program is dramatic. The
super dooper looker, magic telescope,
that sees children in their homes is intro-
duced, securing cooperation of parents by
instructions about brushing teeth, wash-
ing faces and hands and hanging up
clothes, of help to parents.
Availability: Live talent
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Juvenile
Suggested for: Evening, 5:15-5:30 p.m.
Client Suitability: Soft drinks, cereals,
baby foods, clothes
Number of Artists: 4
Unit Cost: On request
Audition Facilities: Transcriptions
Submitted by: WHKC, Columbus, Ohio

Jerry of the Circus
For the sponsor who desires to reach
the ultimate purchaser of his product or
service, through the medium of the juve-
nile listener in the home, we present this
original copyrighted feature. Each pro-
gram takes you back of the scenes in that
glamorous American institution of enter-
tainment, the circus. Never lacking in
action, thrills, and excitement, each epi-
sode creates the desire to carry on with
the story.
Availability: E. T.
Time Units: 15
Audience Appeal: Juvenile
Suggested for: Afternoon
Client Suitability: Bakery and general
Unit Cost: Dependent upon market
Audition Facilities: Transcriptions
Submitted by: Radio Transcription Co. of
America, Ltd., Hollywood, Calif.

**Life on Red Horse Ranch
with the Texas Rangers**
The West lives again on "Red Horse
Ranch"! Thrill-packed with an action
story of life among the tumbling tumble-
weeds. Juveniles as well as adults re-
fuse to miss a single episode. Added fea-
ture is music by "The Texas Rangers,"
favorites of radio networks and motion
pictures, interwoven throughout the epi-
sodes. Selling job done by "Red Horse
Ranch" highly successful.
Availability: E. T.
Time Units: 14 minutes, 30 seconds; 5
times weekly
Audience Appeal: Juvenile or entire fam-
ily
Suggested for: Late afternoon or early
evening
Client Suitability: Any product sold
through mass appeal
Number of Artists: 15 to 20
Unit Cost: On request; give name of mar-
kets in which interested
Audition Facilities: Transcriptions
Submitted by: Arthur B. Church Pro-
ductions, Kansas City, Mo.

Magic Island
An island that emerges and submerges
at will—colony of 250 people—land
invisible though on main steamer lines—
transparent steel — magnetic point, etc.,
etc. The most amazing, timely, entertain-
ing and educational program, with tre-
mendous success story behind it.
Availability: E. T.
Time Units: 130 quarter hours
Audience Appeal: Juvenile; entire family
Suggested for: Early evening
Client Suitability: Shoe stores, bakeries,
department stores, soft drinks, dairies
Number of Artists: Minimum of 9
Unit Cost: Based on population and sta-
tion power
Audition Facilities: Transcriptions
Submitted by: Radio Producers of Holly-
wood

Once Upon a Time
"Once Upon a Time" is a delightful,
humorous fantasy, directed toward chil-

JUVENILE

dren's interest, but attracting parents'
attention, too. Complete in every install-
ment, the scripts tell original fairy stories,
full of animals that talk, baby dragons,
three-headed giants, and flying turtles.
Most important, the show has no horror
or frightening angle, and provides a per-
fect vehicle for a product that appeals to
children and interests parents. Show
blends narration, dialogue, and sound
effects unusually well.
Availability: Live talent
Time Units: 15 minutes, 3 times weekly
Audience Appeal: Juvenile
Suggested for: Afternoon
Client Suitability: Children's consumption
Number of Artists: 2
Unit Cost: \$65.00—3 weekly; \$100.00—5
weekly
Audition Facilities: Transcriptions
Submitted by: WFBR, Baltimore, Md.
(See Page 105)

Rainbow House
Big Brother Bob Emery assembles gifted
youngsters (through high school age) and
produces unusual and entertaining stories,
along with surprise features and music.
This program has won several awards for
distinction and has an outstanding audi-
ence at its hour.
Availability: Live talent
Time Units: 55 minutes, once weekly
Audience Appeal: Juvenile; entire family
Suggested for: Morning or afternoon
Client Suitability: Food, soft drinks, chil-
dren's products
Number of Artists: Emery, 1 soundman,
announcer, organist-pianist, children
Unit Cost: \$600 per program on network
for talent plus chorus if desired
Audition Facilities: Transcriptions
Submitted by: Mutual Broadcasting Sys-
tem for WOR

Reading the Funnies
Public studio show with Uncle Eddie
and Uncle Willie reading the Sunday
paper comic strips. Youngsters from the
studio audience frequently used in pro-
gram. A weekly contest stimulates a
high mail response.
Availability: Live talent
Time Units: Half hour, once weekly
Audience Appeal: Entire family
Suggested for: Sunday afternoons, Sunday
evenings
Number of Artists: 2
Unit Cost: \$15 per program
Audition Facilities: Transcriptions
Submitted by: WMUR, Manchester, N. H.

Robinson Crusoe, Jr.
Robinson Crusoe, Jr., is a dramatic strip
show consisting of five juveniles and adult
performers and features the Mauch twins,
well known in the movies. It consists of
a series of 39 15-minute episodes, tran-
scribed, and tells of a group of children
stranded on an island, their adventures,
and how they are rescued. Usable in
any section of the United States, Canada
and our Possessions. Merchandising plan
and promotion material available.
Availability: E. T.
Time Units: 15 minutes, 2 or 3 times
weekly
Audience Appeal: Juvenile or entire fam-
ily
Suggested for: Saturday morning and af-
ternoons
Client Suitability: Dairies, bakeries, candy
and bottling companies
Number of Artists: 10
Unit Cost: \$10
Audition Facilities: Transcriptions

Submitted by: Transcribed Radio Shows,
New York, N. Y.

Santa In Person
"Santa in Person" is a Christmas series
built to promote the sale of toys and in-
crease foot traffic in stores handling such
merchandise. Radio program is tied in
with newspaper advertising and kiddies
are awarded prizes for correct solution to
daily jingles. Created by an advertising
expert and a child psychologist.
Availability: Live talent or E. T.
Time Units: 15 minutes daily
Audience Appeal: Juvenile
Suggested for: Afternoon
Client Suitability: Toys
Number of Artists: 4
Unit Cost: Varies with sponsor depending
on whether show is transcribed or
live
Audition Facilities: Transcriptions
Submitted by: Cruger Radio Productions

Sea Hound
Produced by the Blue Network in coop-
eration with the Coordinator of Inter-
American Affairs, "Sea Hound" is an ex-
citing story of adventure in the countries
of the other Americas. Characterized not
only by typical "kid show treatment" but
also has added plus of intelligent presen-
tation of information about the other
Americas in a form which the juvenile
listener accepts. Program has held good
rating in fast company with extraordinary
mail pull on a map give-away of Latin
and South America of over 100,000.
Availability: Live talent
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Juvenile
Suggested for: Afternoon
Client Suitability: Various
Number of Artists: Variable
Unit Cost: 15 minutes, 5 times weekly,
\$2,000
Audition Facilities: Transcriptions or will
pipe live talent
Submitted by: WJZ-Blue, New York, N. Y.

Streamlined Fairy Tales
"Streamlined Fairy Tales" are 77 mod-
ern versions of the favorite of the favorite
fables with a Walt Disney cartoon flavor.
They retain their fundamental appeal
while the refreshing new slant fills them
with humor. With the Korallites speaking
in chorus and creating all sound effects
vocally. "Streamlined Fairy Tales" mean
stories to kiddies and sophistication to
"kidults." Merchandising includes coop-
eration from Women's Clubs and Parent-
Teacher Associations. Audition disc is
furnished on deposit of \$3.00, refunded
upon return of disc.
Availability: E. T.
Time Units: 15 minutes, 1, 2 or 3 times
weekly
Audience Appeal: Juvenile; entire family
Suggested for: 5 to 6 p.m., or early eve-
ning
Client Suitability: Bakeries, dairies, de-
partment stores
Number of Artists: 6
Unit Cost: Based on population
Submitted by: Harry S. Goodman, New
York, N. Y.
(See Page 89)

The Fairy Queen
With a touch of her magic wand the
Fairy Queen takes all good little boys and
girls into fairyland with her. Show defi-
nitely isn't limited to youngsters not yet

AN IDEA

that nai



5,000 families to their chairs!

A year ago an *idea* was born. A new program started in the West.

A low, sinister whistle pierced the blackness. Eerie music blended with the whistle... then a man's voice, low, apprehensive. For a half-hour listeners sat spell-bound.

The Whistler was on the air over *Columbia Pacific*!

Now, a year later, listeners still sit spell-bound, every Friday night at nine. 39.7% of all available radio families now listen to this program. That means a Hooper rating of 11.2. That means 551,000 families actively listening.

The story of *The Whistler* is the story of all *Columbia Pacific* originations. It's a story of *ideas*. *Ideas* are the power-force in radio. *Ideas* are the starting point of every *Columbia Pacific* campaign.

Ideas—projected by *superlative execution*—make programs on *Columbia Pacific* strikingly successful. *The Whistler*, for example: It was written by top Hollywood writers. Then it was cast with top Hollywood talent, and produced by the sure-footed staff of *Columbia in the West*... the staff responsible for so many of the great coast-to-coast CBS shows!

Columbia Pacific serves some five million Western families—five million families who have the will to buy and the cash to pay. Through *Columbia Pacific* you can reach these families—reach them with *ideas*... attention-arresting, action-impelling *ideas*—translated into radio programs that build West Coast audiences into a buying army for you.

Such programs as *The Whistler* are now available for sale on *Columbia Pacific*. Ask us or Radio Sales for details. Or ask us to create an *idea* for you... an *idea* planned to tell your story more dramatically than it's ever been told before.

COLUMBIA *Pacific* NETWORK

A DIVISION OF THE COLUMBIA BROADCASTING SYSTEM
Palace Hotel, San Francisco 5—Columbia Square, Hollywood 28.
Represented by Radio Sales, the SPOT Broadcasting Division of CBS.





IN THE NATION'S
NO. 1 MARKET
 IS... **W O V**

the plain facts are these:

BETWEEN THE HOOPER CHECKING HOURS OF 7:30 AND 10:00 P. M. YOU CAN REACH THE MOST RADIO HOMES AT THE LOWEST COST PER 1,000 OF ANY INDEPENDENT RADIO STATION IN NEW YORK . . . at less than 1/2 the cost of the next ranking station and at 1/6 the cost of the lowest ranking station.

STATION AUDIENCE AND COST

| | 7:30 — 7:45 P.M. | 7:45 — 8:00 P.M. | 8:00 — 8:15 P.M. | 8:15 — 8:30 P.M. | 8:30 — 8:45 P.M. | 8:45 — 9:00 P.M. | 9:00 — 9:15 P.M. | 9:15 — 9:30 P.M. | 9:30 — 9:45 P.M. | 9:45 — 10:00 P.M. |
|---|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|----------------------------|
| W O V No. Homes Listening Cost, 1000 Radio Homes | 49,589 \$1.80 | 29,170 \$3.00 | 35,004 \$2.58 | 29,170 \$3.00 | 37,921 \$2.30 | 29,170 \$3.00 | 29,170 \$3.00 | 40,838 \$2.15 | 35,004 \$2.58 | 29,170 \$3.00 |
| STATION A No. Homes Listening Cost, 1000 Radio Homes | 49,500 \$5.15 | 33,000 \$7.60 | 19,600 \$12.80 | 13,200 \$19.00 | 26,400 \$9.50 | 16,500 \$15.50 | 9,900 \$26.50 | 13,200 \$19.00 | 19,600 \$12.80 | 16,500 \$15.50 |
| STATION B No. Homes Listening Cost, 1000 Radio Homes | 101,618 \$2.50 | 32,780 \$7.80 | 22,946 \$11.00 | 19,668 \$13.00 | 22,946 \$11.00 | 13,112 \$19.25 | 13,112 \$19.25 | 16,390 \$15.50 | 26,224 \$9.60 | 13,112 \$19.25 |
| STATION C No. Homes Listening Cost, 1000 Radio Homes | 16,500 \$18.00 | 33,000 \$9.00 | 19,600 \$15.00 | 26,400 \$11.25 | 23,100 \$13.00 | 19,600 \$15.00 | 13,200 \$22.75 | 13,200 \$22.75 | 16,500 \$18.00 | 23,100 \$13.00 |
| STATION D No. Homes Listening Cost, 1000 Radio Homes | 29,780 \$5.25 | 29,780 \$5.25 | 35,736 \$4.40 | 47,648 \$3.35 | 35,736 \$4.40 | 23,824 \$6.70 | 20,846 \$7.60 | 26,802 \$5.90 | 23,824 \$6.70 | 35,736 \$4.40 |

SOURCE:

No. Homes Listening based on C. E. Hooper, Mar.-Apr. 1943, computed as a percentage of stations' published primary listening areas.

Cost per 1,000 Radio Homes based on published one-time-quarter-hour rate.

W O V . . . FOR VICTORY
 NEW YORK

Ralph N. Weil, General Manager—Joseph Hershey McGillvra, National Representatives

each age, but will have an appeal to some adults who still remember childhood. Stories are selected from magazines and are done in monologue form. The acting angles are readily seen.
 Availability: E. T.
 Length: 15 minutes, 5 times weekly
 Audience Appeal: Juvenile
 Suggested for: Late afternoon
 Client Suitability: Children's shops or children's department in large stores.
 Number of Artists: 1
 Unit Cost: \$100 weekly
 Audition Facilities: Transcriptions
 Submitted by: WJLS, Beckley, W. Va.

The Puzzle Boat

Juvenile Feature with strong adult appeal. One-man show with music and effects. The author has been a professional puzzle maker for many years; creator of many juvenile articles, stories and books. Unusual, tested material which appeals to children without being too long, blood and thunder. Material suitable for give-away puzzle and "how-to" books.
 Availability: E. T.
 Length: 15 minutes, 3 or 5 times weekly
 Audience Appeal: Entirely family
 Suggested for: Late afternoon or early evening
 Client Suitability: Any product using the juvenile angle
 Number of Artists: 1
 Unit Cost: 3 times weekly, \$250; 5 times, \$400
 Audition Facilities: Transcriptions
 Submitted by: Mercury Radio Recording Studios

The Scrapes of Scrappy

"The Scrapes of Scrappy" permits the use of a dummy whose inimitable antics take him into all the mischief so to the hearts of children (and grown-ups). "Scrappy," his real live girl and Suzie," and the toy band that play any music you think of because of a magic "thinking cap" provide interesting and sustaining suspense at almost every turn of the globe. Series was aired approximately two years on a popular mid-western station and is a juvenile feature series that will sell any children's volume product, whether by direct mail or through a distributor.
 Availability: Live talent or E. T.
 Length: 15 minutes, 5 times weekly
 Audience Appeal: Juvenile or entire family
 Suggested for: Late afternoon or early evening
 Client Suitability: Health foods, gum, candy, etc.
 Number of Artists: 6 (minimum) 10
 Audition Facilities: Transcriptions or will accept live talent
 Submitted by: Video and Sound Enterprises

The Story Time Lady

Carol Morris, as "The Story Time Lady," reads and tells her way into the heart of children with her original children's stories and her children's stories. Program has been aired daily for over two years and is loyal following. Program brings delighted guests from time to time.
 Availability: Live talent
 Length: 15 minutes, 3 or 5 times weekly
 Audience Appeal: Juvenile
 Suggested for: Afternoon
 Client Suitability: Bakery, dairy, or any business appealing to children
 Number of Artists: 1
 Audition Facilities: Transcriptions
 Submitted by: WGBR, Goldsboro, N. C.

Toytown Parade

"Toy Town Parade" brings to life the jingles and songs from famed Mother Goose, with words, sound-effects and music by Novelty Band, preceding and following the feature of the program "Fairy Tale Adventure Time"; the telling of beloved "Once-Upon-A Time Stories" by "Brother Bill" with change of voice for characterization, against a background of sound effects and music scoring the narrative which make these Fairy Tales live in an interesting, entertaining dramatic presentation.
 Availability: Live talent
 Time Units: 15 minutes, weekly
 Audience Appeal: Juvenile
 Suggested for: Morning
 Number of Artists: 12
 Unit Cost: (On inquiry at station)
 Audition Facilities: Transcriptions
 Submitted by: WIP—Pennsylvania Broadcasting Company

(See Page 74)

Twilight Tales

"Twilight Tales" stars talented Elinor Gene, who tells stories by Hans Christian Anderson and Jacob Grimm in a new and delightfully different style. Has been sponsored in S. Calif. since December, 1939, by Knudsen Creamery Company, twice weekly, with amazing success. Scripts have been endorsed by PTA's, Boards of Education, and are used in classrooms by teachers. Series endorsed by American Council on Education, Radio Division, and also being listed in United States Bureau of Education, Federal Radio Education Committee, FREC Monthly Service Bulletin. Many of the Hans Anderson stories are translated direct from original Danish. Plenty of merchandising and publicity tie-ups, plus ad mats, publicity stories, etc. 52 ¼-hour episodes.
 Availability: E. T.
 Time Units: Fifteen minutes, 1, 2, 3, 5 weekly
 Audience Appeal: Juvenile
 Suggested for: Afternoon
 Client Suitability: Dairy, bakers, food product, department stores, etc.
 Number of Artists: Two
 Unit Cost: Based on population of market, power and rates of station used
 Audition Facilities: Transcriptions
 Submitted by: Kasper-Gordon, Incorporated
 (See Page 62)

Uncle Al and Charlie the Studio Cat

Juvenile strip show built around the announcer ("Uncle Al") and a mythical cat. Plus the cat's mythical friends, including "Roger the Calf," "Mrs. Cackelberry the Hen," etc., "Uncle Al" tells stories, supported by transcribed children's music. Sound effects include animal sounds, etc. Highly listenable for children up to 12. Well established for rural audience.
 Availability: Live talent
 Time Units: 15 minutes, 5 or 6 weekly
 Audience Appeal: Juvenile
 Suggested for: Early evening
 Client Suitability: Cereals, dairy products, any product with child interest
 Number of Artists: 1
 Unit Cost: Card rate
 Audition Facilities: Transcriptions
 Submitted by: KFNF, Shenandoah, Iowa

Uncle Schnozzle Program With Jimmy Durante

"Uncle Schnozzle" features comedian, Jimmy Durante, who plays uncle in an

JUVENILE

amusing and heart warming manner to the children of America. Discussion of current events in which children figure as well as stories, historical and fictional, are written into the script.
 Availability: Live talent
 Time Units: 15 minutes, 2 or 3 times weekly
 Audience Appeal: Entire family
 Suggested for: Afternoon or evening
 Client Suitability: Food products
 Number of Artists: Four
 Audition Facilities: Transcriptions
 Submitted by: Herman Bernie, Inc.

Uncle Tom's Juveniles

Enlisting the all-around talents of the younger generation, "Uncle Tom's Juveniles" seeks to develop talent by giving children with dramatic, dancing, or musical ability actual air experience and a chance to be heard by stage, movie, or radio scouts. Program is built around the theme of the "Good Ship Opportunity," bound for harbors of entertainment, with the youngsters in the role of merry-making seamen. In command is "Uncle Tom" Hal Willis and Hazel MacFarlane who have been coaching children for past ten years.
 Availability: Live talent
 Time Units: 30 minutes, once weekly
 Audience Appeal: Entire family
 Suggested for: Afternoon or evening
 Client Suitability: Dairy, candy, soft drink, juvenile clothing accounts
 Number of Artists: 10-20
 Unit Cost: \$100
 Audition Facilities: Transcriptions
 Submitted by: WTAG, Worcester, Mass.

Young Americans

Rousing entertainment for juvenile listeners. Dramatizes American historical events, past and current; as experienced by youth-contemporaries of the period. Normal, natural reactions of youth to the great men and stirring events of their times parallels attitude of boys and girls to current happenings. Makes youth of today participants in building the nation's history, by placing them at the scene through their prototypes. A humanized, realistic action-drama combining adventure, thrills and patriotism.
 Availability: Live talent
 Time Units: 30 minutes, once weekly
 Audience Appeal: Juvenile
 Suggested for: Late afternoon, early evening
 Client Suitability: General
 Number of Artists: 10 (minimum) to 14, plus music
 Unit Cost: Available on request
 Submitted by: Radio Features of America, New York, N. Y.

Youth Courageous

"Youth Courageous" programs come from the "Pages of History, Stories of Literature, From Events Which Happen Every Day." "Youth Courageous" stories, though depicting courageous acts of youth are "All Family" programs. Adults like them as well as youth. "Youth Courageous"—the stories are "allied international." They come from England, Holland, Russia, South Africa, Canada, and the United States.
 Availability: E. T.
 Time Units: 15 minutes, once or 3 times weekly
 Audience Appeal: Juvenile or entire family

Suggested for: Morning, afternoon or evening
 Client Suitability: Especially public service or bank; also used by dairies, furniture stores, bakers, newspapers
 Number of Artists: 8
 Unit Cost: \$5.00 to \$25.00 per program based on population of major city
 Audition Facilities: Transcriptions
 Submitted by: Webber Radio Programs, Des Moines, Iowa

Young Dick Hastings

Serial depicts the exciting, suspenseful adventures of young American boy and his super-machine which makes possible amazing feats and achievements. While his exploits are beyond present fact or reality, they are scientifically possible and thus entirely believable to the juvenile imagination. Thrills, daring, spectacular undertakings all combine for stirring entertainment for both boys and girls. Merchandising tie-in possibilities limitless and unique.
 Availability: Live talent
 Time Units: 15 minutes, 5 times weekly
 Audience Appeal: Juvenile
 Suggested for: Later afternoon, early evening
 Client Suitability: General
 Number of Artists: 6 to 8 actors, plus organist
 Unit Cost: Available on request
 Audition Facilities: Will pipe live talent
 Submitted by: Radio Features of America, New York, N. Y.

Young Edmonton

Discussion by representative group of hi-school youths on extra-curricular activities and present day youth problems. Highly acceptable to service groups and enforcement authorities.
 Availability: Live talent
 Time Units: 15 minutes, once weekly
 Audience Appeal: Entire family
 Suggested for: Afternoon or evening
 Client Suitability: General family product
 Number of Artists: 5
 Unit Cost: Time change plus \$25 artist cost
 Audition Facilities: Transcriptions
 Submitted by: CJCA, Edmonton, Alberta, Canada

Youth on Parade Saturdays 10:30-11 a.m.

Half hour show fed to CBS network, originating at WEEL Boston. Talent includes Ruth Casey, Soprano, Jane Thompson, Song Stylist, Girl's Trio, Impersonators and a Junior Master of Ceremonies, Milton Grubbs. Program features a dramatic sequence with each member taking part, none of whom are over 16 years of age. Show is augmented by 11-piece orchestra with special arrangements (a la Fred Waring) for the chorus. Dramatics highlight historical events, personalities and special holidays and program is handled in "variety" manner.
 Availability: Live talent
 Time Units: Thirty minutes weekly, Saturday morning
 Audience Appeal: Juvenile, entire family
 Suggested for: Morning
 Client Suitability: Food, medicinal, cleansing agent (soap) wearing apparel
 Number of Artists: 11 piece orchestra, twenty to fifty children from 5 to 16
 Audition Facilities: Transcriptions or will pipe live talent
 Submitted by: WEEL, Boston, Mass.
 (See Pages 54, 55)

TO HIT 'EM H-A-R-D-E-R



THE year 1943 promises to be the grimmest, hardest year this country has ever faced. Every effort, and every dollar of national income not absolutely needed for existence, should go into war work and War Bonds.

In the Pay Roll Savings Plan, America finds a potent weapon for the winning of the war—and one of the soundest guarantees of the preservation of the American way of life!

Today about 30,000,000 wage earners, in 175,000 plants, are buying War Bonds at the rate of nearly half a billion dollars a month. *Great as this sum is, it is not enough!* For the more dollars made available now, the fewer the lives laid down on the bloody roads to Berlin and Tokio!

You've undoubtedly got a Pay Roll Savings Plan in your own plant. But how long is it since you last checked up on its progress? *If it now shows only about 10% of the gross payroll going into War Bonds, it needs jacking up!*

This is a *continuing* effort—and it needs *continual* at-

ention and *continual* stimulation to get fullest results.

You can well afford to give this matter your close personal attention! The actual case histories of thousands of plants prove that the successful working out of a Pay Roll Savings Plan gives labor and management a common interest that almost inevitably results in better mutual understanding and better labor relations.

Minor misunderstandings and wage disputes become fewer. Production usually increases, and company spirit soars. And it goes without saying that workers with substantial savings are usually far more satisfied and more dependable.

And one thing more, these War Bonds are not only going to help win the war, they are also going to do much to close the dangerous inflationary gap, and help prevent post-war depression. The time and effort *you* now put in in selling War Bonds and teaching your workers to save, rather than to spend, will be richly repaid many times over—now and when the war is won.

★ ★ ★

You've done your bit  Now do your best!

This space is a contribution to victory today and sound business tomorrow by RADIO DAILY

L. Alexander's Mediation Board

L. Alexander is one of the founders of mediation-type radio feature. People every walk of life have a chance to air disputes and problems on the air then receive the advice of three who discuss the cases and bring them to a harmonious solution. The program is unique in that the parties are present to state their cases, insuring a fair decision. The guests, many of them famous persons and all of them highly qualified in their field on human problems, are featured each week.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Female, male
Suggested for: Evening
Client Suitability: Any type client or client product except purely local
Number of Artists: 1 regular, 1 organist, 1 guest
Unit Cost: \$1500 package price—local or national network (MBS)
Audition Facilities: Transcriptions
Submitted by: WOR—Bamberger Broadcasting Co.

Author Meets Critics

Break the writer of a best seller and the noted book reviewers get together for a half hour on this program and talk out among themselves. Critics tear the book apart with praise or criticism. The author is unbound and has a chance to get even. It's fast and growing steadily in popularity. Hosts: Clayton Thompson, Clifton Fadiman, Bennett and Max Lerner are some of the people who appeared on the program.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Books, automotive, international
Number of Artists: 5
Audition Facilities: Transcriptions or will accept live talent
Submitted by: WHN, New York, N. Y.
 (See Page 14)

Business Builders

Minute tailor-made programs provide specialized business. Dramatic human-interest stories to help create new men's stores, Federal savings banks, ladies ready to wear, general stores, beer, bread, optical, jewelry, laundry dry cleaning, furniture, insurance, savings and loan associations. From 25 to 65 programs for each of these series are available, also special tie-in of proven value for each.

Availability: E. T.
Time Units: 5 minutes
Audience Appeal: Entire family
Client Suitability: General
Number of Artists: 5
Audition Facilities: Transcriptions
Submitted by: Transcribed Radio Shows, New York, N. Y.

Classified

Classifications of classified advertisements appearing in newspapers with set-up and merchandising with local stations with listeners getting prizes if they state proper advertisements.

Availability: E. T.
Time Units: 15 minutes, thrice weekly
Audience Appeal: Entire family
Suggested for: Late afternoon or early morning
Client Suitability: A client anxious for quick and large distribution

Number of Artists: 5
Unit Cost: Depending upon city
Audition Facilities: Transcriptions
Submitted by: Irving Strouse, New York, N. Y.

(See Page 100)

Condon Calling

Personal, informal type of anecdote-show by Glenn Condon, KTUL news editor, 15 minutes weekly—in which he relates a personal experience as a newspaperman, showman and radio commentator, covering a wide variety of topics from Oklahoma Outlaws to experience in World War One; Tulsa Public Library said so many calls for copies of scripts, organized department for that purpose and also maintains complete file of same.

Availability: Live talent
Time Units: 15 minutes weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Institutional advertiser, preferably old established firm
Number of Artists: One
Unit Cost: Contact KTUL Sales Dept.
Audition Facilities: Transcriptions
Submitted by: KTUL, Tulsa, Okla.

Dale Morgan's Inquiring Mike

Dale Morgan, veteran Iowa announcer, goes each day to a different locale to present his interview-on-the-street type program. Fort Des Moines, WAAC headquarters; Fort Dodge Induction center; USO clubrooms are typical spots selected, and special events, conventions, etc., also bring Morgan to cut a disc, which is broadcast following day. Program is valuable both from listener interest and war-service angles.

Availability: Live talent
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: Would suit any type client
Number of Artists: 1
Unit Cost: 5-a-week, \$50 per week talent cost
Audition Facilities: Transcriptions
Submitted by: KSO, Des Moines, Iowa
 (See Page 81)

Definitions

An amusing two announcer program with records in which the audience sends in and receives prizes for the new game, "Definitions," when their contributions are heard on the air. Origin New York.

Availability: Live talent
Time Units: 15 minutes, 5 weekly
Audience Appeal: Entire family
Suggested for: Morning
Number of Artists: 2
Submitted by: NBC
 (See Pages 33, 34, 35, 36)

Farm Fair

Eastern Ontario is the greatest dairy country in Canada and the farmers in this area depend on Radio for information, news, suggestions. "Farm Fair" is made up of oldtime music, farm market reports, information supplied by Government Agricultural College, Government regulations and information. Follows Richard Leibert (transcriptions) precedes "Happy Gang" CBC Network.

Availability: Live talent and E. T.
Time Units: 15 minutes, 3 or 5 times weekly
Audience Appeal: Female and Male
Suggested for: Afternoon
Client Suitability: Anyone selling the farmer
Number of Artists: (2) m.c. and commercial announcer

Submitted by: CKWS, Kingston, Ont., Can.

Farm Fare

An informative program of special interest to the American farmers prepared from data gathered by International News Service correspondents throughout the country.

Availability: Sample script
Time Units: Fifteen minutes, two days weekly
Audience Appeal: Female or male
Suggested for: Morning
Number of Artists: 1
Audition Facilities: Sample script
Submitted by: International News Service

Gardening for Victory

Timely information of special interest to victory gardeners prepared from data gathered through the facilities of International News Service.

Availability: Sample script
Time Units: Five minutes, six days weekly
Audience Appeal: Female or male
Suggested for: Afternoon
Number of Artists: 1
Audition Facilities: Sample script
Submitted by: International News Service

Go Get It

One part for studio audience, another for listeners: Three contestants are selected from studio and given sealed instructions concerning articles they are to find and bring back. Cash prizes are awarded on basis of time taken to make the trip. Transportation is furnished by WDAY. Station mobile unit follows one contestant to make "on-the-scene" pickup. Remainder of studio audience and radio listeners compete for cash in "Sound Puzzle Time." A series of 15 sound effects played in a certain order. Object of the contestant is to write a story around the noises heard.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Almost any type of product
Number of Artists: Three announcers and one organist
Unit Cost: \$96 half-hour evening time; pgm. cost \$50
Audition Facilities: Transcriptions
Submitted by: WDAY, Inc., Fargo, N. D.

Health, Wealth and Happiness

"Health, Wealth and Happiness," a daily money-prize program, opens with down-to-earth philosophy, "Secrets of Happiness." Commercials cover the "Health" angle, and the "Wealth" is contributed by drawing a name from the telephone directory. If the party called answers the phone and proves he is listening, the money is his. Code numbers are issued to persons without telephones, upon request. If there is no winner, the money is added to the next day's award. This program creates tremendous interest, especially if the daily awards have accumulated for any length of time.

Availability: Live talent
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Morning, around noon
Client Suitability: Cereal products, dairy products, ice cream, candy, chewing gum
Number of Artists: 2
Unit Cost: Supplied on request
Audition Facilities: Transcriptions
Submitted by: WKBO, Harrisburg, Pa.

Here's Why!

Each script gives in narration form the why and wherefore of the origin of one popular superstition. Catchy opening, teaser closing. Narration by veteran Radioman Herb Goddard; research and writing by Judith Tom.

Availability: Live talent or E. T.
Time Units: 5 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Late afternoon
Number of Artists: 2, plus commercial announcer
Unit Cost: Sent upon request
Audition Facilities: Transcriptions
Submitted by: W. M. Ellsworth, Chicago, Ill.

Housewives' Jackpot

"Housewives' Jackpot" combines music, fun, and cash prizes. Appeals to housewife. Limited to six participating sponsors with the product of each featured on one of the six week days as the "product of the day." Between musical transcriptions, announcer telephones three names; the party listening to the program, and has the "product of the day" wins the jackpot. Failure to qualify adds \$5 to the jackpot.

Availability: Live talent or E. T.
Time Units: 30 minutes, 6 times weekly
Audience Appeal: Entire family
Suggested for: Morning 10:30-11:00
Client Suitability: All types
Number of Artists: 1 (announcer)
Unit Cost: On request
Audition Facilities: Transcriptions
Submitted by: WINS, New York, N. Y.
 (See Page 24)

Kiddie Kwips

Listeners are invited to send in bright sayings of children. War stamps or merchandise is awarded for "Kiddie Kwips" read on the air. Program is conducted conversationally if more than one person handles it. Comments by adult talent help to point up humor in the bright sayings.

Availability: Live talent
Time Units: Five or ten minutes, five times weekly
Audience Appeal: Female
Suggested for: Middle or late morning
Client Suitability: Food or drug needing attention from housewife
Number of Artists: 1 (minimum) to three
Unit Cost: \$3.00 per script
Audition Facilities: Transcriptions
Submitted by: William F. Holland Agency, Cincinnati, Ohio

John Q. Public

Current topics for discussion are suggested to the radio audience, who are invited to submit letters voicing their opinions. Certain of the letters are selected as outstanding samples and the writers are invited to appear to discuss their letters with Dr. John Allen Kraut of Columbia University as moderator. Origin New York.

Availability: Live talent
Time Units: 15 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Afternoon or evening
Number of Artists: 1 (Dr. Kraut) and audience participation
Submitted by: NBC
 (See Pages 33, 34, 35, 36)

Labor Arbitration

"Labor Arbitration" is more than a radio program. It is an actual means of settling controversies between labor and management. Each Sunday night a case is contested and decided. Both sides fight vigorously to win, since the decision of the impartial board of arbitration is binding and may mean the avoidance of a



The Sign of Transcribed Programs That **SELL**

You are cordially invited to write, wire or phone

KASPER-GORDON, Incorporated
140 Boylston Street Boston

for suggestions and program ideas for your next radio campaign — whether it be for ½-hour, ¼-hour, 5-minute, 1-minute, 100-word, or 30-word spots. As the OLDEST syndicated transcribed program producer in the United States, and the originator of the transcribed musical announcement and other successful ideas, we are prepared to cooperate with you as we do with agencies, stations and advertisers from coast to coast. Our programs are running on about 500 stations, and **PRODUCE RESULTS!**

SYNDICATED SHOWS NOW AVAILABLE

| | |
|---|-----------------------------------|
| "SONGS OF CHEER AND COMFORT" <i>Starring Richard Maxwell</i> | 26 ¼-hour shows See Page 76 |
| "IMPERIAL LEADER" <i>Dramatized Life Story of Winston Churchill</i> | 52 ¼-hour shows See Page 32 |
| "THE ENEMY WITHIN" <i>Expose of the Nazi Fifth Column</i> | 117 ¼-hour shows See Page 109 |
| "FUN WITH MUSIC" <i>Starring Sigmund Spaeth, Tune Detective</i> | 26 ¼-hour shows See Page 69 |
| "FAMOUS MOTHERS" <i>Starring Jane Dillon</i> | 78 5-min. shows See Page 45 |
| "ONE I'LL NEVER FORGET" <i>Starring Jack Stevens</i> | 78 5-min. shows See Page 93 |
| "TWILIGHT TALES" <i>Starring Elinor Gene</i> | 52 ¼-hour shows See Page 60A |
| "UNCLE JIMMY" <i>Starring William Farnum</i> | 156 ¼-hour shows See Page 29 |
| "VICTORY NURSERY RHYMES" <i>Starring Irene Wicker</i> | 30 ½-minute spots See Page 109 |
| "KNOW YOUR FURS" <i>Starring Walter Horvath, authority on furs</i> | 26 5-minute shows |
| "DAN DUNN, SECRET OPERATIVE No. 48" <i>Based on famous newspaper strip</i> | 78 ¼-hour shows See Page 53 |
| "SANTA'S MAGIC CHRISTMAS TREE" <i>Successfully sponsored by more than 100 firms</i> | 15 ¼-hour shows |
| "ADVENTURES IN CHRISTMASTREE GROVE" <i>Sponsored by more than 200 department stores</i> | 15 ¼-hour shows |

Exclusive to One Sponsor in A City — Write or Wire for Audition Samples and Data

KASPER-GORDON, Incorporated
140 Boylston Street, Boston, Massachusetts
One of The Country's Largest Program Producers

MISCELLANEOUS

adjustment of pay, or the loss of
"Labor Arbitration" has been a
Award winner in 1941-1942.
Availability: Live talent
Time Units: 60 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Audition Facilities: Transcriptions
Submitted by: WMCA, Inc., New York,
N. Y.

Let's Learn Spanish
Sponsored by Radio Dept. of Time and
Space, 39-15 minute programs teach-
ing Spanish with dramatization in every-
day commonplace conversation. Word
lists supplied by sponsor. Program
wins first prize as best cultural pro-
gram at Columbus, O.
Availability: E. T.
Time Units: 15 minutes, 3 times weekly,
3 weeks
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Banks, department
stores, bakeries, food products, etc.
Number of Artists: 2
Audition Facilities: Transcriptions
Submitted by: Harry S. Goodman, New
York, N. Y.
(See Page 89)

Little Country Church
"Little Country Church" is a show of
national and philosophical discus-
sions of tremendous human interest.
Lives of great men as well as the
deeds are incorporated. The three one-
hour talks bring out the secret of get-
ting along with your neighbor and the
way to find personal success and
happiness. Hymns and songs of all faiths
needed enhance the beauty and
value of the show.
Availability: Live talent or E. T.
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Male, female
Suggested for: Morning or evening
Client Suitability: Insurance, drug prod-
ucts, food products
Number of Artists: 1 plus choral group
(or E. T.)
Audition Facilities: Transcriptions
Submitted by: WFOY, St. Augustine, Fla.

**Little Known Facts,
Featuring Dale Carnegie**
Dale Carnegie, well known author and
lecturer, in a series of stories based on
"Little Known Facts About Well Known
Men."
Availability: Live talent
Time Units: Five 5-minute per week; one
hour per week
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Transcriptions
Audition Facilities: General Amusement Corp.,
New York, N. Y.
(See Page 66)

Midday Reveries
A relaxing, philosophical program
with organ and background. Inter-
esting and neighborly attitude.
Availability: Live talent or E. T.
Time Units: 29½ minutes, twice weekly
Audience Appeal: Female or male
Suggested for: Afternoon
Client Suitability: Foods, beverages, mor-
tories and cemeteries, auto dealers,
etc.
Number of Artists: One
Audition Facilities: Transcriptions
Submitted by: KVEC, San Luis Obispo,
Calif.

Modern Farmer
Emmert, Farm Editor of Station
discusses farming in the light of

present day conditions, gives advice and
discusses agricultural problems with
guests important in the agricultural world.
Origin New York. Local.
Availability: Live talent
Time Units: 15 minutes, 6 weekly
Audience Appeal: Entire family
Suggested for: Morning
Number of Artists: 1 and guests
Submitted by: NBC
(See Pages 33, 34, 35, 36)

Morning Express
For over nine years the "Morning Ex-
press" has entertained Pittsburgh radio
listeners at breakfast time. It's an in-
formal presentation, operating on the
well-proven Musical Clock formula of time
signals, news, ad libs by announcers, and
transcribed music. The "Morning Ex-
press" is heard from sign on at 6:45 a.m.
until 10:00 a.m. The full time merchand-
ising and promotion department offers
many "plus" services to all advertisers.
Availability: Live talent or E. T.
Time Units: 15 minutes and spot announce-
ments 6 times weekly
Audience Appeal: Entire family
Suggested for: Morning
Client Suitability: Show can be adapted
to any type of product
Number of Artists: 1-2
Unit Cost: \$200 weekly for quarter hour.
Other rates furnished on request
Audition Facilities: Transcriptions
Submitted by: WCAE, Pittsburgh, Pa.

Musical Mail Bag
Half hour ad lib show which invites
listeners requesting favorite tunes. Some
letters are read and tunes requested are
played—also 5 minutes is given over to
announcements promoting charity parties,
dances and etc. Program solicits dona-
tions for Milk For Britain fund.
Availability: E. T.
Time Units: Thirty minutes, 5 times
weekly
Audience Appeal: Entire family
Suggested for: 4:15-4:30 p.m.—evening
Client Suitability: Food product
Number of Artists: 1
Unit Cost: \$100 weekly
Audition Facilities: Transcriptions
Submitted by: CKBI, Prince Albert,
Saskatchewan

Name the Band
Musical selections which include or-
chestras-singers-instrumentalists, etc., are
featured. Before each selection is played
a cue is given by the announcer to assist
the listeners to guess the right name of
the performing artist. No names are men-
tioned. In order to qualify for a ticket
to the theater, the listener must write in
the correct names of each artist featured
during the program. Five winners are
selected each day. Accuracy, promptness
and neatness are essential factors.
Availability: E. T.
Time Units: 15 minutes, Monday, through
Saturday
Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: Any type of product.
This program has been sponsored
continuously since its inception.
Number of Artists: None
Unit Cost: \$5
Audition Facilities: Transcriptions
Submitted by: Doughty & Welch Electric
Co., Inc. (WSAR), Fall River, Mass.

Names Mean Something
There's something interesting about
every name—its origin, its original mean-
ing, etc. The program is about names of
every kind—names of streets, names of
places, names of people. Listeners writ-
ing in explaining the meaning of inter-
esting names are paid if their letters are
read. There is a tremendous merchand-
ising hook in the fact that the meaning of
any last or first name is traced if a lis-
tener will write in and ask that it be
done. Everybody is interested in the

meaning of their name.
Availability: Live talent
Time Units: 15 or 30 minutes, six times
weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any
Number of Artists: One master of cere-
monies
Audition Facilities: Transcriptions
Submitted by: WOV, New York, N. Y.
(See Page 60)

New England Tales
"New England Tales" are dramatic
narratives based upon legends and
factual stories of historic New England.
The program brings to the radio audience
an instructive and highly entertaining ac-
count of little known facts about this
region, birthplace of the North American
continent, which abounds in thrilling
tales of adventure, romance and unusual
phenomena. Locale is strictly New Eng-
land.
Availability: Live talent or E. T.
Time Units: Fifteen minutes, once
weekly
Audience Appeal: Entire family
Suggested for: Early afternoon
Client Suitability: Staple food product
such as bread, milk, etc., or petroleum
corporation
Number of Artists: Two (announcer and
narrator)
Unit Cost: \$160
Audition Facilities: Transcriptions or will
pipe live talent
Submitted by: WAAB, Worcester, Mass.

Radio Anagrams
"Radio Anagrams" is an audience con-
test show. From stage of the theatre four
"brain-trusters" select 18 letters each
from container holding six sets of the
alphabet. "Brain-trusters" arrange their
selection of letters so as to spell some per-
son's name, such as Thompson, Miller or
Mildred, Margaret, Ruth or Mary. All
those in the theatre by that name split the
jackpot equally among themselves. The
first five with that name who are listen-
ing to station and call in, split "radio
jackpot" equally among themselves. Prizes
are "doubled" to those winners
who have sponsor's box-top on his person.
Unusual theatre-radio tie-up and promo-
tion angles.
Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Food products, drug
products
Number of Artists: "MC" and four assist-
ants
Unit Cost: To be determined
Audition Facilities: Will pipe live talent
Submitted by: WFOY, St. Augustine, Fla.

**R.F.D. 1350 for the
Farmer**
This is a farm audience program re-
leased Monday through Saturday, 12:30
to 1:00, using farm material such as egg
and poultry prices, cattle prices and other
information directly concerning the farm-
er, presented in ad lib down-to-earth style.
Availability: E. T.
Time Units: 30 minutes, 6 times weekly
Audience Appeal: Female; Male
Suggested for: Noontime
Client Suitability: All farm products
Number of Artists: 1
Unit Cost: \$10
Submitted by: KSRO, Santa Rosa, Calif.

**Salute to Junior
Commandos**
Children between the ages of 6 and 12

eligible after they have sold a minimum
of \$5 in War Stamps. Through coopera-
tion of teachers all the schools in the
county have organized. Children get arm
bands, different group has program each
week. They tell of their stamp sales and
have an organized musical program.
There are 2,000 wearing the Official Arm
Band. Average monthly sale of stamps
\$30,000 in War Stamps and Bonds.
Availability: Live talent
Time Units: 15 to 30 minutes, once weekly
Audience Appeal: Juvenile
Suggested for: Saturday afternoon
Client Suitability: General
Number of Artists: 2
Unit Cost: \$22, 15 minutes
Submitted by: Lewistown Broadcasting
Company—WMRF

Scotty's General Store
High type program featuring hillbilly
and western ballads done in authentic
style by an old-timer, Tommy Scott. Good
music plus homey philosophy and humor
make the general store a "natural" for
this section of the country.
Availability: Live talent
Time Units: 15 minutes, 6 times weekly or
as desired
Audience Appeal: Entire family
Suggested for: Morning
Client Suitability: Medicines, groceries,
flour, etc.
Number of Artists: 1
Unit Cost: \$68 weekly, six programs
Audition Facilities: Transcriptions
Submitted by: WRLC, Toccoa, Ga.

Sincerely Yours
This program is quarter-hour strip con-
taining poetic philosophy against a back-
ground of organ music. Unusual institu-
tional copy possibilities together with
availability of extensive mailing list for
merchandising material.
Availability: Live talent
Time Units: 15 minutes, Monday through
Friday
Audience Appeal: Afternoon
Client Suitability: Dairies, laundries, food
producers and usual users of institu-
tional advertising
Number of Artists: 2
Unit Cost: \$137.50 weekly based on 260
programs
Audition Facilities: Transcriptions
Submitted by: WKZO, Inc., Kalamazoo,
Mich.

Sleepy Time
A well-balanced, skillfully blended
show featuring pipe organ interspersed
with timely philosophy. Neither organ
or voice are highlighted thus producing
a program with supreme listener appeal.
Herb Goddard—the voice with Jack Gru,
at the console.
Availability: Live talent or E. T.
Time Units: 15 or 30 minutes, 3 or 5 times
weekly
Audience Appeal: Entire family
Suggested for: Late evening
Client Suitability: Cigar, cigarettes, pipe
tobacco—cosmetics
Number of Artists: 2
Unit Cost: Submitted on request
Audition Facilities: Transcriptions
Submitted by: W. M. Ellsworth, Chicago,
Ill.

Speaking of Books
Friday, 7:30-8:00 p.m. Every week an
invention is extended to the radio audi-
ence to serve as critics of a recent best-
seller book. The author of the book is
asked to come to the studio to defend
himself—and the book he has written—
against criticisms of three critics chosen
from the general reading public. Each
week this program awards to the writer's



WMAQ

Chicago's Oldest Station

HAS BEEN IN SERVICE

21 YEARS

WAY back in 1922, WMAQ—a 100-watt radio station—broadcast its first program to the eager radio fans of Chicago. It was a little program from a little station, but it was the beginning of great things.

WMAQ, from the very start, pledged itself to the task of bringing to its listeners the best schedule of programs that it would be possible to prepare.

All through the years, there has been no deviation from that purpose and today, WMAQ brings to the people in its listening area every day in the week, every week in the year, a greater number of the most popular programs on the air than all other Chicago stations combined.

That is the secret of WMAQ's power to command the attention of and influence a vast radio audience—and that is the reason why astute advertisers who wish to reach the greatest number of people in the nation's second largest market, place their campaigns on

WMAQ

The Chicago Station Most People Listen to Most!

50,000 WATTS • 670 KILOCYCLES

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

MISCELLANEOUS

the three best letters or postcards a full description to the Book-of-the-Month Club, telling us in frank and honest words what they think of the book re-

Availability: Live talent or E. T.
 Time Units: 30 minutes, once weekly
 Audience Appeal: Entire family
 Suggested for: Evening
 Client Suitability: Primarily publisher
 Number of Artists: 4, plus announcer
 Submitted by: On request
 Audition Facilities: Transcriptions
 Submitted by: WGY, Schenectady, N. Y.

Swop Night

"Swop Night" is based on the fact that patriotic to keep things one does find. So many things have been taken off the market altogether must redistribute useful articles, the best way to do that is to swop do not need for things we do Swopping will become more than a hobby—rather a necessity in the months. Was heard over the network Saturdays from 7:30 to 8:00 every Saturday night for 39 weeks.

Availability: Live talent
 Time Units: 30 minutes, once weekly
 Audience Appeal: Entire family
 Suggested for: Evening
 Audition Facilities: Transcriptions
 Submitted by: General Amusement Corp., New York, N. Y.

(See Page 66)

The Farm Circle

Available for sponsorship in 15-minute spots. "The Farm Circle" provides up-to-date market quotations, information on local, state and national farm agencies, interviews with prominent farmers and timely tips on farm problems. Transmits music of a nature played by members of the Pioneers. This program has been a station feature for a year and has obtained remarkable results for advertisers selling in the rural areas.

Availability: Live talent
 Time Units: 15 minutes, 6 days weekly
 Audience Appeal: Entire family
 Suggested for: 12:00 Noon
 Client Suitability: Any product of interest to the farmers
 Number of Artists: 1
 Unit Cost: \$144

Audition Facilities: Transcriptions
 Submitted by: WHBC, Canton, Ohio

Voice of the People

This is a radio open forum of listener participation on everything from the price of goods to a complaint of the city's street conditions. Program is put together from reports which are carefully edited and broadcast so a complete cross-section of public opinion is available. The feature gives everyone in the 28 county listening area a moment on the public rostrum.

Availability: Live talent or E. T.
 Time Units: 15 minutes, 1, 2 or 3 times weekly
 Audience Appeal: Entire family
 Suggested for: Late afternoon or evening
 Client Suitability: Since the appeal is universal the variety of products is limitless
 Number of Artists: 3
 Unit Cost: On Request
 Audition Facilities: Transcriptions
 Submitted by: WCHS, Charleston, W. Va.

This and That

"This and That" is aptly described by the program features a bit of organ and music (live), a few moments devoted to memorable dates in years gone by. Matter covers various phases of the program, i.e., conservation, war bonds, and timely comment on noted civilian activities, with appropriate tie-in of poetry, serious and humorous—medium for conveying needed items for servicemen, i.e., postcards, planes, etc. Presented as a message to women from their mid-morning household duties. (Now sustaining on

five Washington Mutual stations—available on complete network of nine stations, or may be purchased locally.)

Availability: Live talent
 Time Units: 15 minutes, 5 times weekly
 Audience Appeal: Female
 Suggested for: Mid-morning period
 Client Suitability: Most any type of client with exception of alcoholic beverages
 Number of Artists: 2
 Unit Cost: Station time, plus \$15 per show talent and production
 Audition Facilities: Transcriptions
 Submitted by: KMO, Pacific Broadcasting Co., Inc., Tacoma, Wash.

Town Crier

"Town Crier," now in its fourth year, announces club meetings, civic events, labor and union meetings, school affairs, need for blood donors, in addition to OCD, Red Cross, USO and other wartime activities. It appeals to the curious, to all interested in the social and civic life. From the sponsor's standpoint, the program offers direct contact with local organizations as well as thousands of individuals, insofar as there can be follow-ups regarding time of broadcast, etc.

Availability: Live talent
 Time Units: 10 minutes, 5 days weekly
 Audience Appeal: Entire family
 Suggested for: Afternoon
 Client Suitability: Department stores, furniture stores, jewelry, cigar stores
 Number of Artists: 1
 Unit Cost: \$18 per broadcast; \$90 per week

Audition Facilities: Transcriptions
 Submitted by: WTOL, Toledo, Ohio
 (See Page 15)

University of Chicago Round Table (Originates in Chicago)

A discussion of current problems by eminent authorities on questions of the day. Limited to institutional sponsorship. Origin Chicago.

Availability: Live talent
 Time Units: 30 minutes, once weekly
 Audience Appeal: Female or male
 Suggested for: Afternoon
 Number of Artists: Varies
 Submitted by: NBC

Voice of Friendship

King Bard, veteran broadcaster of poetry, inspiration and philosophy, broadcasts five quarter hours weekly to Wolverine Network of Michigan stations. Available for sponsorship on any number of stations by wire facilities. Merchandising feature includes copies of poems, etc.

Availability: Live talent
 Time Units: 15 minutes, 5 times weekly
 Audience Appeal: Female
 Suggested for: Afternoon, 1:15-1:30 p.m.
 Client Suitability: Foods, cosmetics, soft drinks, confections
 Number of Artists: 1
 Unit Cost: Upon application
 Audition Facilities: Transcriptions
 Submitted by: WLAY, Grand Rapids, Mich.

War Edition, Radio's Original Old Family Almanac

Nothing continues to have the appeal of the good corn that's "The Old Family Almanac." This show has been on the air longer than any other and still is as fresh as tomorrow's milk. It's natural give-a-way is the sponsor's own Family Almanac—which doesn't cost a great deal and can be prepared by the Script Library at a nominal cost.

Availability: Live talent; script
 Time Units: 5, 10 or 15 minutes, 6 weekly
 Audience Appeal: Entire family
 Suggested for: Morning
 Client Suitability: Any home type of product
 Number of Artists: 1
 Unit Cost: Upon request

Audition Facilities: Transcriptions; will pipe live talent; script

Submitted by: The Script Library

What Are You Reading?

Elida B. Sterling, former newspaper woman, has conducted "What Are You Reading" for the past seven years on WELL. Three or four current books are reviewed weekly and from time to time, authors and government officials are interviewed by Mrs. Sterling. Audience is great among teachers, college students and housewives. Mrs. Sterling makes many guests appearances before women's clubs. Letters to trade.

Availability: Live talent
 Time Units: 15 minutes, once weekly
 Audience Appeal: Entire family
 Suggested for: Afternoon
 Client Suitability: Household or food items
 Number of Artists: One (Elida B. Sterling, editor & narrator)
 Unit Cost: \$36 plus talent fee
 Audition Facilities: Transcriptions
 Submitted by: WELL, New Haven, Conn.

What Do You Think

"What Do You Think" is one of the most popular open forum discussion programs ever released on the West Coast. Under the guidance of Art Linkletter, distinguished emcee, the show is a studio audience participation program on which timely topics are introduced and discussed. Everyone is given a chance to say what he thinks, and Linkletter moderates skillfully while maintaining an atmosphere of good argument. Tremendous mail pull. Excellent merchandising facilities for luxury product, and adaptable to any type service or product.

Availability: Live talent
 Time Unit: 45 minutes, once weekly
 Audience Appeal: Entire family
 Suggested for: Evening
 Client Suitability: Luxury, or higher-priced item or service, although adaptable to any

Number of Artists: 1
 Unit Cost: Station time, plus emcee fee, which depends on the artist employed
 Audition Facilities: Transcriptions or will pipe live talent
 Submitted by: KFRC, Don Lee Broadcasting System, San Francisco, Calif.

What's On Your Mind?

A half-hour program of unusual entertainment featuring "Dunninger," the Master Mind of Mental Mystery in experiments in telepathy which have astounded psychologists of two continents. Here for the first time is telepathy successfully performed on the radio, in a program as unusual as Charlie McCarthy, packed with thrills, chills and laughs. Dunninger reads the minds of members of the studio audience of individuals many miles removed from the studio. Dunninger's startling and apparently super-human feats have been "page one" features in newspapers throughout the country. He is a master showman and undoubtedly the most outstanding entertainment wizard of the day.

Availability: Live talent
 Time Units: 30 minutes, once weekly
 Audience Appeal: Entire family
 Suggested for: Evening
 Client Suitability: Any client
 Unit Cost: On request
 Audition Facilities: Transcriptions
 Submitted by: National Concert & Artists Corp., New York, N. Y.
 (See Page 88)

Yankee Yarns

Stories with the flavor and tang of the six New England states as told by Alton Hall Blackington, author and lecturer.

New England is rich in country folk-lore and Mr. Blackington, has hobnobbed with hundreds of Yankees, heard them spin their yarns while they whittled on the wharf or gossiped in country stores. His word pictures are based on facts as told by the people in them.

Availability: Live talent or E. T.
 Time Units: 15 minutes, once weekly
 Audience Appeal: Entire family
 Suggested for: Evening
 Client Suitability: General
 Number of Artists: 1
 Unit Cost: \$259
 Audition Facilities: Transcriptions
 Submitted by: WBZ-WBZA, Boston, Mass.

You Don't Say So!

"You Don't Say So" is a five-minute show that interestingly, humorously, yet authoritatively tells the listener how to pronounce the tough names in the news of the day. In addition to pronunciation pointers the show is actually a "battle-front geography" refresher course. Never pedantic, never stuffy, always entertaining, it enables the listener to learn five or six tough place names in the current news, daily.

Availability: Live talent
 Time Units: 5 minutes, 6 times weekly
 Audience Appeal: Entire family
 Suggested for: Evening
 Client Suitability: Soft drink, candy, etc.
 Number of Artists: Announcer, commercial announcer
 Unit Cost: \$100 weekly, exclusive of station time
 Audition Facilities: Transcriptions
 Submitted by: WJHP, Jacksonville, Fla.

Your Home Front

"Your Home Front" is a 15-minute, 3-times weekly local program produced in cooperation with the county office of civilian defense. All matters of the home front are handled up-to-the-minute by the station's master of ceremonies with volunteer talent from various Civilian Defense Units.

Availability: Live talent and E. T.
 Time Units: 15 minutes, 3 times weekly
 Audience Appeal: Entire family
 Suggested for: Evening
 Client Suitability: Every type
 Number of Artists: 4 (minimum)
 Unit Cost: \$50 weekly
 Submitted by: KGY, Olympia, Wash.

Your Suppressed Desire

"Your Suppressed Desire" is a new audience-participation show which provides repressed and inhibited radio listeners with the opportunity to "take their hair down." Based on the premise that everyone has some hidden desire, this program allows them to do the things they've always wanted to do (within reason), and offers cash prizes for the contestant's courage in fulfilling their suppressed desire before the microphone and the studio audience. Contestants are chosen from listeners submitting written details of their suppressed desire, with the winners selected from the most interesting, unusual and reasonable inhibitions submitted.

Availability: Live talent
 Time Units: 30 minutes, once weekly
 Audience Appeal: Entire family
 Suggested for: Evening
 Client Suitability: Any type client or sponsor
 Number of Artists: M.C., announcer, organist (or orchestra), and studio contestants
 Unit Cost: On request
 Audition Facilities: Transcriptions
 Submitted by: WLW, The Crosley Corp., Cincinnati, Ohio
 (See Page 106)

THE RADIO DEPARTMENT OF GENERAL AMUSEMENT CORPORATION PRESENTS
TALENT AVAILABLE FOR RADIO...

Orchestras BOB ALLEN • MITCHELL AYRES • BOBBY BAKER • BILL BARDO
 GRACIE BARRIE • LOU BREESE • GARDNER BENEDICT • *BOBBY BYRNE • CAB CALLOWAY
 BENNY CARTER • *DEL CASINO • BILL CROSS • CHRIS CROSS • JIMMY DORSEY
 SONNY DUNHAM • FREDDIE FISHER • CHUCK FOSTER • ROY FOX • JOHNNY GILBERT
 ALAN GORDON • GRAY GORDON • GLEN GRAY • HARRY HARDEN • WOODY HERMAN
 JACK JENNY • LOUIS JORDAN • AL KAVELIN • STAN KENTON • KING COLE TRIO • RAY KINNEY
 JOHNNY LONG • CARL LORCH • *MICHAEL LORING • CLYDE LUCAS • MUZZY MARCELLINO
 PAUL MARTIN • EDDIE MILLER • *GLENN MILLER • DEKE MOFFITT • NORO MORALES
 HOWARD McCREERY • DON McGRANE • LANI McINTIRE • JAY McSHANN • WILL OSBORNE
 MANUEL OVANDO • ORAN "HOT LIPS" PAGE • DON RAGON • CIRO RIMAC • DICK ROGERS
 DON ROLAND • CHARLIE SPIVAK • *CLAUDE THORNHILL • JOE VENUTI • JERRY WALD

Singers ANDREWS SISTERS • GRACIE BARRIE • CONNEE BOSWELL • JERRY BURTON
 PERRY COMO • DIOSA COSTELLO • JIMMIE COSTELLO • DOLLY DAWN • LORRAINE DE WOOD
 SYLVIA GREY • DAN HARDEN • TERRI LA FRANCONI • MARIA LOUISA LOPEZ • NICK LUCAS
 VIRGINIA MAXEY • MILLS BROTHERS • VELVA NALLEY • NITA NORMAN • PIED PIPERS
 BOB RUSSELL • SIMS & BAILEY • FRANK SINATRA • JO STAFFORD • SONDRRA & JONNIE STEELE
 ARTHUR TRACY • GUS VAN • BEA WAIN

Emcee & Comedy DAVE BARRY • ARTHUR BLAKE • DICK BUCKLEY • ARLENE HARRIS
 PAT HENNING • VAL IRVING • LENNY KENT • LITTLE TOUGH GUYS • JOHNNY MORGAN
 MERVYN NELSON • JOE RIO • THREE STOOGES

Programs "BELIEVE IT OR NOT" (featuring Bob Ripley) • CAB CALLOWAY'S VARIETY
 DALE CARNEGIE • MRS. J. BORDEN HARRIMAN • "MANHUNTER MYSTERIES"
 "PHANTOM OF THE NIGHT" • "RENFREW OF THE MOUNTED" • "SING FOR DOUGH"
 "SCRAMBLE" (Junior Air Reserve) • "SWOP NITE" • "THE SEA HOUND" • "THE TIMID SOUL"

*SERVING IN THE ARMED FORCES



DOUG STORER VICE-PRESIDENT IN CHARGE OF RADIO SALES

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

**American Folk Ballads**

Comic, sentimental, humorous . . . a treasure of the people. American folk and folk music on records. Songs from America's East, West, North and South. Legendary American heroes.

Availability: E. T.
Time Units: 15 minutes, twice weekly
Audience Appeal: Entire family
Suggested for: Morning, afternoon or evening

Client Suitability: General
Number of Artists: 1
Auction Facilities: Transcriptions
Submitted by: Asch Recordings, New York, N. Y.

Ask Your Heart

Boone Dick Bailey doing heart songs and romances. Bert Colu accompanist on mandolin organ.

Availability: Live talent
Client Suitability: Housewife appeal
Time Units: 15 minutes, 3 times weekly
Audience Appeal: Female
Suggested for: Morning, afternoon or evening
Number of Artists: 2
Unit Cost: \$10

Auction Facilities: Transcriptions
Submitted by: WMUR, Manchester, N. H.

Beulah Karney

Afternoon woman's program conducted by a recognized home economist. Planning food buying and meal planning in wartime conditions, information on shopping in language that is easily understood by all housewives.

Availability: Live talent
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Female
Suggested for: Afternoon
Client Suitability: Food products—home equipment and fashion fields
Number of Artists: 2
Unit Cost: \$240 weekly time and talent
Submitted by: WENR, Chicago, Ill.

Bob McKnight and His Ranch Boys

Highly musical group consisting of five male musicians, three of whom double on various instruments. Also included is a female singer who sings ballads, yodels and cowboy songs. Now sponsored by drug manufacturer 15 minutes daily, 5 days a week. Available for non-competitive work.

Availability: Live talent
Time Units: 15 minutes, 5 or 6 days a week
Audience Appeal: Entire family
Suggested for: Morning
Client Suitability: Drug product or item related to rural or farm audience
Number of Artists: 5
Unit Cost: \$150 weekly, plus time charges
Auction Facilities: Transcriptions
Submitted by: WMC, Memphis, Tenn.

Bride of the Day

The program consisting of transcribed music melodies salutes the brides and bridegrooms in WPDQ's listening area and outside the city. The sponsor of this is a cooperative program) give appropriate gift to the bride whose name is chosen from the Bride of the Day Hope Chest each day. Sponsors of the program have been jewelers, engravers, florists.

Availability: Live talent
Time Units: 30 minutes, Monday through Friday
Audience Appeal: Female
Suggested for: Morning—9:30-10:00 a.m.
Client Suitability: Feminine wearing apparel, cosmetics, etc.
Number of Artists: 1 (announcer)

Audition Facilities: Transcriptions
Submitted by: WPDQ, Jacksonville, Florida

By Popular Demand

A refreshing musical program with an idea behind it. Telephone calls made the day of the broadcast, to outstanding Orchestra leaders and vocalists all over the country give us the tunes that the nation is asking for "By Popular Demand." Mary Small, radio and musical comedy star (now starring in Broadway hit "Early to Bed") Buddy Clark one of Radio's outstanding male vocalists and a top-notch orchestra are the major features in this new and novel idea.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any product
Auction Facilities: Transcriptions or will pipe live talent
Submitted by: Wolf Associates
(See Page 84)

Candlelight and Silver

Candlelight and Silver features lulling melodies for the dinner hour, on Musak transcriptions.

Availability: E. T.
Time Units: 15 minutes, 7 weekly
Audience Appeal: Entire family
Suggested for: Early evening
Client Suitability: Any product
Number of Artists: Transcribed
Unit Cost: \$280 a week
Auction Facilities: Transcriptions
Submitted by: WLIB, Brooklyn, N. Y.

Charlie Haley

"Charlie Haley" is northern New York's most popular hillbilly singer who is heard daily, Monday thru Saturday at 7:15 a.m. Charlie sings the old songs that are favorites among the rural listeners and weaves into his patter between numbers interesting bits of information about folk songs and hillbilly tunes. He accompanies himself on the guitar and has a songbook of his selected favorites.

Availability: Live talent
Time Units: 15 minutes, 6 times weekly
Audience Appeal: Entire family
Suggested for: Early morning
Client Suitability: Baker, farm supplies, flour, cereal, etc.

Number of Artists: 1
Unit Cost: \$138 per week (6 shows a week)
Auction Facilities: Transcriptions
Submitted by: WWCN, Watertown, N. Y.

Chet Gaylord

Chet Gaylord plays his own piano and sings old ballads and popular songs with a very pleasing voice. Chet Gaylord is one of the few twenty-year veterans in radio. He spent many years announcing before turning to producing his own programs. Chet can read his own commercials and work them into the scripts.

Availability: Live talent and E. T.
Time Units: 15 minutes, once to five times weekly
Audience Appeal: Entire family
Suggested for: Morning or afternoon
Client Suitability: Foods, beverages, men's products, etc.

Number of Artists: 1
Unit Cost: Once weekly, \$117; 5 times weekly, \$542
Auction Facilities: Transcriptions
Submitted by: WBZ-WBZA, Boston, Mass.

Club Conga

A relaxing half-hour of late evening musical entertainment featuring music from "Club Conga," mythical night-club

where Latin-American melodies are colorfully played by the Caballeros—(or WGY Studio Orchestra) and sung by Annette McCullough and Otis and Eleanor. A ½ minute salute to a South American "neighbor" is highlighted, and one melody always dedicated to a group of our armed forces. A variety half-hour presented every Tuesday evening at 11:30 to 12:00 P.M.

Availability: Live talent or E.T.
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Various
Number of Artists: 15
Unit Cost: On request
Auction Facilities: Transcriptions
Submitted by: WGY, Schenectady, N. Y.

Concert in the Park

This program pays tribute to a small town with its band concerts, a tribute to the men in the services and special recognition of the little man in the war picture. It is a friendly, sincere program. Origin New York.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: Varies
Submitted by: NBC
(See Pages 33, 34, 35, 36)

Cowboy Roundup

"The Cowboy Roundup" is a full hour variety musical show using recorded and transcribed cowboy and hillbilly tunes. In all Hooper surveys the program enjoys a top audience consistently, and is one of the largest mail pullers in the territory. This is a morning spot offering advertisers a chance to reach the majority of homes in this area.

Availability: E. T.
Time Units: 1 hour, participating, 6 times weekly
Audience Appeal: Entire family
Suggested for: Morning
Client Suitability: General
Unit Cost: Participating
Auction Facilities: Transcriptions
Submitted by: KONO, San Antonio, Texas

Dale and Davis

Boy and girl singing duets and solos—two of the most popular radio voices in Texas. Ability to do their own "casual" commercials. . . . Songs are of the popular variety with unique arrangements. Show can be made to fit almost any type of product or to appeal to almost any type of listening audience. Its finished performers and flexible construction are two of its best selling points.

Availability: Live talent or E. T.
Time Units: 15 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: A woman's clothing store; but most any client or product can be represented
Number of Artists: 2
Unit Cost: \$20 a show plus station time
Auction Facilities: Transcriptions
Submitted by: KNOW, Austin, Texas

Dial 93-Club

Music on sweeter side (recorded) featuring such bands as Kostelanetz and vocals by Nelson Eddy, Dorothy Kirsten, etc. Mc'd by Steve Ellis, who features poems and philosophy during show.

Availability: E. T.
Time Units: 5-10-15-30 minutes, 6 times weekly
Audience Appeal: Entire family
Suggested for: Late morning
Client Suitability: General

Number of Artists: 1
Unit Cost: Upon inquiry
Auction Facilities: Transcriptions
Submitted by: WPAT, Paterson, N. J.
(See Page 77)

Don and Helen

"Don and Helen" Bush sell themselves as a romantic singing team, utilizing the interludes between tunes to gain friends with a line of cheery patter strictly on the homey side. They sing duets and solos, the latter by Don. Best proof of audience is the request by 4,825 listeners of a lipstick, offered the week before Christmas, 1942, only once on a single program. Personal appearances, giveaways of picture postcards, etc., are natural merchandising angles.

Availability: Live talent
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Female
Suggested for: Morning
Client Suitability: Any product designed for purchase by housewife
Number of Artists: 2—Don and Helen
Unit Cost: \$15 per time
Auction Facilities: Transcriptions
Submitted by: WOWO, Fort Wayne, Ind.

Fisher Hendley and his Rhythm Aristocrats

This is a live-talent hillbilly group of five artists that has performed on WIS continuously for 4 years. The group was formerly heard on a 4-station regional network for a meat-packing concern. They have universal appeal for the audience in this area, are currently sponsored in the early morning by a flour concern and at 12:15 p.m., M-W-F, by Lydia Pinkham. Fisher Hendley, emcee of the group, is one of best-known men in entertainment field in this area. The group has fine mail-pull record.

Availability: Live talent
Time Units: 15 minutes, Tues.-Thurs.-Sat.
Suggested for: Afternoon—12:15-12:30 p.m. only
Number of Artists: 5
Unit Cost: \$80.00 per week (3 pgms.)
Auction Facilities: Transcriptions
Submitted by: WIS, Columbia, S. C.

1400 Club

Program of present and past popular selections. Conducted by "Friendly Fred" who has excellent local acceptance. Not a request program, blocks programmed to give various types of music under such headings as, "Music To Remember," "Moon Music," "Woodland Symphony," etc. Elimination of requests greatly improves "listenability" for general public. Minimum of "chatter," maximum of accepted music increases emphasis of sponsor message.

Availability: Live talent and E. T.
Time Units: Fifteen minutes, six weekly
Audience Appeal: Female and Male
Suggested for: Morning 9:30-11:30 A.M.
Client Suitability: Clothing, department stores, household services
Number of Artists: One
Unit Cost: 6 times weekly—\$40.00, plus agency commission
Auction Facilities: Transcriptions
Submitted by: WHYN, Holyoke, Mass.

"For Members Only"

The 1400 Club presentation "For Members Only" is a full hour of popular favorites picked by the members of the 1400 Club, which boasts an active membership of well over 4000. The club has been in operation about six months, and the feature has been received exceptionally well, enjoying a Hooper rating which gets better as time goes by.

JIMMY DORSEY

M. G. M.
Pictures

Decca
Records



HELEN O'CONNELL

DICK HAYMES



Young America's
Favorite
Singing Star



DECCA RECORDS
"Here's To Romance"

Blue Network
Starting July 18

PERSONAL MANAGEMENT

BILL BURTON

Room 2206 R. K. O. Bldg. . . . New York City

ility: E. T.
Units: 1 hour, 6 times weekly
Appeal: Entire family
ed for: Morning
itability: General
t: Participating
id by: KONO, San Antonio, Texas

1490 Club

"1490 Club" goes way beyond believe ballroom in the way of realistic picture of a popular spot. Transcribed big-names bands which include speaking at intro and closings. When the orchestra plays a selection, "Eddy Dooley" on the keyboard while local and spots are taken by the MC. The of a great crowd throughout is the cigarette girl's call fades in—occasionally the band tunes up waiter's voice, politely directs tables.

ility: Live talent and E. T.
Units: Monday through Saturday, 30 minutes.

Appeal: Entire family
ed for: Evening, 6:30

itability: National spots
b of Artists: 1
t: Be glad to furnish cost of spot according to number used
Facilities: Transcriptions or will pipe live talent
id by: WSLs, Roanoke, Virginia

Fun with Music

Sigmund Spaeth
Sigmund Spaeth, The Tune Detective, has been all over the world as an outstanding authority on music. Author of a number of books which have made music take for the masses, he goes even further in this transcribed series of 26 programs and demonstrates how easy it is to have fun with music, with any kind of instrument. In the series are quartettes, groups, swing bands, toy instrumentalists, etc. Series has been sponsored in a score of cities with success. Each 64-page book by Sigmund Spaeth entitled "Fun with Music" is used for ad mats, publicity, etcetera. Series. Music helps morale, and shows how to build big audiences of all ages to start.

ility: E. T.
Units: 15 minutes, 1, 2 weekly
Appeal: Entire family
itability: Baker, dairy, food, drug, department store, music dealer, banks
b of Artists: About 60 in series
t: Based on population of market, power and rates of stations used
Facilities: Transcriptions
id by: Kasper-Gordon, Incorporated
(See Page 62)

Wick's Little Theater of the Air

A miniature portrait of famous musicals. This quarter-hour Musical Drama presents the interesting sidelights in a new fashion. A short story in the life of a composer, interspersed with music of that composer. It is light, fun, and very well, with great variety of music accompanied by really fine music. Artists in charge of show, have had years experience with British Broadcasting Co., motion pictures, etc. Would make a national appeal for all classes and for top notch show!

ility: Live talent
Units: 15 minutes, once weekly
Appeal: Entire family
ed for: Evening
itability: Any type
b of Artists: Four
t: \$40.00
Facilities: Transcriptions
id by: KMJ, McClatchy Broadcasting Co., Fresno, Calif.

Gems of American Jazz

Unusual program of interesting sidelights on the personal history of America's pioneer popular music-makers, together with recordings of their early works and authoritative comments on the same by George Malcolm-Smith. Includes many platters that are now "museum pieces" including the first records of The Original Dixieland Band, Johnny Dodds, Bunny Berigan, The Memphis Five, Bix Beiderbecke, Frank Teschemacher, Leon Rappolo and many others whose contributions to jazz history made possible our modern dance music.

Availability: Live talent
Time Units: 15 minutes, 3 to 5 times weekly

Audience Appeal: Entire family
Suggested for: Day or night
Client Suitability: General
Number of Artists: 1
Unit Cost: Available on request
Audition Facilities: Transcriptions
Submitted by: WTIC, Hartford, Conn.
(See Page 101)

Gene Archer

A local station program to answer the cry for high calibre talent. . . . Gene Archer, an outstanding baritone, with an 8-piece string orchestra. The possessor of a rich baritone voice, Archer is a product of Peabody Institute, and is a thorough musician. He's been a great favorite of Washington audiences for five years. Fifteen minutes of refreshing, extremely listenable music.

Availability: Live talent
Time Units: 15 minutes, 1-2-3 times weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any . . . particularly feminine appeal
Number of Artists: Artist and orchestra
Unit Cost: On request
Audition Facilities: Transcriptions
Submitted by: WRC, Washington, D. C.

Gene Graves Entertains

"Gene Graves Entertains" is a record program with Graves as emcee and singing disc jockey, that carries special appeal to daytime women's audience. Expert musical and show business background—a pleasing, crooning voice, and keen sense of showmanship has aided Graves in building this to a top mail-puller. Can be used as a unit, or participating. Graves is former singing master of ceremonies of "World's Fair Ice Show." Also formerly at WLW, WGY, etc.

Availability: Live talent or E. T.
Time Units: 30 minutes, 6 times weekly
Audience Appeal: Female and male
Suggested for: Late morning
Client Suitability: Merchandise with feminine appeal
Number of Artists: 1

Unit Cost: \$10 per show on local basis only. Also available at higher rate on split network originating here
Audition Facilities: Transcriptions or will pipe live talent
Submitted by: WSNY, Schenectady, N. Y.

Happy Herb Hayworth

With 30-odd years' experience in pleasing the public with his songs—15 of them via radio—Herb Hayworth has evolved a formula that cannot miss. First, he sings only tunes already successfully weathered by the years; second, he gives them the "Happy Herb" style. His sponsors have included J. C. Penney Co., Fels-Naptha, Jack Frost Sugar, bakeries, clothiers. Herb himself says his secret is that he "just talks to 'em," between songs.

Availability: Live talent
Time Units: 15 minutes, 3 to 5 times weekly
Audience Appeal: Female
Client Suitability: Any product designed for purchase by the housewife
Number of Artists: 5—Happy Herb Hay-

MUSICAL

worth and four accompanying musicians

Unit Cost: \$20 per time
Submitted by: WOWO, Fort Wayne, Ind.

Heart Songs

Here is a show of greatest appeal. Kenny Baker as top tenor in the quartette and Nadine Conner as soloist through the program of the world's most beloved songs.

Availability: E. T.
Time Units: 26 quarter hours
Audience Appeal: Entire family
Suggested for: Morning, afternoon or evening

Client Suitability: All kitchen materials, morticians, etc., medicines
Number of Artists: Quartette and soloist
Unit Cost: Based on station power and area population

Audition Facilities: Transcriptions
Submitted by: Radio Producers of Hollywood

Herb Lewis

Herb Lewis, baritone, is accompanied by a four-piece instrumental group consisting of piano, guitar, bass, and accordion. The piano player doubles on the novacord, and the accordionist doubles on the celeste. This is an entertaining 15-minute program for the entire family.

Availability: Both
Time Units: 15 minutes, 1 to 5 times weekly

Audience Appeal: Entire family
Suggested for: Morning
Client Suitability: General
Number of Artists: 5
Unit Cost: Once weekly, \$137; five times weekly, \$612

Audition Facilities: Transcriptions
Submitted by: WBZ-WBZA, Boston, Mass.

Hits of All Time

Broadcast daily since November, 1942, "Hits of All Time" presents Kansas City radio listeners favorite popular tunes of all time. Current hits are excluded. Listeners' votes are counted once each week to revise the standings of the top hits of all time. Two announcers add sparkle to introduction of recordings.

Availability: Live talent or E.T.
Time Units: 60 minutes, 5 times weekly
Audience Appeal: Female
Suggested for: Afternoon—3:40 p.m.
Client Suitability: Any product for women
Number of Artists: 2
Unit Cost: \$50.00 per week
Audition Facilities: Transcriptions
Submitted by: KCKN, Kansas City, Kan.

Hollywood Bowl Auditions of the Air

Based along the lines of Metropolitan Opera House auditions. Winning participants get a break at one of the three different studios with whom we have a tieup. Instrumentalists, gle clubs, quintets—all worthwhile talent which is legitimately trained and has something to offer gets a chance under the auspices of the Southern California Symphony Association.

Availability: Live talent
Time Units: 30 minutes weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any quality product
Number of Artists: 28
Unit Cost: \$1200
Audition Facilities: Will pipe live talent
Submitted by: Don Lee Broadcasting System, Hollywood, California
(See Page 112)

House of Music

The "House of Music" is Carnegie Hall; the Eldorado of all young concert artists.

The program proposes to do for concert field what "Met" auditions does for opera. Three awards will be established: each 26 weeks in names of 3 top concert artists who will be hosts at "House of Music" (Mischa Elman award for violinists, Artur Rubenstein award for pianists, Marion Anderson award for singers). Winners get Carnegie Hall recital, cash award, and privileges of consultation with the award givers.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Institutional
Audition Facilities: Will pipe live talent
Submitted by: Ted Cott Radio Productions
(See Page 92)

Hymn Singing Time

"Hymn Singing Time" appeals to all Americans because it reverts to their religious faith, their early church training, and our basic freedom of religion. Musical accompaniment is by an old-fashioned pedal organ, which adds greatly to the "homey" atmosphere dear to the American's heart. Favorite gospel hymns are sung in the pleasing harmony of quartet arrangements.

Availability: Live talent
Time Units: 15 minutes, 1 to 5 times weekly

Audience Appeal: Entire family
Suggested for: Afternoon and evening
Client Suitability: Farm or rural listener needs; also services—banking, insurance

Number of Artists: 6
Unit Cost: Available on request
Audition Facilities: Transcriptions
Submitted by: WSJS, Winston-Salem, N. C.

Hymn Time Starring Smilin' Ed McConnell

Smilin' Ed is one of the most popular and best loved characters on the air. In this series of transcription programs he ambles along in his typical easy going friendly way. Singing a song telling a story, Smilin' Ed has been on the air over 15 years. His name is a household word in many parts of the land. Sponsored by Acme Paint for 5 years and Alladin Lamp for 3 years attests to his overall appeal. 78 quarter-hour episodes are completely transcribed for local use.

Availability: E. T.
Time Units: 15 minutes, 6 times weekly
Audience Appeal: Entire family
Suggested for: Morning and Sunday afternoon

Client Suitability: Household goods, furniture, women's products, funeral directors or other dignified client

Number of Artists: 3
Unit Cost: 100-500 watts, \$5; 1000-5000 watts, \$10; 10,000-50,000 watts, \$25
Audition Facilities: Transcriptions
Submitted by: Charles Michelson Radio Transcriptions, New York, N. Y.
(See Page 100)

Interlude

"Interlude"—a program soft and sweet—dreamy melodies of today and yesterday that provide a period of relaxation—they strike a responsive chord in the hearts of the listeners and are particularly appreciated after the daily news of strife and turmoil in our war torn world. Philosophical narration throughout the program in an ideal setting that blends beautifully with the musical melodies.

Availability: E. T.
Time Units: 52—15 minutes, 1-2 times weekly
Audience Appeal: Female or male

Suggested for: Afternoon or late evening
 Client Suitability: General
 Audition Facilities: Transcriptions
 Submitted by: Exclusive Radio Features
 Company Limited, Toronto, Canada

It's for You

"It's for You" is a Saturday morning half hour program featuring Organist Gene Hoor with Evelyn Evans as feminine emcee. Female artist (M.C.) handles all introductions to musical numbers. Several times during broadcast, she delivers announcements pertinent to the war effort. Program broadcast from 9:30 to 10:00 a.m. every Saturday.

Availability: Live talent or E. T.
 Time Units: 30 minutes, once weekly
 Audience Appeal: Female
 Suggested for: Morning
 Client Suitability: Women's products
 Number of Artists: Two
 Unit Cost: \$65 weekly
 Audition Facilities: Transcriptions or will pipe live talent
 Submitted by: WCPO, Cincinnati, O.

It's Time to Dance

"It's Time to Dance" is a musical request program with spontaneous patter about the bands and vocalists. The program is characterized by its friendly atmosphere, and the fact that it is popular is substantiated by the unusually large mail count. It's designed primarily to entertain lovers of sweet popular music, and is especially effective in this conservative New England locality.

Availability: E. T.
 Time Units: 1:15 to 3:00 p.m. with 2 interruptions, 5 days weekly
 Audience Appeal: Entire family
 Suggested for: Afternoon
 Client Suitability: General
 Number of Artists: None
 Unit Cost: \$40 for five 15-minute periods or \$2.50 per minute participation
 Audition Facilities: Transcriptions
 Submitted by: WHAI, Greenfield, Mass.

Jazz

The history of jazz—narration combined with records describing the greatest jazz bands and demonstrating the best artists all the way from spirituals to swing. Lively continuity should appeal especially to young people.

Availability: E. T.
 Time Units: 15-30 minutes, once weekly
 Audience Appeal: Juvenile or entire family

Suggested for: Saturday morning or afternoon
 Client Suitability: Cosmetics, soaps, clothes, etc.

Number of Artists: 1
 Audition Facilities: Transcriptions
 Submitted by: Asch Recordings, New York, N. Y.

Jive at 11:05

Sunday morning jive show conducted by Ted Lenz. On the air from 11:05 a.m.-12:00 noon. Strictly a jive show, the records for which are selected from the finest and most complete jive library in San Francisco. Audience participation, if desired. Top name guest shots a weekly feature. Did a phenomenal job for previous restaurant sponsor from where show originated.

Availability: Live talent or E. T.
 Time Units: 55 minutes weekly
 Audience Appeal: Entire family
 Suggested for: Morning
 Client Suitability: Soft drinks, beverages, cigarettes, night clubs, restaurants
 Number of Artists: 1
 Unit Cost: \$45 per program
 Submitted by: KSAN, San Francisco, Cal.

Joan Dexter Sings for You

Joan Dexter is a prima donna not only delightful to hear but also decidedly easy on the eyes. Sings musical comedy, light opera, and more serious things, like a

thrush. WOV orchestra accompanies. Photographs beautifully.
 Availability: Live talent
 Time Units: 15 minutes, 6 times weekly
 Audience Appeal: Entire family
 Suggested for: Evening
 Client Suitability: General
 Number of Artists: Miss Dexter and 11-man orchestra
 Audition Facilities: Transcriptions
 Submitted by: WOV, New York, N. Y.
 (See Page 60)

Juke Box Saturday Night

15 minutes before regular program is heard a list of twenty old tunes or late tunes are read over the air with an invitation to the listeners to phone in and vote for their favorite selection. In the beginning of the program several warm-up numbers are used prior to the regular selections so as to give the listeners a chance to vote for their favorite. The ones receiving the most votes are played near the end of the program while the ones not drawing so many votes are played at the beginning. This is not a request program but a chance to vote for your favorite selection. Throughout the program the list of numbers are read to the listeners to refresh their memory as to what numbers will be played—also what numbers are leading as to votes.

Availability: E. T.
 Time Units: One hour and a half, once weekly
 Audience Appeal: Entire family
 Suggested for: Evening
 Client Suitability: Good for any spot or block advertising
 Number of Artists: One
 Unit Cost: \$74.00 for the entire program. \$5.00 per spot during program
 Audition Facilities: Transcriptions
 Submitted by: Tri-County Broadcasting Company—WCED, Dubois, Pa.

Kay Ivers

Kay Ivers is staff soloist at WBZ and has appeared on many outstanding commercial programs. She is accompanied by a four-piece instrumental group consisting of piano, guitar, bass, and accordion. The piano player doubles on the novacord, and the accordionist on the celeste. Kay has entertained the boys in the service at almost every camp and fort in New England and has a large personal following built up over the past three years.

Availability: Live talent and E. T.
 Time Units: 15 minutes, three times weekly

Audience Appeal: Entire family
 Suggested for: Evening
 Client Suitability: General
 Number of Artists: 5

Unit Cost: \$779.50
 Audition Facilities: Transcriptions
 Submitted by: WBZ-WBZA, Boston, Mass.

Like Babbling Brooks

"Babblin" or Dorotha Brooks is one of the best known and most loved vocalists in WTAM's Area. Her radio experience is rich and long and includes appearances on popular shows in New York, Chicago and Hollywood. She also appears on many WTAM programs as featured star or as guest artist on sponsored programs.

Availability: Live talent
 Time Units: 7:45 to 8 p.m. Wednesdays
 Audience Appeal: Entire family
 Suggested for: Evening
 Client Suitability: Any type of product
 Number of Artists: 3
 Unit Cost: Sent on request
 Audition Facilities: Transcriptions
 Submitted by: WTAM, Cleveland

Little Show

Little Show is a musical show employing an orchestra of 10 pieces and guest (or permanent) soloists. The program con-

sists of popular and classical music. "Little Show" was the recipient of a national citation by the Red Cross for its success in obtaining Blood Donors. The program was produced by WHAM in the interest of the Rochester Chapter of the American Red Cross.

Availability: Live talent
 Time Units: 15 minutes, twice weekly
 Audience Appeal: Entire family
 Suggested for: Afternoon or early evening
 Client Suitability: General appeal
 Number of Artists: 11
 Unit Cost: \$100 plus time charges
 Audition Facilities: Transcriptions
 Submitted by: WHAM, Rochester, N. Y.

Lovemaking, Incorporated

A romantic musical comedy with original music and "Lessons in Love," appealing to girls from 16 to 60. Beautiful music, good comedy, fine entertainment. Twenty-six 15-minute programs make up the series. Usable in any section of the United States, Canada and our possessions.

Availability: E. T.
 Time Units: 15 minutes
 Audience Appeal: Female or entire family
 Suggested for: Evening
 Client Suitability: Ladies' ready-to-wear, drug stores, department stores, furniture or jewelry
 Number of Artists: 21
 Unit Cost: \$10 per episode
 Audition Facilities: Transcriptions
 Submitted by: Transcribed Radio Shows

Lucky Street

"Lucky Street" is a telephone participation show, cash awards, music. Three announcements (participants) each quarter hour, plus music. Listeners write down first ten words of the three announcements. When the lucky street or town is announced first person living on that street who calls studio and repeats word for word, statement asked for wins the daily jackpot. Terrific audience appeal as attested to by amazing telephone response daily for past several years.

Availability: Both
 Time Units: 3 1-minute announcements daily, six days

Audience Appeal: Female or Male
 Suggested for: Morning 11:30-11:45 and Afternoon 2:45-3:00

Client Suitability: Any type sponsor
 Number of Artists: One
 Unit Cost: \$7.50 per participant daily
 Audition Facilities: Transcriptions
 Submitted by: WGNV, Newburgh, N. Y.

Lyrics by Liza

A musical program featuring the voice of Liza Morrow with Irving Miller's orchestra. A competition between the devotees of "sweet" music and the proponents of "le jazz hot" is featured.

Availability: Live talent
 Time Units: 30 minutes, once weekly
 Audience Appeal: Entire family
 Suggested for: Afternoon or evening
 Number of Artists: Three
 Submitted by: NBC
 (See Pages 33, 34, 35, 36)

Main Street, Minnesota

"Main Street, Minnesota" is a program featuring the stars of KSTP's Sunset Valley Barn Dance, famous Saturday night program which has played in more than 100 Minnesota and Wisconsin cities. It is a program of American folk-music designed for universal appeal to both an urban and rural audience. KSTP's exclusive Planalyzed Promotion offers com-

MUSICAL

plete merchandising facilities to a advertiser on Main Street, Minnesota.
 Availability: Live talent
 Time Units: 30 or 15 minutes, 6 weekly

Audience Appeal: Entire family
 Suggested for: Morning, now aired to 12:30 p.m.

Client Suitability: Suited for almost any type product
 Number of Artists: 6-10
 Unit Cost: Contact station
 Audition Facilities: Transcriptions
 Submitted by: KSTP, Minneapolis

Make Believe Ballroom with Eddie Chase

In the mythical setting of a picturesque ballroom—complete with realism of applause, laughter, backstage and dancing conversation souflects—a smoothly produced 60-minute musical revue features the finest bands and vocal artists in the at the peak of their performance records) by Eddie Chase, as the do earth master-of-ceremonies.

Availability: Live talent
 Time Units: 15, 30 or 60 minutes, 3 times weekly

Audience Appeal: Entire family
 Suggested for: Morning (currently), noon (currently), evening (currently)
 Client Suitability: Furniture, cosmetics, insurance, beverages, men's wear
 Number of Artists: 1
 Unit Cost: Upon request
 Audition Facilities: Transcriptions
 Submitted by: King-Trendle Broadcast Corp.
 (See Pages 40, 78)

Matinee in Swing

All Saturday afternoon, dancing swing records in downtown local room. Part of program broadcast of admission one War Savings \$1 (25c) retained by purchaser. Has impressive total stamps.

Availability: Live talent or E. T.
 Time Units: 60 minutes, once weekly
 Audience Appeal: Entire family
 Suggested for: Afternoon
 Client Suitability: Juvenile goods manufacturer

Number of Artists: 4
 Unit Cost: Time rate plus union rate 4 musicians

Audition Facilities: Transcriptions
 Submitted by: CJAC, Edmonton, Alberta, Canada

Melodies by Jack Hayes

"Melodies by Jack Hayes" is a 15-minute, once weekly program. Hayes is blind guitar player, very well known very popular locally. The Olympia Club recently set Hayes up in business as a cigar stand proprietor in the S Capitol Building. His program, now a sustaining basis, receives a big count.

Availability: Live talent or E. T.
 Time Units: 15 minutes, once weekly
 Audience Appeal: Entire family
 Suggested for: Evening
 Client Suitability: Every type
 Number of Artists: 2
 Unit Cost: \$25

Audition Facilities: Transcriptions
 Submitted by: KGY, Olympia, Washington

Melody Lane, with Ellen Beda

Ellen Beda, sensational young 27 violinist, accompanied by Rudy Bar Continental accordionist, play 20 minutes of romantic music in the gypsy mood. Great feminine appeal; perfect perso-

MUSICAL

ances; an audience-getter for night
 Ellen Beda is featured in poetic
 ity, and the gay throbbing music
 he violin makes a most delightful pro-
 with widest appeal. All familiar
 or folk songs.

ibility: Live talent
 nits: 15 or 30 minutes, 3, 5 or six
 es weekly
 ce Appeal: Female; male; or en-
 e family

ted for: Noon-day or dinner time
 Suitability: Any woman's cosmetic
 duct, apparel or luxury home fur-
 hing

of Artists: 2
 ost: \$12
 n Facilities: Transcriptions
 ed by: WQAM, Miami, Fla.

Melody Playhouse
 minute program put on seven times
 rowk. Program features music from
 arny musical comedies and selec-
 om motion pictures. Program is
 ble as an entire unit or portion.
 uous for 28 weeks.

ibility: E. T.
 nits: 25 minutes, 7 weekly
 ce Appeal: Entire family
 ted for: Morning, afternoon or eve-

g
 of Artists: 1—M.C.
 ost: \$65
 n Facilities: Transcriptions
 ed by: WLIB, Brooklyn, N. Y.

Memory Lane
 Maury Lane" is a five-minute daily
 gn, using one record which was
 in past years. A two-minute
 and close" script describes the
 io in which the song was popular.
 tails major events of the year in
 the song was born. Library and
 per file research is necessary for
 s, w, especially for inclusion of local
 during past years.

ibility: Live talent or E. T.
 nits: 5 minutes, Monday to Friday
 ce Appeal: Female and male
 ted for: Afternoon
 Suitability: Any product bought by
 ults

of Artists: One announcer
 ost \$19.00 time charge—base—
 00 production cost-net \$24.00 total
 n Facilities: Transcriptions
 ed by: WDRC, Inc. Hartford, Conn.

Mid South Boys
 Quarter-hour of typical songs of the
 and. Four boys whose heritage and
 peculiarly fits them to interpret
 es and fears of their race in har-
 and melody. Listener acceptance re-
 rtable.

ibility: Live talent and E. T.
 nits: 15 or 30 minutes, 7 or less
 es weekly
 ce Appeal: Entire family
 ted for: Morning, afternoon or
 ening

Suitability: Low price item aimed
 low income groups
 of Artists: 4
 ost: \$15
 n Facilities: Transcriptions
 ed by: WJPR, Greenville, Miss.

Minstrel Melodies
 Old fashioned minstrel featuring in-
 antal specialties and songs with
 Freeman conducting the orchestra
 arning Armand Girard and Archie
 t. Origin San Francisco.
 ibility: Live talent
 nits: 30 minutes, once weekly
 ce Appeal: Entire family
 ted for: Afternoon; evening



IT'S THE WORLD'S WACKIEST PROGRAM (but how it puts over those spots!)

Toss a circus side show, a jitterbug carnival and some Dead-End kids into a radio studio, and there you have a reasonably exact facsimile of WGAR's popular new program, the "Friendly Open House."

Wayne Mack is master of ceremonies and has cooked up a super-duper method of making live and transcribed commercials a part of the entertainment, introducing them with drama, song, double talk or what-have-you.

Sherlock Holmes or Napoleon may introduce your announcement. Or perhaps Mr. Argus who lives in the attic of "Open House" (rap thrice on the water pipe for me, please) may do the honors. The only certainty is that listeners *listen!*

First choice in Cleveland for many spot buyers, this new radio show that packs a selling punch already has been expanded (now 4.45 to 5:30 P.M. weekdays). Even so, there'll soon be another waiting list. That's why right now is a dandy time to come on over to the "Friendly Open House"

Adding to the fun, frivolity and hilarity are Maestro Walberg Brown and the Clevelandaires, the songs of Reg Merri-dew, and the piano team of Pildner and Wilson—all of whom (in person, ladies and gentlemen) help set the stage for your advertising message.



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

Edward Petry & Company, Inc.
 National Representative



These artists will be stars on

"SHOWS OF TOMORROW"

LULU BATES

BLUE NETWORK

Mon. thru Friday, 6:15-6:30 p.m.



The THREE SISTERS

A Great New Vocal Trio

WABC-CBS

Thurs., 6:15 p.m.

Sat., 6:45 p.m.



PHIL BRITO

the Romantic Baritone

BLUE NETWORK

Mon. thru Sat., 11:15-11:30 a.m.



JOSEPHINE HOUSTON

Co-Starred with Wilbur Evans

"Stars from the Blue"

BLUE NETWORK

Every Sunday

GALE, INC.

48 West 48th Street

New York City

Number of Artists: Various
Submitted by: NBC

(See Pages 33, 34, 35, 36)

Minute Men

WFBL's most popular program—seven piece orchestra—female vocalist—Jim Delane M. C.—heard every weekday morning 7-9:30 a.m. Sold in units of 15 and 30 minutes. Group has played before thousands in parks and communities throughout Central New York.

Availability: Live talent
Time Units: 15 or 30 minutes, 6 weekly
Audience Appeal: Entire family
Suggested for: Morning
Client Suitability: General
Number of Artists: 9
Unit Cost: Attractive package rate
Audition Facilities: Transcriptions
Submitted by: WFBL, Syracuse, N. Y.

Moonbeams

This is a musical program of 10 years' standing. Series features girls' trio, harp and violin with George Shackley conducting. If sponsor desires, an orchestra can be used stretching the show to 30 minutes.

Availability: Live talent
Time Units: 15 or 30 minutes; 15 minutes, 3-5 times weekly; 30 minutes, once weekly

Audience Appeal: Entire family
Suggested for: Late evening
Number of Artists: Small show 6; large, about 20
Unit Cost: Small show, \$450-\$700; large from \$700 to \$900.

Audition Facilities: Will pipe live talent
Submitted by: Moonbeams Broadcasts, Inc., New York City

Morning Meditations

A program of sweet, sentimental, and religious music designed to soften and brighten the day for the housewife. A regular station feature for three years, this program is on the preferred list of favorites by many housewives in this community. Good music, well played with commercials read in a friendly manner makes this program a natural for a conservative type advertiser.

Availability: Live talent
Time Units: 15 minutes, 5 days weekly
Audience Appeal: Entire family
Suggested for: Morning, 10:15 a.m.
Client Suitability: Anything of appeal to the housewife

Number of Artists: 2

Unit Cost: \$145

Audition Facilities: Transcriptions
Submitted by: WHBC, Canton, Ohio

Morning Overture

A fifty-five min. program put on 7 times a week on recording. The program features the light classics which are popular and bright. Time checks are given after each selection. Available for sponsorship as a unit or in portions.

Availability: E. T.
Time Units: 55 minutes, 7 weekly
Audience Appeal: Entire family
Suggested for: Morning
Number of Artists: 1 narrator
Unit Cost: \$125

Audition Facilities: Transcriptions
Submitted by: WLIB, B'klyn., N. Y.

Mountain Ramblers

This is a live "corn" show including 6 pieces doubling in vocal, and draws well in this area. Music featured is for the most part hillbilly and square dance. Show is run by studio staff announcer who injects much of the local slant.

Could be broadcast as half hour the board.

Availability: Live talent
Time Units: 30 minutes, twice weekly
Audience Appeal: Entire family
Suggested for: Evening, 8:00 p.m.
Client Suitability: General
Number of Artists: 6
Unit Cost: \$36 each broadcast
Audition Facilities: Transcriptions
Submitted by: WALL, Middletown.

Music A La Mood

One-half classical music—uninter—titles of selections given before after program.

Availability: E. T.
Time Units: ½ hr., 6 times weekly
Audience Appeal: Entire family
Suggested for: Afternoon—1:1-30
Client Suitability: Any institutional
Unit Cost: Upon inquiry
Audition Facilities: Transcriptions
Submitted by: WPAT, Paterson, N. J.
(See Page 77)

Musical Cocktails

15 minutes of music from Nova Studios . . . "No Jazz" following Network Club Matinee program . . . late afternoon lull show.

Availability: Live talent
Time Units: 15 minutes, 5 times weekly available on three times weekly desired

Audience Appeal: Female
Suggested for: Afternoon
Client Suitability: Beverage, foods
Number of Artists: 1

Unit Cost: On request will send
Audition Facilities: Transcriptions
Submitted by: WLEU Broadcasting Co., Commerce Bldg., Erie, Pa.

Musical Mysteries

A mystery in words and music is presented by the orchestra, with each instrument in the orchestra identified with character of the story. Guest stars attempt to solve the musical mystery with prizes for winners.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Morning or afternoon evening

Client Suitability: General
Number of Artists: Different orchestras
Unit Cost: Open
Audition Facilities: Will pipe live talent
Submitted by: David Lowe Productions, New York 21, New York

Music Depreciation

A program starring a well-known conductor and arranger, who is a one man show. He writes a humorous script, many discussion of modern music, deers the material, arranges the score, plays music and conducts the orchestra. revival of the headliner technique of one-man show. Origin, New York.

Availability: Live talent
Time Units: 15 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Morning; or evening
Number of Artists: 1 plus audience
Submitted by: NBC
(See Pages 33, 34, 35, 36)

Music for an Hour

"The music most of us enjoy most familiar, popular melodies, by chamber orchestra, and soloists, all under direction of Alfred Wallenstein. Music staples include such composers as Beethoven, Gershwin, Herbert, Berlin and Rodgers along with colorful works of concert character. Soloists are Frances Gre

MUSICAL

ropolitan Opera), soprano; Donald
enor; Benno Rabinof, violin; Mil-
Ke, piano; and occasional others.
at un pompous, and whole show is
at impressive enjoyment for all.
cility: Live talent
its: 60 minutes, once weekly
e Appeal: Entire family
ed for: Evening
of Artists: 52—orchestra, an-
ancer, 2 vocalists, chorus
t: \$5,000 per broadcast on network
alent
Facilities: Transcriptions
d by: Mutual Broadcasting Sys-
for WOR

Music for Everybody

Monday through Friday late evening.
The program of light classics and
comedy music by transcription—
news on the hour—precedes C.B.S.
lands.
ibility: E. T.
its: 25 minutes, 5 times weekly
e Appeal: Entire family
ed for: Evening, 11:05-11:30 p.m.
uitability: General
b of Artists: One M. C.
t: \$250 week—time and talent
Facilities: Transcriptions
d by: WIND, Chicago, Ill.

Music for Your Enjoyment

Music for Your Enjoyment" features
A Chorus of 12 voices together
12-piece Orchestra combining to
the "Musical Revue" of lyric charm.
is designed either for half-hour
quarter-hour broadcast.
cility: Live talent
its: 15 or 30 minutes, one program
y
e Appeal: Entire family
b of Artists: 24
ed for: Evening
t: On inquiry at station
Facilities: Transcriptions
d by: WIP-Pennsylvania Broad-
ing Company
(See Page 74)

Music Goes to War

but program features an orchestra,
ette, and soloist in impressive
ments of American war-music—
music of our fighting allies. A
interprets the dramatic back-
and patriotic poems which form
part of the program. "Music
War" reminds Americans of their
eritage and offers inspiration for
and tomorrow in great music—
y presented.

cility: Live talent
its: 1—30 or 60 minutes, once
y
e Appeal: Entire family
ed for: Evening
uitability: Institutional or public-
e
b of Artists: 22
t: Moderate cost
Facilities: Will pipe live talent
d by: WGN, Inc., Chicago, Illinois

Music Stall

nal program of Western music
with jokes. Master of ceremonies,
en and one woman singer, and
tancer, make up the featured char-
e.
cility: Live talent or E. T. Both
its: 29½ minutes, once weekly
e Appeal: Entire family
ed for: Evening
uitability: Clothing store, bever-
ges, auto sales and service, food
ducts, etc.

Number of Artists: Five
Unit Cost: \$58.00 per program
Audition Facilities: Transcriptions
Submitted by: KVEC, San Luis Obispo,
Calif.

Mythical Music Hall

A ½ hour presentation of semi-classical
transcriptions, that listens like a live con-
cert. Announcer acts as musical narrator;
describing in low tones the sounds of the
audience, the instrument tunings, the ap-
pearance of the conductor, as well as
translating each passage of that evening's
particular score. The full ½ hour is de-
voted to either 1 light opera, or operetta,
or to the musical compositions of a single
composer; i.e. Victor Herbert one night,
Friml the next, etc. Music is selected by
the WINS audience. Excellent time for
this kind of restful music, as mail indi-
cates.

Availability: Live talent or E. T.
Time Units: 30 minutes
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Practically all types
Number of Artists: 1 (narrator)
Unit Cost: On request
Audition Facilities: Transcriptions
Submitted by: WINS, New York
(See Page 24)

Natalie Morton Presents

As Berkshire County is a highly musi-
cally-educated community, this program—
which deals with classical and semi-classi-
cal music—has built a large listening
audience. Miss Morton is well known in
New England for her voice. She has vari-
ous guest artists of note on her program,
who either reside in or visit the Berk-
shires. As Berkshire County is the sum-
mer residence of the Boston Symphony
and other musical organizations of note,
these guests are plentiful.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Sundays, 6-6:30 p.m.
Client Suitability: Primarily institutional.
Quality accounts interested in
moneysed audience
Number of Artists: Three
Unit Cost: \$50 per week, subject to fre-
quency discounts
Audition Facilities: Transcriptions
Submitted by: WBRK, Pittsfield, Mass.

Navy School of Music

This is a musical-variety program, fea-
turing the 80-piece orchestra and 40-man
chorus of the U. S. Navy School of Music
in Washington, D. C. With Walter Com-
pton, Mutual Network Commentator, as nar-
rator, and Lt. (J.G.) James M. Thurmond
as leader of the musical group, the pro-
gram features the appearance of famed
Service Men and Heroes as guest stars.
Brief dramatizations of interesting war
incidents are also presented.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Suitable for any type
client or product
Unit Cost: On request
Audition Facilities: Transcriptions or will
pipe live talent
Submitted by: WOL, Washington, D. C.
(See Page 76)

NBC Symphony

The winter series of this greatest or-
chestra in the world is conducted by
Arturo Toscanini and Leopold Stokowski
in a series of twelve concerts each. Guest
soloists and choruses are featured occa-
sionally. The summer season is conducted

Kermit-Raymond CORPORATION

745 FIFTH AVENUE
NEW YORK 22, N. Y.
ELdorado 5-5511

Mr. Program Buyer
Wherever You May Be

My dear Mr. Program Buyer:

Would you be interested in buying a **TESTED, MIRTH-
FILLED, HUMAN INTEREST, BIG NAME** transcribed
radio program . . . **FOR NO MONEY?**

Naturally!

Well, we believe that radio stations are con-
stantly on the lookout for good radio programs; and
naturally, producers are always on the lookout for a
market to sell their wares. Yet, unfortunately for both
radio station and producer, advertisers are very often
either unable or unwilling to pay a fair price to get the
top-notch radio shows.

So, up pops a problem — a problem for both
producer and radio station, and it's a tough problem,
too. For, after all, any station wants good program
schedules because good program schedules mean more
listeners — and more listeners mean more advertisers —
and you know what more advertisers mean. Which
brings us back to the advertisers and "that problem."

However, we figured, all problems must have a
solution, and so we got busy to work one out in this
case — and sure enough we hit on one! We think it's
a good solution — for the simple reason that it solves
the problem. It gives you a good show; it provides us
with an outlet for our show; we get paid — **BUT IT
COSTS YOU NO MONEY!**

We are offering **TWO** of our *big name* fifteen-
minute transcribed shows to you "practically as a gift"
for **NO MONEY** as outlined above; "Famous Fathers,"
with such great stars as Deems Taylor, Admiral Byrd,
Ozzie Nelson, Jimmy Dorsey, Lauritz Melchior, Col.
Roosevelt, Lowell Thomas and others (see page 108),
and "The Meal of Your Life," with such great guest
stars as Gertrude Laurence, Elsa Maxwell, Burgess
Meredith, Ilka Chase, George Jessel and others (see
page 98), you will want to know how to get these
terrific "NAME" transcribed shows for **NO MONEY**,
and how you can sell them and keep the revenue.
Write, wire or telephone us today for complete details
on "exclusive" for your market.

Most cordially yours,

"Ray" Green,
General Manager.

Radio Productions



by Dr. Frank Black with featured artists and is lighter in its musical selections. Time Units: 60 minutes, once weekly
Availability: Live talent
Origin New York.
Audience Appeal: Entire family
Suggested for: Afternoon
Number of Artists: Varies
Submitted by: NBC

(See Pages 33, 34, 35, 36)

New World Music

A musical program under the auspices of the American University of the Air. This program is limited to institutional commerce sponsorship. It is devoted to the music of the Western Hemisphere with explanatory continuity on the origin of the musical selections. The orchestra is under the direction of Josef Stopak and is augmented by chorus and soloists. The emphasis of this half hour is on good will between our neighbors, North and South, and this country. Origin New York.
Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: Varies
Submitted by: NBC

(See Pages 33, 34, 35, 36)

Notes of Love

Thirty-nine 15 minute transcribed programs featuring Joey Nash as vocalist. Actual love letters from and to boys in service are read in character and a love ballad is tied in with each letter. Prizes may be offered by sponsor for best love letters submitted.
Availability: E. T.
Time Units: 15 minutes, 1, 2 or 3 times weekly
Audience Appeal: Female, entire family
Suggested for: Morning or evening
Client Suitability: Dept. stores, ladies'

wear, furriers, food products, cosmetics, banks, bakeries, dairies
Number of Artists: 4 or 5 each program
Unit Cost: According to population
Audition Facilities: Transcriptions
Submitted by: Harry S. Goodman
(See Page 89)

Of Words and Verse

Of Words and Verse is a dramatic poetry program conducted by a nationally known poet and editor of the American Poetry Journal, R. Malcolm Bozarth. Program includes poetry composed by Mr. Bozarth, also national poets and poems submitted by the listening audience. Choice record music is used for theme, background, and interlude.
Availability: Live talent
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Evening

Client Suitability: Low-priced product
Number of Artists: 1
Unit Cost: \$75 per week
Audition Facilities: Transcriptions
Submitted by: KMAC, San Antonio, Texas

Organ Reveries

Words and music (continuity and records) picturing many lands, each with its own mood. Nostalgic and romantic with timely emphasis on "good neighbor" policy, it should appeal to women.
Availability: E. T.
Time Units: 15 minutes
Audience Appeal: Female
Suggested for: Afternoon
Client Suitability: Food, cosmetics, etc.
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: Asch Recordings, New York, N. Y.

Out of This World

We'd like to show you this, because we

feel you'll agree that it's "the first new and really different idea in the field of radio entertainment to come along in recent years."

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any nationally advertised product that has been offered to the public for at least 25 years
Number of Artists: Orchestra and dramatic cast
Unit Cost: Depending on music desired
Audition Facilities: Will pipe live talent
Submitted by: G-S Radio Productions, New York, N. Y.

(See Page 92)

Ozie Waters, the Colorado Ranger

Ozie sings to his own guitar accompaniment from a collection of more than 3,000 popular, western, and Hawaiian songs. The movies will shortly increase his nation-wide popularity through his appearance in "Lonsome River Buckaroo"—soon to be released by Columbia Studios. Ozie is heard over the Mutual Network Mondays through Fridays, 2:15 to 2:30 p.m. EWT, and is available for local sale in Denver or for network sponsorship. Former sponsors include Vick's, Ford Motor of Denver and Houston. Dwarfies and others.
Availability: Live talent
Time Units: 15 minutes, 3, 5 or 6 times weekly
Audience Appeal: Entire family
Suggested for: Morning, Afternoon or evening
Client Suitability: Any product used by the entire family
Number of Artists: 1

Unit Cost: Local and network application

Audition Facilities: Transcriptions Mutual affiliate

Submitted by: KFEL, Denver, Colorado

Pan Americana

A lively 30-minute show featuring Latin-American orchestra and Jose Mayol, singing troubadour orator from Puerto Rico. Program features popular girl singer. Jose sings solo numbers with guitar accompaniment and orchestra accompaniment. Girl singer is accompanied by Jose Mayol acts as narrator with interesting stories of South American culture in introducing musical selections.
Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening

Client Suitability: General
Number of Artists: 15
Unit Cost: \$194.50
Audition Facilities: Transcriptions
Submitted by: WTMJ, Milwaukee, Wis.

Parade of Bands

"Parade of Bands" is a musical produced show with a national used in nearly all sections of the American continents. It is ideal small or non-network station because affords the effect of a network production of nationally famous bands. Show combines music with the minute news presented by locations at "breaks." Unusual marketing facilities are available for low products.

Availability: E. T.; Script
Time Units: 30 to 60 minutes, up to weekly
Audience Appeal: Entire family; people

WIP

Philadelphia's Pioneer Voice



...ed for: Late afternoon or evening
 ...itability: Beer, drug-accounts, etc.
 ...of Artists: 3 (minimum) to 5
 ...Facilities: Transcriptions; sample
 ...sols
 ...id by: Video and Sound Enter-
 ...pas

Maline Holden, with a Song and a Smile

...is a sort of female Charles Hamp.
 ...terrific piano, voice and piano.
 ...ures Western and popular num-
 ...h cheerful chatter between. Can
 ...ct or work with announcer. Suc-
 ...or Scheaffer Pen on KNX, likewise
 ...ket Baskets, Inc., on KNX. Mar-
 ...personal appearance as Girl of
 ...den West, with costume or as
 ...entertainer. Perfectly natural de-
 ...lib with piano background.
 ...ility: Live talent
 ...its: 15 or 30 minutes, 3 or 5 times
 ...weekly
 ...e Appeal: Entire family
 ...ged for: Morning, 7:30-8:00 a.m.;
 ...-afternoon
 ...uitability: Any food product with
 ...e distribution
 ...b of Artists: 1
 ...Facilities: Transcriptions
 ...d by: WQAM, Miami, Fla.

Personally, It's Off the Record

...onally, It's Off the Record" is for
 ...e in the family. More than just a
 ... musical show, it is a vast library
 ...an interest and amazing off-the-
 ...ories in the lives of well-known
 ...is. And very often, these promi-
 ...sical personalities are interviewed
 ...a or on the program, where they
 ...imate, background facts in their
 ...es and careers, and others of

...their friends who have made their names
 ...in music.

Availability: Live talent
Time Units: 1 minute participations, 5
 times weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: Product with family,
 but particularly housewife, advertis-
 ing appeal
Number of Artists: 1
Unit Cost: \$81 per participation (5-a-
 week basis)
Audition Facilities: Transcriptions
Submitted by: WABC, New York City,
 N. Y.

(See Page 46)

Phil and Diana

Phil Hanna and Diana Gayle play
 piano, chatter and sing duets and solos.
Commercials may be interpolated directly
into the program, either straight, in pat-
ter, musical jingles, etc.
Availability: Live talent
Time Units: 15 minutes, 1, 3 or 5 times
 weekly
Audience Appeal: Female
Suggested for: Morning; Afternoon
Client Suitability: Food product, household
 appliance, pharmaceutical
Number of Artists: 2
Unit Cost: On application
Audition Facilities: Transcriptions
Submitted by: KNX, Los Angeles
 (See Page 44)

Prairie Ramblers

Featuring Andy Boyette, Florida's favor-
 ite singer of American folksongs, with
 Ray Walker on the accordion. Andy,
 with guitar, sings Western and mountain
 songs. Excellent personal appearance.
 Andy has large following from his many
 years on this station. This act goes over

...big in personal appearance at clubs of
 all kinds.

Availability: Live talent
Time Units: 15 or 30 minutes, 2, 3 or 5
 times weekly
Audience Appeal: Entire family
Suggested for: Early morning or late af-
 ternoon
Client Suitability: Food or service . . . soft
 soft drink or beer
Number of Artists: 2
Unit Cost: \$8
Audition Facilities: Transcriptions
Submitted by: WQAM, Miami, Fla.

Presenting Sir Thomas Beecham

Sir Thomas Beecham, world renowned
 composer-conductor, needs no introduc-
 tion, for he is one of the leading interna-
 tional figures in musical circles. Sir
 Thomas has conducted the Philharmonic,
 Boston Symphony, Metropolitan Opera,
 and other world famous symphonic or-
 chestras. He is also one of the most
 popular Victor Red Seal Artists. Sir
 Thomas is currently appearing in a series
 of concerts throughout Canada, Mexico
 and the U. S., prior to conducting at the
 Metropolitan Opera again this coming
 season.

Availability: Live talent
Time Units: 30 minutes, 1 weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: Sir Thomas, Lady
 Beecham, singer optional
Submitted by: Basch Radio Productions,
 New York, N. Y.
 (See Page 85)

Queen City Dancing Party

Name dance bands from associated ET
 library and records. Continuously on air

...since December, 1942. Available at re-
 duced participating rate.

Availability: E. T.
Time Units: 15 minutes, 6 days weekly
Audience Appeal: Entire family
Suggested for: Morning, afternoon or
 evening
Unit Cost: Apply to station
Audition Facilities: Transcriptions
Submitted by: WMUR, Manchester, N. H.

Recital in Rhythm

Extremely good dance band. This is
 not to be confused with a staff band play-
 ing stock arrangements. It is a well
 worked out rhythm orchestra led by
 Clarence Berlin. Featured vocalist is at-
 tractive Beverly Beville. Band plays
 equally as well sweet music and real
 swing.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Juvenile or entire
 family
Suggested for: Evening
Client Suitability: General
Number of Artists: 16
Unit Cost: \$152.40
Audition Facilities: Transcriptions
Submitted by: WTMJ, Milwaukee, Wis.

Record Reveille

A "musical clock" type that clicks.
 Runs the gamut of musical offerings plus
 last-minute news and able, informal han-
 dling. Combination of music, news and
 comedy insures wide appeal. 7:15-8 a.m.
 Available as a whole or in 15-minute
 periods. Merchandising includes news-
 paper listings, cards, radio.

Availability: Live talent or E. T.
Time Units: 5 or 15 minutes, 5 times
 weekly
Audience Appeal: Entire family
Suggested for: Morning

For the
WAR

For the
PEACE

"Salute From Our Armed Forces"

A unique variety program broadcast direct from army
 camps under the supervision of Special Service Office!

"The Navy Send-Off Breakfast"

A sponsored program honoring Ohio men about to shove-
 off for service in the United States Navy!

"THE VICTORY LEGION"

An original idea paced and patterned for production
 immediately after the war!

WILLIAM H. MILLER PRODUCTIONS

PRODUCERS OF WAR WINNING PROGRAMS!

Bell Bldg., Toledo, Ohio

WTOL

TOLEDO'S BASIC BLUE
 STATION

ARCH. SHAWD
 Vice-Pres. & Mgr.



LEWIS IS SELLING * DOUBLE



SELL HIM ONCE AT THE REGULAR TIME... THEN SELL HIM AT A LATER TIME BY PLAYBACK

Why stop at one sponsor? . . . other stations have proved that Lewis' "pull" is even greater on each program when a playback is used for a second sponsor at a later time. Don Lee stations have found the response terrific to a 9:45 repeat broadcast.

Fulton Lewis, Jr.'s popularity is still on the up-sweep. The man who won the DuPont Radio Commentators Award for 1942 owns the seven o'clock spot on the dial . . . and is making a definite bid for every spot available through the system of selling the playback.

Sell him at your one-time quarter hour rate per week. Phone, wire or write WILLIAM B. DOLPH, WOL, WASHINGTON, D. C.

* Selling TRIPLE, too. KHJ has sold him three times in one day.

ORIGINATING FROM **WOL** WASHINGTON, D. C.
Affiliated with the **MUTUAL BROADCASTING SYSTEM**

Client Suitability: Wide-range-appeal products

Number of Artists: 1

Unit Cost: 5 minutes \$6.00—15 minutes \$10.00

Submitted by: KVOE, Santa Ana, Cal.

Reveille in Rhythm

Cleveland's wake-up program which runs from 6:00 to 8:00 a.m. every weekday. Conducted by genial Ray Spencer the program consists of popular musical recordings and Ray's friendly chatter. It provides a low-rate method of reaching a gigantic early morning audience of war and office workers as well. Periods are available for live and transcribed announcements or in complete 15-minute periods.

Availability: Live talent

Time Units: 1 or 15 minutes, 1 to six times weekly

Audience Appeal: Female or Male

Suggested for: Early morning

Client Suitability: Any type product or service bought by men or women primarily convenience items.

Number of Artists: 1

Unit Cost: Regular card rates (Class D) talent; \$10 per 15-minute program

Audition Facilities: Transcriptions

Submitted by: The WGAR Broadcasting Co., Cleveland, Ohio

(See Page 71)

Reveille Sweetheart

"Reveille Sweetheart" is a program directed to servicemen, featuring Lois January. The popular stage, screen and radio star plays records, reads letters, sings popular favorites. Show is especially planned to meet preferences of men in uniform, but the magnetic personality of the star has strong appeal for civilians as well, as she starts the day right (at 5:30 a.m.) for all her listeners. Audience loyalty built by the 10-month-old program creates unusual merchandising possibilities.

Availability: Live talent

Time Units: 1 minute participations, 6 times weekly.

Audience Appeal: Male

Suggested for: Morning

Client Suitability: All products marketable to servicemen

Number of Artists: 1 and announcer

Unit Cost: \$33.33 per participation (6 a week basis)

Audition Facilities: Transcriptions

Submitted by: WABC, New York, N. Y.

(See Page 46)

Richard Maxwell's Songs of Cheer and Comfort

Richard Maxwell, with Bill Wirges at the organ, in gospel songs and hymns, plus down-to-earth philosophy which has made Dick Maxwell one of the best loved personalities in radio. Maxwell was rated 13th most popular artist in the entire country, in a 40-city poll conducted by the New York Daily News. 176 Richard Maxwell Clubs have been formed in 21 states. This recorded series now being used by bakers, drug stores, insurance company, jeweler, memorial parks, morticians, retail stores, optometrist, furniture association, and others. Adaptable for use by any sponsor. Each show allows for opening, middle and closing commercials. 26 episodes.

Availability: E. T.

Time Units: 15 minutes, 1 or 2 weekly

Audience Appeal: Entire family

Suggested for: Morning; afternoon or evening

Client Suitability: Any kind of sponsor

wanting successful, high class gram

Number of Artists: Two (Maxwell Wirges)

Unit Cost: Based on population of power and rate of station use

Audition Facilities: Transcriptions

Submitted by: Kasper-Gordon, Inc.

(See Page 62)

Saga of the Symphony

A 55 minute program tracing development of the symphony through the ages up to the present time. Program is producing on record and the music of the greatest conductors of our time. It is put on as a sustainer will continue 6 times weekly for a period of 10 weeks (up to Aug. 1st). Available for sponsorship.

Availability: Live talent

Time Units: 55 minutes, 6 weekly

Audience Appeal: Entire family

Suggested for: Morning, afternoon or evening

Number of Artists: 1 narrator

Unit Cost: \$125

Audition Facilities: Transcriptions

Submitted by: WLIB, B'klyn, N. Y.

Saludos Amigos

Presented in cooperation with the Coordinator of Inter-American Affairs, "Saludos Amigos" is an exciting presentation of music of all the Americas, starring tania Cordova, sensational young can-born Latin singer with an extraordinary voice range. Jose Ferrer, stage and screen and radio star with the Andriani Brothers and the orchestra of the Americas under Paul Lombard rounding out the show. Tunes of American pops, Sambas, Rumbas and usual Latin folk tunes especially arranged for modern band treatment. Program highly suited to client with interests on both sides of the border.

Availability: Live talent

Time Units: 30 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: Client with South American interests

Number of Artists: Variable

Audition Facilities: Transcriptions or pipe live talent

Submitted by: WJZ-Blue, New York

Second Breakfast

A program of popular music and voice of Robert E. Lee, who tells his audience about the artists of recordings, including composers and tunes and shows from which some music rose to popularity. Mr. Lee a large following who take "Second Breakfast" with him at 9:00 to 10:00 Monday thru Saturday. Program is participating and can use up to eight sponsors.

Availability: Live talent and E. T.

Time Units: 60 minutes, 6 times weekly

Audience Appeal: Entire family

Suggested for: Morning, 9 to 10 a.m.

Client Suitability: General

Number of Artists: 1

Unit Cost: Participating \$5 each broadcast

Audition Facilities: Transcriptions

Submitted by: WALL, Middletown, N. Y.

Sing for Dough

An audience participation program, light, informal—based on the idea America likes to sing. It has a wide appeal for a people who are looking for relaxation and a faucet for their energy.

Availability: Live talent

Time Units: 30 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Evening



Client Suitability: General appeal
 Facilities: Transcriptions
 Submitted by: General Amusement Corp.,
 New York, N. Y.

(See Page 66)

Singing Keyboards

Singing Keyboards is a genuinely fine program featuring Organ and arrangements of variety numbers. The program is now scheduled WOD five days a week from 1:00 to 3:30 P.M. and is considered by many to be the finest allround musical show during daytime hours in South Florida. The program runs the gamut from the most popular to time honored

Client Suitability: Live talent
 Time Units: 30 minutes, five times weekly
 Audience Appeal: Entire family
 Suggested for: Afternoon

Client Suitability: Would be ideal for woman's item-cleanser-soap-drygoods
 Number of Artists: Two

Song by Ann Meyer

Ann Meyer is the day, sung in friendly style. Ann banter with the announcer to make the program more homey.

Client Suitability: Live talent
 Time Units: 15 minutes, once weekly
 Audience Appeal: Entire family
 Suggested for: Evening
 Number of Artists: 2

Unit Cost: Cost upon inquiry
 Facilities: Transcriptions
 Submitted by: WMAS, Springfield, Mass.

Songs of Romance

"Songs of Romance" features tenor and organ, presenting the sweeter old and new. Informal chatter by the announcer who announces his own numbers, and announcer free for commercial. This is national in character usable in any section of the country. An easy program designed for smooth talk with the housewife's busy afternoon.

Client Suitability: Live talent
 Time Units: 15 minutes, 3 or 5 times weekly
 Audience Appeal: Female
 Suggested for: Afternoon

Client Suitability: Women's ready-to-wear, cosmetics, kitchen products
 Number of Artists: 3

Unit Cost: Available on request
 Facilities: Transcriptions
 Submitted by: WJSJ, Winston-Salem, N. C.

Songs of the West (actus Mack & The Saddle Tramps)

This is a top notch cowboy musical as though it were a Rodeo in any part of the country. Plenty of cowboy music, poems and comedy, an audition will prove to be the tops in cowboy musicals.

Client Suitability: E. T.
 Time Units: 78 quarter hours
 Audience Appeal: Entire family
 Suggested for: Morning, afternoon or evening

Client Suitability: Medicine, clothing, shoes, flour, kitchen ware, etc.
 Number of Artists: 6 to 10

Unit Cost: Based on population and station power
 Facilities: Transcriptions
 Submitted by: Radio Producers of Hollywood

Do You Think You Know Music

A musical quiz of the classics and the dash of the popular. The top

musical names of the world (Elman, Gorin, Rubenstein, Peerce, Bampton, Trauble, Fiedler, Kipnis, Lhevinne, Iturbi, Ormandy, etc.) match musical wits with two laymen, mixing good fun with good music. Off the air for a year. Previously on CBS and NBC for a year. Series of shorts with same title made for Columbia Pictures.

Availability: Live talent
 Time Units: 30 minutes, once weekly
 Audience Appeal: Entire family
 Suggested for: Evening
 Number of Artists: Master of ceremonies; 2 famous musicians

Audition Facilities: Transcriptions
 Submitted by: Ted Cott Radio Productions
 (See Page 92)

Sparky and Dud

"The scamps of the camps" . . . "the scallawags of the squad" . . . "Private Sparky and Strictly Private Dud" in 15 minutes of songs and fun, and featuring those splendid voices of stage and networks. Happy Jim Parsons and Fred Hall. Special guest "Lazy Dan," famous for seven years under one sponsorship on coast-to-coast Columbia network. A timely musical show with a remarkable success story. Chatter mostly about Army life, songs old and new. Special tie-ins include song books, etc. 66 quarter hour transcriptions available.

Availability: E. T.
 Time Units: 15 minutes, 3, 5, or 6 times weekly

Audience Appeal: Entire family
 Suggested for: Morning, afternoon or evening

Client Suitability: Popular priced product
 Number of Artists: Two

Unit Cost: ET—based on population
 Audition Facilities: Transcriptions
 Submitted by: Frederic W. Ziv, Inc., Cincinnati, O.

(See Page 38)

Spots of Melody

A new program featuring records and transcriptions is "Spots of Melody," built to appeal to a large Negro audience. The program presents a half hour variety show featuring the Ink Spots and a popular colored orchestra. It's popularity has already been established, and presents an excellent means for reaching a large Negro market.

Availability: E. T.
 Time Units: 30 minutes, 6 times weekly
 Audience Appeal: Entire family
 Suggested for: Afternoon

Client Suitability: Products especially intended for colored buyers
 Unit Cost: Participating

Audition Facilities: Transcriptions
 Submitted by: KONO, San Antonio, Texas

Stars from the Blue

"Stars From the Blue," with Wilbur Evans, Josephine Houston and Joseph Stopak and orchestra, presents the best in light music. The Evans-Houston combination has proved to be a natural from both a publicity and musical standpoint. A handsome couple that carry on the tradition of the radio teams of Eddy and MacDonald, Melton and White and others. It's a musical standout with a repertoire which includes popular, musical comedy, light operetta and an occasional bow to more serious music. Good to watch and good to listen to.

Availability: Live talent
 Time Units: 30 minutes, once weekly
 Audience Appeal: Entire family
 Suggested for: Evening

Client Suitability: Institutional sponsor
 Number of Artists: Variable
 Unit Cost: \$3200.00

NEVER A DULL MOMENT ON

WPAT

93 On Your Dial

Don't Miss...



STEVE ELLIS

Radio's "Personality Voice" has two big shows Monday through Saturday. DIAL 93 CLUB, 11 a.m. to 12 Noon MUSIC MAKERS, 3 to 4:30 p.m.

LUNCHEON WITH HELEN

Mistress of Ceremonies, Helen Leighton, the "Voice that Launched a Thousand Products" chit-chats about this and that of interest to women from 10:30 to 11 a.m. Monday through Friday.

FOREIGN and DOMESTIC NEWS

Straight from the wires of the United Press, on the hour and half hour for five minutes, seven days a week.

MUSIC a la MOOD

Uninterrupted periods of semi-classical music with a large saleable listening audience. Daily from 1:05 to 1:30 p.m. and Sundays from 1 to 2 p.m.

Rates for Participating Programs on Request

New York Office—Sidney J. Flamm, Paramount Building
 1501 Broadway, New York PE. 6-2945

Studios—Paterson, New Jersey





ESPIONAGE!

CAMOUFLAGE!

SABOTAGE!

They're big news these days,
and so is

"NED JORDAN, FEDERAL ACE"

The adventure-romance
series which is winning
bales of mail from adults
and juveniles alike.

A King-Trendle Production

Originating in the studios of WXYZ,

Detroit, Michigan

Audition Facilities: Transcriptions or will pipe live talent

Submitted by: WJZ-Blue, New York, N. Y.

Stars of the Metropolitan

This program uses record voices of personalities that have sung at the Metropolitan Opera. Announcer—cultured voice.

Availability: E. T.

Time Units: 15 minutes, once weekly

Audience Appeal: Female or male

Suggested for: Morning

Client Suitability: High-grade merchandising institution

Unit Cost: \$10.00

Submitted by: KSRO, Santa Rosa, Cal.

Stars of Tomorrow

"Stars of Tomorrow" is a half-hour weekly show presenting talented youngsters of 16 and under who are not radio professionals. These may be singers, instrumentalists, impresarios, tap dancers or novelty entertainers. Show features a small ensemble furnishing background and accompaniment. Only professional member of cast is the master of ceremonies.

Availability: Live talent

Time Units: 30 minutes, 1 time weekly

Audience Appeal: Entire family

Suggested for: Afternoon

Client Suitability: Product parents buy for children: milk or confection

Number of Artists: 15 to 20

Unit Cost: \$34 weekly

Audition Facilities: Transcriptions

Submitted by: KANS, Wichita, Kans.

Street of Dreams

"Street of Dreams" is a quarter-hour, twice-weekly show presenting Kay Stalker, girl singer; and Ernie Girardi, accordionist. The pattern is currently popular music of dreamy nature, with Girardi taking a turn or two in a concert number. The singer is soft-voiced, never torchy.

Availability: Live talent

Time Units: 15 minutes, 2 times weekly

Audience Appeal: Entire family

Suggested for: Afternoon

Client Suitability: Institutional: life insurance or utility

Number of Artists: 3

Unit Cost: \$46 weekly

Audition Facilities: Transcriptions

Submitted by: KANS, Wichita, Kans.

Sweet Hour of Prayer

"Sweet Hour of Prayer" is a friendly get-together of the radio audience with organist George Shackley and a gospel singer. Program also includes an inspirational talk.

Availability: Live talent

Time Units: 15 minutes, 1-3 times weekly

Audience Appeal: Entire family

Suggested for: Morning or afternoon

Number of Artists: 2 to 3

Unit Cost: \$350 weekly

Audition Facilities: Will pipe live talent

Submitted by: Moonbeams Broadcasts, Inc.

Swing Shift

A recorded musical program especially for those who work at night. On basis of mail response the program has listeners over the entire country.

Availability: Live talent or E. T.

Time Units: 2 hours, 6 times weekly

Audience Appeal: Female; male

Suggested for: Early morning

Client Suitability: General

Number of Artists: 2

Unit Cost: \$450 weekly package rate

Audition Facilities: Transcriptions

Submitted by: WENR, Chicago, Ill.

Swing Time Club

"Swing Time Club" presents hours of favorite dance music by orchestras, staged to sound like live (applause records, etc.). Program into four, half-hour periods, eaching the music of 1 band alone, good; invite to listeners to w. Swing Time Club membership brought close to 2000 letters the days of program. Listeners receive minutes of their favorites' rec. Guest band leaders attend broadcast. Availability: Live talent or E. T. Time Units: 2 hours (15-minute s times weekly

Audience Appeal: Female or male

Suggested for: Evening—8:00-10:00

Client Suitability: All types

Number of Artists: 1 (master monies)

Unit Cost: On request

Audition Facilities: Transcriptions

Submitted by: WINS, New York

(See Page 24)

Symphony Hall

Fifty-nine minutes of fine music turned after a Carnegie Hall Co. broadcast from 8:00 to 8:59 p.m., a week—now sponsored on Monday, Wednesday by Sanka Coffee.

Availability: E. T.

Time Units: 59 minutes, 7 times weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: A fine program for high-grade client; excellent institutional message

Unit Cost: \$325.00 per week, complete a 52-week basis

Audition Facilities: Transcriptions

Submitted by: WQXR, New York

Tex and His Gang

Western, hill-billy and old prairie songs rolled into a brisk, down-to-earth show with a natural appeal for one. The program is emceed by WDAY's most popular entertainer, Texas Ranger, who is also a featured soloist on the show.

Availability: Live talent

Time Units: 30 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Morning, afternoon, evening

Client Suitability: Suitable to advance almost any type of product

Number of Artists: 12

Unit Cost: Card rates for station time; talent for half hour program

Audition Facilities: Transcriptions

Submitted by: WDAY, Inc., Fargo, N. Dakota.

United Nations Music

A musical program devoted to music of our allies. Commentary stresses the background life of the people whose music is used. Program is informative using little-played music with explanation titles.

Availability: Live talent and E. T.

Time Units: 15 minutes, 5 times weekly

Audience Appeal: Entire family

Suggested for: Afternoon (late)

Client Suitability: Good for institutional, account, financial, etc.

Number of Artists: Piano and mixed quartet when produced live; library vice transcriptions and M. C. W. E. T.

Unit Cost: Live—\$12 per program time; E. T., no talent cost.

Audition Facilities: Transcriptions

Submitted by: WLDS, Jacksonville, Fla.



The Day Is Done

Nothing musical program, using the "Beau Soir" as continuing program opens with second verse of fellow's "The Day Is Done," then into dreamy, melodic music announcement and completely talk with exception of two poetic middle. Program closes with use of "The Day Is Done." This has brought forth much favor comment for the escape that it m blatant jazz, usually found in tiling.

Availability: E. T.
 Time Units: 15 minutes, 6 times weekly
 Audience Appeal: Entire family
 Suggested for: Evening
 Client Suitability: Institutional type advertisement

Unit Cost: \$10 talent charge
 Audition Facilities: Transcriptions
 Submitted by: WHBQ, Memphis, Tenn.

The Korn Kobbler

Seven minute transcriptions featuring music and comedy of the world's musical band, "The Korn Kobbler." Series of ceremonies: Alan Courtney. Hosts: Charlie Wayne, Stan Fritts. Stars: Kay Lorraine, Redd Evans. Making records on more stations network show!

Availability: E. T.
 Time Units: 15 minutes, 3, 5 or 6 times weekly
 Audience Appeal: Entire family
 Suggested for: Morning, afternoon or evening

Client Suitability: All types who want a large audience
 Number of Artists: 8
 Unit Cost: ET—based on population
 Audition Facilities: Transcriptions
 Submitted by: Frederic W. Ziv, Inc., Cincinnati, O.

(See Page 38)

The Merriemen

orchestra group of six men, them doubling on several instruments. Announced in breezy style. Features original songs of bass drum and solo breaks at odd times all boys.

Availability: Live talent
 Time Units: 30 minutes, 5 times weekly
 Audience Appeal: Entire family
 Suggested for: Morning
 Client Suitability: Household cleaner—woman's item
 Number of Artists: 6

Audition Facilities: Transcriptions
 Submitted by: WIOD, Miami, Fla.

The Negro Sings

"The Negro Sings" is a 55-minute musical featuring negro spirituals, sung by outstanding local artists. The emphasis on semi-religious songs.

Availability: Live talent
 Time Units: 55 minutes weekly
 Audience Appeal: Entire family
 Suggested for: Sunday Morning
 Client Suitability: Any product seeking the New York Negro market
 Number of Artists: 16
 Unit Cost: \$12 a spot

Audition Facilities: Transcriptions
 Submitted by: WLIB, Brooklyn, N. Y.

The Songfellows

one of the oldest and best male quartets on radio, came to WHO seven years ago on NBC. Sing entirely their own arrangements in smooth, close harmony. Accompanist, Bill Austin, is a featured part of the show and his style and

arrangements are famous. A record of four straight years of sponsorship by Nutrena Mills attests to their popularity. They sing all types of music and their appeal is universal.

Availability: Live talent
 Time Units: 15 minutes, 5 times weekly
 Audience Appeal: Entire family
 Suggested for: Afternoon, 5:15 p.m.
 Client Suitability: Absolutely anything
 Number of Artists: 5
 Unit Cost: \$90 per program; talent \$40 per program; total \$130 per program
 Audition Facilities: Transcriptions
 Submitted by: WHO, Des Moines, Iowa

The Song Shop

A mythical music shop with soloist (Jack Hoffman) and organist (Glenn Hardman) as co-proprietors. The address of the shop is 1430 Melody Lane, (1430 is the KTUL dial reading). Old and new songs are featured, as requested. We stress the facts that we have the only place of business where merchandise is free and delivered, in spite of the transportation restrictions, right to your home.

Availability: Live talent
 Time Units: 15 minutes, 5 times weekly
 Audience Appeal: Female
 Suggested for: Afternoon—3:45
 Client Suitability: Food products
 Number of Artists: 2
 Unit Cost: Contact KTUL, Sales Dept.
 Audition Facilities: Transcriptions, or will pipe live talent
 Submitted by: KTUL, Tulsa, Oklahoma

The Texas Rangers Library

You've heard them on the networks, you've seen them in the movies! America's favorite cowboy singers, "The Texas Rangers." Their's is the music with mass appeal, running the full gamut of western entertainment including ballads, classical favorites, topical and sweet arrangements, long-loved hymns. Over 300 selections, enough material for 97,650 different programs using four selections in each program. It's the music that never grows old.

Availability: E. T.
 Time Units: Any desired; total of 3 hours per week permitted
 Audience Appeal: Entire family
 Suggested for: Morning—between 7 and 8 a.m.; afternoon—after 4:30 p.m.; evening—any time
 Client Suitability: Any product or advertiser needing mass appeal
 Number of Artists: 8
 Unit Cost: Varies according to population of county; price range from \$15 to \$75 weekly
 Audition Facilities: Transcriptions
 Submitted by: Arthur B. Church Productions, Kansas City, Mo.

The 1200 Club

Designed by WGL to get small clients on the air, the show is participating type, built on "bandstand" principle, with four name orchestras featured each hour broadcast. Stores in 1200-block of principal business street sponsor show en masse. Such hard-to-sell items as pianos have been moved readily by this program. Other clients include a type-writer shop, nut shop, record store, florist, malt shop, bowling alley. WGL has several similar shows in making.

Availability: Live talent
 Time Units: 1 hour, 5 or 6 times weekly
 Audience Appeal: Female or Male
 Suggested for: Morning or afternoon
 Client Suitability: Any product of general appeal finds place on program
 Number of Artists: 1

THE SHOW OF TOMORROW

NEWS-N-MUSIC



NOON TILL 5:P.M. EVERYDAY

NEWS-'N-MUSIC is WFIL's successor to Soap Operas. Listeners are turning to WFIL in ever increasing numbers.

The formula for NEWS-'N-MUSIC includes 5-minute comprehensive summaries before every hour . . . one minute headlines on the half hour direct from the news rooms of the Philadelphia Evening Bulletin—America's largest evening newspaper.

Add to this—the top name-bands and singers of the country and you have the best of what listeners want most — five sparkling hours of NEWS-'N-MUSIC.

There are still a few choice spots for sale in NEWS-'N-MUSIC — the Show of Tomorrow — so wire or phone now for availabilities.

WFIL
 PHILADELPHIA



General Yates Stirling, Jr.
"Wars Pattern"

A program of news analysis by a man who is no arm-chair man who has been in charge of arms of service in both the Atlantic and the Pacific, climaxing his career as Chief of Staff of the U. S. Fleet. He predicted that Japan would eventually be defeated and begged us to be prepared. His conclusions are not guesses but the result of knowledge gained in many years of service.

Availability: Live talent or E. T.
Length: 15 minutes, 1, 3 or 5 weekly
Appeal: Entire family
Suggested for: Evening
Suitability: General
Number of Artists: 1

Facilities: Will pipe live talent
Submitted by: Basch Radio Productions
(See Page 85)

Interpretation of the News, with George B. Armstead

Week-day night, from 6:05 to 6:15. George B. Armstead, widely-known retired editor of The Hartford Courant, provides background news program designed to fill in the listeners on the news of the day. Mr. Armstead was with the AEF in the first World War and has been a newspaper executive in New Haven and Hartford for many years.

Availability: Live talent
Length: 10 minutes, 5 times weekly
Appeal: Female or male
Suggested for: Evening
Suitability: Any type of client or product

Number of Artists: One
Unit Cost: \$57.00 time charge plus \$20.00 per program
Facilities: Transcriptions
Submitted by: WDRG, Hartford, Conn.

Writing the Headlines
Merryle S. Rukeyser

A distinguished columnist, who is widely syndicated through International News Service, brings to Mr. and Mrs. Dixon a sound and readily understood explanation of the economic conditions of the day. He clarifies confusing news on food shortages, rationing and government regulations in a manner, compatible with his position of authority in the field of economics.

Availability: Live talent
Length: 1 or more 15 minutes weekly
Appeal: Entire family
Suggested for: Afternoon or evening
Suitability: Food product, household appliance, practically any type of product of interest to family at large

Number of Artists: 2 to 5, including guest
Suggested for: from time to time
Unit Cost: Will be given on request
Facilities: Transcriptions or will pipe live talent
Submitted by: National Concert and Art Corporation, New York, N. Y.
(See Page 88)

Between the Lines
(Telescript)

A program presents the import—the story behind the news of the world—the present story between the lines.
Availability: Live talent; sample script
Length: 15 minutes, six times weekly
Appeal: Entire family
Suggested for: Evening
Suitability: Local and national spot advertisers

Number of Artists: 2 (announcer—commentator)
Audition Facilities: Sample script
Submitted by: A. Brayshaw

Background for News

With Mutual's news commentator Walter Compton at the microphone, "Background for News" provides listeners with news material that is definitely different. Interwoven with up-to-the-minute news of the day, is authoritative information on the personal, historical, or geographical background of the people and places in prominence.

Availability: Live talent
Time Units: 15 minutes, Mon. through Fri. weekly

Audience Appeal: Female and Male
Suggested for: Afternoon or Evening
Client Suitability: A Mutual network show on local sponsorship plan

Number of Artists: One
Unit Cost: On request
Audition Facilities: Transcriptions
Submitted by: WOL, Washington, D. C.
(See Page 76)

Behind the News With Meredith Wilson

Meredith Wilson has been a traveler, lecturer and public speaker for many years. He is professor of Political Science at the University of Utah—has traveled extensively in Europe prior to the war. Has exceptionally large local following due to his build-up and respect from local civic clubs. This is NOT an ordinary commentator. His refreshing material shows years of experience in the study of political science which is so timely.

Availability: Live talent
Time Units: 15 minutes, three or five times weekly

Audience Appeal: Entire family
Suggested for: Evening

Client Suitability: Any client or product
Number of Artists: One
Unit Cost: Time plus \$20

Audition Facilities: Transcriptions
Submitted by: KDYL, Salt Lake City, Utah

Beyond the News

Undisclosed facts, episodes and off-the-record conversations that give deeper insight into today's headline news developments.

Material is gathered through private channels, carefully sifted and authenticated, and presented without bias or sensationalism.

Availability: Airmail script and/or teletype

Time Units: 15 minutes, 3 times weekly
Audience Appeal: Entire family

Suggested for: Evening
Number of Artists: 1
Unit Cost: Variable

Audition Facilities: Sample script
Submitted by: Transradio News Features, Inc., New York, N. Y.

(Telescript)

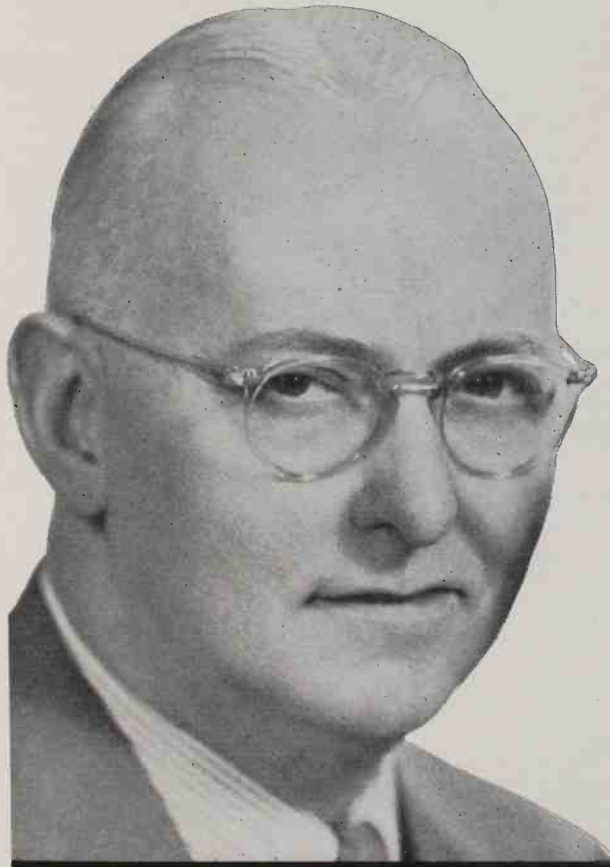
Behind the War News

The news behind the war news. The importance, the significance of war developments—today and every day.

Availability: Live talent; sample script
Time Units: 5 minutes, six times weekly
Audience Appeal: Entire family

Suggested for: Evening
Client Suitability: Local and national spot advertisers

Number of Artists: 2 (Announcer—commentator)



Analysis . . . with a NEW Slant!

Stanley Dixon believes in "Plain Talk for Plain People," and he looks at the News THEIR way.



Des Moines is a natural News high spot. It is the food capital of the post-war world—and the home of the Cowles newspaper and radio organization.

Yet Stanley Dixon is the only coast-to-coast news analyst originating in Iowa, and his is the only kind of analysis which could logically originate here. For Dixon has an unusual understanding of the average man and woman, and reports the news from their viewpoint. His comments are typically grass-root, with a

slant in sound contrast to originations from either coast or Washington.

Years lived in Europe, Africa and Asia have made Dixon familiar with foreign news locale. Extensive newspaper and radio work have made him a good reporter and analyst. His business experience has given him splendid "commercial" value.

Stanley Dixon is available for local sponsorship in many Mutual Markets — or full network sponsorship. His time is currently Monday through Friday 11:00 A.M. E.W.T. and Sunday 1:00 P.M. E.W.T. For further details, write or wire:

K S O Des Moines

A Cowles Station . . . Represented by the Katz Agency



Timely...Tested...and Saleable!

*Let's Take a
Look in Your Mirror*

with **STELLA UNGER**

Stella Unger's vital, up-to-the-minute talks, go straight to the heart of things: good grooming, poise, charm, wardrobes, shopping, children, war jobs—they're all discussed in a friendly, informative, inspiring manner.

The woman who takes a look in her mirror with Stella Unger—sees herself as a *whole* personality... and she keeps on listening because it's helpful, encouraging, and of *direct interest* to her.

"Let's Take a Look in Your Mirror" is another of NBC's timely, tested, *saleable* shows... arranged for 156 broadcasts in 5-minute programs. Write for audition records to:

NBC Radio-Recording Division

NATIONAL BROADCASTING COMPANY

Radio City, New York • Chicago • Washington, D. C. • Hollywood



SYDNEY MOSELEY'S

**"Headlines
of Tomorrow"**

*is now heard
Mondays thru Fridays*

WOR and entire
MBS Network at 1 p.m.
and
WMCA daily at 6:30 p.m.



Personal Mgt.
LILIAN OKUN

2 West 67th Street, New York City

TR. 7-8916

Audition Facilities: Sample script
Submitted by: Press Association, Inc.
Cedric Foster—News

News reporting and analysis presented by a former newspaperman and radio station manager who knows the audience from both sides of the microphone. Considered the favorite New England commentator (Radio Daily, June 6, 1941). Foster, because of his great regional popularity, was chosen by Mutual to become the first commentator to build the daytime news dominance of the network. Now available and sold to many local sponsors daily.

Availability: Live talent
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Female; Male
Suggested for: Morning or afternoon
Number of Artists: 1, plus announcer
Unit Cost: 5 a week, \$500. (Cooperative price: the one-time rate—nat. rate for nat. advertiser, local rate for local advertiser)

Audition Facilities: Transcriptions or will pipe live talent
Submitted by: Mutual Broadcasting System (for Yankee Network), New York, N. Y.

(See Page 10)

Close-ups of Our Fighting Fronts by Deane Dickason

Deane Dickason, world-renowned traveler, lecturer, foreign correspondent, press photographer, has made 21 trips around the world. He answers listener's questions with detailed information of the many places throughout the world where our armed forces are engaged. Dickason's intimate broadcasts lend a new dimension to war news.

Availability: Live talent
Time Units: 10 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: Any product appealing to housewives

Number of Artists: 1
Unit Cost: On application
Audition Facilities: Transcriptions
Submitted by: Columbia Pacific Network
(See Pages 58, 59)

C. N. Snead Reports

This news broadcast is prepared and broadcast by C. N. Snead, City Editor of the Roanoke Times. It's a different kind of news broadcast in that it is a commentary on local news, primarily. However, Mr. Snead's many years experience as a newspaperman, qualifies him to interpret the local news as it is affected by national and international events. It has proved to be one of WDBJ's most popular locally produced news broadcasts.

Availability: Live talent
Time Units: Quarter-hour, once or twice weekly

Audience Appeal: Entire family
Suggested for: Sunday afternoon or weekday evening

Client Suitability: Particularly suited to a client who is interested in institutional campaign

Number of Artists: 1
Unit Cost: Upon request
Audition Facilities: Transcriptions
Submitted by: WDBJ, Roanoke, Va.

Design for Wartime Living

An interpretive home front feature interpreting and clarifying such varied puzzles as rationing, income taxes, the meat shortage, etc.

Availability: Live talent
Time Units: 5 minutes, 7 days weekly
Audience Appeal: Entire family

Suggested for: Morning, afternoon, evening
Client Suitability: All the way from dance companies to the local dealer

Number of Artists: 1
Submitted by: United Press, New York, N. Y.

(See Page 3)

**Edwin M. Clough
Commentary**

Edwin M. Clough, News Editor, Arizona Network; with a background teaching in Universities in east, considerable work in International News in Chicago, gives his analysis

News.
Availability: Live talent
Time Units: 15 minutes, three times weekly
Audience Appeal: Female and Male
Suggested for: Evening
Client Suitability: General
Number of Artists: 1
Unit Cost: On request
Audition Facilities: Transcriptions
Submitted by: KOY, Phoenix

**Faces and Places in
News**

Informative, interesting, and worthy, "Faces & Places in the News" is a new kind of news program presenting a resume of the day's news, feature column on a particularly timely, and a locality prominent day's news. Show features News, Jack Desch reporting the news, editorial comment, and columnist H. Culver painting in the background, produced by Patrick Edward Kelly, production chief who co-authors the show with Eleanor Wallace. All merchandising facilities of station available.

Availability: Live talent
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Early evening
Client Suitability: Successes with Wine, Chevrolet Motors, Canadian varied appeal

Number of Artists: 4
Unit Cost: \$400.00 per week, plus station time

Audition Facilities: Transcriptions or will pipe live talent
Submitted by: KFRC, Don Lee Broadcasting System

Frank Malone Comments

Frank Malone Comments is a feature of 15 minutes-over WIOD at 6:15 P.M. Mr. Malone has behind him more than 27 years of serious contemplation of men and affairs, having reported the news of two wars and personally mixed in one of them. His remarks on news of the moment are terse and thought provoking. Listener interest is high at 6:15 on WIOD.

Availability: Live talent
Time Units: 5-15 minutes, 5 times weekly
Audience Appeal: Entire family

Suggested for: Evening
Client Suitability: Suitable for beer and Men's Wear

Number of Artists: One
Audition Facilities: Transcriptions
Submitted by: WIOD, Miami, Fla.

Front Page News

"Front Page News" is an up-to-the-minute news program presented in a unique manner: News Editor broadcasts the international, national and local news as a lead-off in program. He then introduces the Sports Editor, who broadcasts in capsule form the sport news of the day. The News Editor delivers a



story, followed by the Sports
interviewing a guest observer giv-
ing her opinions of the news. This
is done in a lib fashion.

Availability: Live talent or E. T. (locally)
Time Units: Fifteen minutes, 6 times
weekly

Client Suitability: Entire family
Suggested for: Evening—6:30 p.m.

Number of Artists: (1) Cigarettes; (2) Bever-
ages; (3) Any over the counter
commodity

Unit Cost: \$225.00 per week
Auction Facilities: Transcriptions or will
accept live talent

Submitted by: WCPO, Cincinnati, Ohio

Hardard Sums It Up

Editorially edited current news events,
domestic and foreign, presented in a
clearward, distinctively styled man-

Availability: Live talent or E. T.
Time Units: 5-10-15 minutes, 5 times
weekly

Client Suitability: Entire family
Suggested for: Good for afternoon; better
for evening

Number of Artists: Any sponsor desirous
of "cashing in" on popular newscast
Time of Artists: 1

Unit Cost: Contract price submitted on
request

Auction Facilities: Transcriptions
Submitted by: Wm. M. Ellsworth, Chicago, Ill.

Headlines & Highlights

Summary of United Press news
with Frank Armstrong—well known
news reporter. On air same time
and a-half years.

Availability: Live talent
Time Units: 15 minutes, 6 weekly

Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Petroleum products, to-
baccos, men's wear

Number of Artists: Two
Unit Cost: \$10.00
Auction Facilities: Transcriptions

Submitted by: WJPR, Greenville, Miss.

**Headlines of Tomorrow
With Sydney Moseley**

Sydney Moseley, well known author,
traveler, journalist and authority on in-
ternational events, analyses the news
featuring the possible Headlines of To-
morrow from the happenings of today.

This program is available on the net-
work—WOR—and WMCA for sponsor-
ship.

Availability: Live talent and E. T.
Time Units: 15 minutes, 2-3-5 weekly

Audience Appeal: Entire family
Suggested for: Morning, afternoon or Eve-
ning

Client Suitability: Most any produce—food,
bank, books, etc.

Number of Artists: One
Unit Cost: On request
Auction Facilities: Will pipe live talent

Submitted by: Lilitan Okun
(See Page 82)

**Herbert Harper News
Commentary**

In his keen analysis of the news, Mr.
Harper gives a well-rounded commentary
on what has happened during the past
week. On each broadcast he also deals
with an outstanding wartime personality
who was prominent in the week's news.

Availability: Live talent

Time Units: 15 minutes, 1 weekly
Audience Appeal: Entire family

Suggested for: Morning
Client Suitability: Mr. Harper's broadcast
appeals primarily to the above-
average intelligent listener

Number of Artists: 1
Unit Cost: \$25.00 plus time charges
Auction Facilities: Transcriptions

Submitted by: WMC, Memphis, Tenn.

Hits 'N' Headlines

Popular music hits of the day followed
by news headlines as they come in over
thenews wires. "Hits 'n' Headlines" is
a 1-hour adaptation of WFIL's sold-out
5-hour "News 'n' Music" feature. It keeps
listeners literally up-to-the-minute on the
news with 1 or 2-sentence headlines from
the WFIL news bureau and from one of
Philadelphia's newspapers, after each
musical number.

Availability: Live talent or E. T.
Time Units: 30 minutes, 6 times weekly

Audience Appeal: Female or male
Suggested for: Evening—11:00 to 12 p.m.

Client Suitability: General
Number of Artists: 2
Unit Cost: Rates on application

Submitted by: WFIL Broadcasting Com-
pany, Philadelphia, Pa.
(See Page 79)

Home Front

Events and activities from a news angle
on the home front—as gathered by our
reporters from Hi-ways and Bi-ways. Five
years at this time—runs Monday, Tues-
day, Wednesday, Thursday, Friday only
complete sponsorship or spotting accepted.

Availability: Live talent
Time Units: 15 minutes
Audience Appeal: Entire family

Suggested for: Evening
Client Suitability: Men's Wear, Beverage,
Institutional, Organizations, Depart-
ment Store, etc.

Number of Artists: 1
Unit Cost: On request
Auction Facilities: Transcriptions

Submitted by: WLEU Broadcasting Corpo-
ration Commerce Bld'g., Erie, Pa.

Impact—Leo Cherne

The impact of news development on our
way of living is the theme that Leo
Cherne, executive secretary of the Re-
search Institute of America, brings to his
audience. What a tax bill may mean to
you—what a new ruling may do to your
household—all told freshly and graphi-
cally. It's authoritative and fascinating—
and when Mr. Cherne offers to send out
a mailing piece, the response is enor-
mous.

Availability: Live talent
Time Units: 15 minutes, 1 to 5 times
weekly

Audience Appeal: Entire family
Suggested for: Afternoon or evening

Number of Artists: 1
Unit Cost: Available on request
Submitted by: Mutual Broadcasting Sys-
tem for WOR, New York, N. Y.

It Happened There

"It Happened There" is a weekly,
quarter-hour presentation of the dispatches
received from WLW's own foreign cor-
respondents in the three major theaters
of war—England, Africa and Australia.
Designed especially for Midwestern
listeners, this program provides exclusive
sidelights, comments and background ma-
terial not usually supplied by established
press services. Presented in an interest-

**SHOWS of TOMORROW
will be
BRIGHTER, BREEZIER, BIGGER 'n' BETTER
with
UNIVERSAL'S MICROPHONES of TOMORROW**

Always a leader in the design and manufacture of microphones embodying
the latest in scientific achievement, the ultimate in precision instruments,
and the finest of acoustical engineering principles, Universal microphones
for the postwar world will be well worth waiting for.

UNIVERSAL MICROPHONE COMPANY, LTD.
Inglewood, California



radio production

WOLF

Associates, Inc.

in all its phases

EDWARD WOLF

General Manager

RKO BLDG.

RADIO CITY, N. Y.

CIRCLE 7-4885

ing, dramatic fashion by three staff announcers. "It Happened There" is designed to promote a better understanding of world issues on the part of WLW listeners.

Availability: Live talent
Time Units: 15 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Afternoon or evening
Client Suitability: Any client or product
Number of Artists: Three
Unit Cost: On request
Audition Facilities: Transcriptions
Submitted by: WLW, The Crosley Corporation, Cincinnati, Ohio
 (See Page 106)

It Happened This Week (Telescript)

A program that takes the jig-saw puzzle of war, Washington and general domestic news and fits the pieces into a clear, comprehensive and understandable picture of World Events.

Availability: Live talent; sample script
Time Units: 15 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Local and national spot advertisers
Number of Artists: 2 (Announcer—commentator)
Audition Facilities: Sample script
Submitted by: Press Association, Inc.

It Happened Today

"It Happened Today" presents in fast moving, dramatic form the outstanding news stories of the current day—war, humor and human interest. Program is written and directed by Robert Bloomfield and produced by Lew London; with special musical score. Sponsored by prominent furniture company, this program has proved itself a sales builder. "It Happened Today" is written for local sponsorship along any desired hookup of stations. Promotional material and descriptive folder are available.

Availability: Live talent
Time Units: 15 minutes, 3 times weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Local retail company or group of chain stores
Number of Artists: 7
Audition Facilities: Transcriptions or will pipe live talent
Submitted by: WPEN, Philadelphia, Pa.
 (See Page 18)

Jim Healey

Jim Healey, the capital district's best-known and biggest audience-puller commentator, news analyst, and columnist has been continuously sponsored on area stations and networks for 12 years. Healey sells in this area. Keen analysis—human understanding—a past editor—a newsman first—a commentator later—Jim Healey presents the news, unbiased, clearly, and concisely. Now heard twice daily on WSNY, and at other times on five other New York State and Massachusetts stations. Previous commercial sponsorship includes NBC Red Net for D & H Anthracite (Hudson Coal Co.).

Availability: Live talent and E. T.
Time Units: 15 minutes, 6 times weekly
Audience Appeal: Entire family
Suggested for: Noon and early evening
Client Suitability: Major products and advertisers—fuels, tobaccos, etc.
Number of Artists: One
Unit Cost: Subject to negotiation depending on local or network use and number of times per week sponsored

Audition Facilities: Transcriptions or Will pipe live talent
Submitted by: WSNY, Schenectady, N. Y.

Johannes Steel

Johannes Steel, through his vigorous, uncompromising analysis of world news has won himself a place among top ranking radio commentators. Based on firsthand knowledge of world conditions, his forecasting of events in the war has prophetic accuracy. His nightly broadcasts stimulate intelligent New Yorkers. Steel is a featured columnist in the New York Post and the Philadelphia Inquirer.

Availability: Live talent
Time Units: 15 minutes, seven weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: 1
Audition Facilities: Transcriptions or will pipe live talent
Submitted by: WMCA, Inc., New York, N. Y.

KSRO Covers the News

This news program covers three important news outlets served by KSRO, Vallejo—home of the Mare Island Navy Yard (defense center); Redwood Empire (Agricultural center); and California, using the combined news services of the two KSRO news rooms: (1) Vallejo, (2) Santa Rosa, plus United Press leased wires. News is released from Santa Rosa, then the Vallejo newsroom, and back to Santa Rosa newsroom, giving the listeners complete coverage of North Bay Calif. counties.

Availability: Live talent
Time Units: 15 minutes, 6 times weekly
Audience Appeal: Female or male
Suggested for: Evening
Client Suitability: All types
Number of Artists: 3
Unit Cost: \$15.00
Audition Facilities: Will pipe live talent
Submitted by: KSRO, Santa Rosa, Cal.

Leaders of the United Nations

Brief, punchy biographies of all outstanding personalities of the United Nations, including statesmen, generals and admirals. Thirty-six are at present covered. Series is brought up-to-date monthly to cover all important changes.

Availability: Live talent
Time Units: 5 minutes, 3, 5, 6 times weekly
Audience Appeal: Entire family
Suggested for: Morning, afternoon or evening
Number of Artists: 1
Submitted by: W. C. Jeffries Co., Los Angeles, Calif.

Lisa Sergio's "Column of the Air"

WQJR's distinguished woman commentator gives her views on the latest news and what's behind it. Now sponsored on Wednesdays by Botany Worsted Mills.

Availability: Live talent
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Female or male
Suggested for: Evening (7:00 p.m.)
Client Suitability: General
Number of Artists: 1
Unit Cost: \$100.00 per program
Audition Facilities: Transcriptions
Submitted by: WQJR, New York, N. Y.

Mid-Afternoon News

WMT News, gathered through the world wide faculties of AP & UP, plus the local corps of 300 Iowa correspondents of the Des Moines Register & Tribune, brings

listeners last minute developments all parts of world. This news follows "Your Home Front Reporter" program of the Owens Illinois Glass and precedes "Ma Perkins" for Oxydol—3.25-3:30 P. M. Monday Friday.

Availability: Live talent
Time Units: Five minutes, Five weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Number of Artists: One
Unit Cost: \$5.00 per program, plus charge
Submitted by: WMT, Cedar Rapids, Iowa

Midnight Newsreel

Midnight Newsreel is presented WINX Monday through Sunday evening from 11:00 to 1:00 A.M. Four quarterly summations of the news are presented concurrently, with late flash broadcast added during each quarter. Listeners may tune in any time up to 12:45 to receive a complete "news picture" of world events.

Availability: Live talent
Time Units: 15-30-45 or 60 minutes, weekly
Audience Appeal: Female or male
Suggested for: Evening
Client Suitability: Institutional or of high nature
Number of Artists: Two announcers
Unit Cost: \$356.40 weekly on a 13 contract

Audition Facilities: Will pipe live talent
Submitted by: WINX, Washington, D. C.

News (Breakfast Reporter, on the same 11 years)

The Breakfast Reporter, featuring Frank, is heard from 7:30 to 7:45 daily, Monday through Saturday. Breakfast Reporter, with Val Frank, has been a WAAT feature for the past 11 years.

Availability: Live talent
Time Units: 15 minutes, 3 or 6 times weekly
Audience Appeal: Entire family
Client Suitability: General
Number of Artists: Newscaster
Unit Cost: \$187.50 for 3 times a week \$300.00—6 times a week, subject to weekly discounts
Submitted by: WAAT, Newark, N. J.

News

WAAT has opened up for sponsorship four 10-minute periods of news daily as follows: 10:05 a.m.; 12:05 p.m.; 3:05 and 8:05 p.m.

Availability: Live talent
Time Units: 10 minutes, 3 or 6 times weekly
Audience Appeal: Entire family
Suggested for: Morning, afternoon or evening
Number of Artists: Newscasters
Unit Cost: 3 times a week—\$150.00 times a week \$240.00, subject to weekly discounts
Submitted by: WAAT, Newark, N. J.

News and Sports Summary of the Day

Six day strip—6:30-6:45 P.M. Don Ward Austin, well known Pacific Coast news reporter and commentator, broadcasts this nightly summary encompassing all important war, national, state, and sports news. First summary broadcast during evening hours. Re-write cast from wires of both United Press and Associated Press. Ideal for cross-section audience. Scheduled time guaranteed.
Availability: Live talent

Units: 15 minutes nightly, one hour on thirty minutes weekly
Appeal: Entire family
Suggested for: Evening
Availability: Baking company with distribution
Number of Artists: One
Cost: \$370.00 per month including talent and talent
Submitted by: KSAN, San Francisco, Cal.
Script on the Farm Front
 Fully salable feature prepared by Grad Press radio farm editor in consultation. It reports and interprets the farm scene from the vantage of the nation's capital.
Availability: Live talent
Units: 5 minutes, 6 days weekly
Appeal: Male
Suggested for: Morning, afternoon or evening
Availability: Any organization dealing with farmers
Number of Artists: 1
Submitted by: United Press, New York,
 (See Page 3)

Personalities in the News
 "Personalities in the News" as broadcast by Bryan Wade is a five minute hot early evening schedule. Bryan Wade is now to put over a story you never hear about people you know and people who make the headlines every day.
Availability: Live talent
Units: 6:00 to 6:05 daily
Appeal: Entire family
Suggested for: Evening
Availability: Any type of product
Number of Artists: One
Audition Facilities: Transcriptions
Submitted by: WTAM, Cleveland

Script on the News
 "Script on the News" makes use of the wealth of background material in news. Character sketches, human statistics, factual data, etc., which are omitted in regular news broadcast. Lack of time. Brief bulletins and time would be used to postscripts. Field of material available is unlimited, all of it with interest value to everyone. Comments could be tied in smoothly without interrupting program's pace.
Availability: Live talent
Units: 15 minutes, 3 or 5 times weekly
Appeal: Entire family
Suggested for: Evening
Availability: Perfect for men's wear, shaving cream, or men's services.
Number of Artists: 2
Cost: Available on request
Audition Facilities: Transcriptions
Submitted by: WSJS, Winston-Salem, N. C.

Pulse of American Opinion
 This section and random sampling of opinions on current events as found in America's press and magazine 300 sources, whose permission have been secured, will be provide listeners a truly American view to affairs international, national and local. "The Pulse of American Opinion" feature with which 50 per cent of the audience will invariably
Availability: Live talent
Units: 5, 10 or 15 minutes, up to 6 times weekly
Appeal: Female or male
Suggested for: Evening
Availability: The especially dignified

type of advertiser or one with a product demanding a dignified vehicle of approach
Number of Artists: 2
Unit Cost: \$15 to \$25 depending on length
Audition Facilities: Transcriptions
Submitted by: WFIL Broadcasting Company, Philadelphia, Pa.
 (See Page 79)
Pulse of the War
 Hon. Charles L. DeVault actually has his hand on the war's pulse because he played nurse to world politicians for 22 years as an officer in U. S. Foreign Service, having served in Paris, London, Taihoku, Japan; Yokohama, and Mexico City. He actually sees the war from "inside out," and interprets it nightly to WOWO listeners. DeVault is constantly making personal appearances and lectures, an additional promotion for a sponsor.
Availability: Live talent
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Male
Suggested for: Evening
Client Suitability: Products with an appeal to male audience
Number of Artists: 1
Unit Cost: \$25.00 per time
Audition Facilities: Transcriptions
Submitted by: WOWO, Fort Wayne

Radio Newsreel Theatre

WHN presents a new programming idea. Its format was based upon the same appeal and reasoning that has afforded such successful operation to thousands of newsreel theatres throughout the country. For a full hour, from 6:00-7:00 A.M. and 11:00 P.M.-12:00 M., a twelve-minute summary of the latest news is continuously repeated. This provides an opportunity for radio listeners to tune in at any time during the hour and hear a complete news broadcast.
Availability: Live talent
Time Units: 60 minutes, 6 or 12 weekly
Audience Appeal: Entire family
Suggested for: Morning or evening
Client Suitability: All products—retail accounts
Number of Artists: 4
Audition Facilities: Transcriptions
Submitted by: WHN, New York, N. Y.
 (See Page 14)

Religious News Reporter

Weekly 15-minute script containing spot news of developments in the world of religion at home and abroad.
Availability: Live talent
Time Units: 15 minutes
Audience Appeal: Entire family
Suggested for: Morning, Afternoon or Evening
Client Suitability: Religious groups of various kinds. Also high type institutional commercial sponsors
Unit Cost: \$2.00 per week and up
Audition Facilities: Transcriptions
Submitted by: Religious News Service
Robert St. John
 News and profiles by this famous commentator, who has recently returned to this country, and so is particularly well equipped to discuss the foreign as well as the Washington scene. Origin, Washington.
Availability: Live talent
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Morning
Number of Artists: 1
Submitted by: NBC
 (See Pages 33, 34, 35, 36)
Rupert Hughes
 This program consists of comments on affairs of the day in the inimitable fashion

of this famous author and lecturer. Origin, Hollywood.
Availability: Live talent
Time Units: 15 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Number of Artists: 1
Submitted by: NBC
 (See Pages 33, 34, 35, 36)

Story Behind the Headlines

A program closely following its title, written and delivered by Cesar Searchinger, discussing the background of important events in the news. Origin, New York.
Availability: Live talent
Time Units: 15 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: 1
Submitted by: NBC
 (See Pages 33, 34, 35, 36)

Talk of the Town

Personality of announcer of paramount importance. He interviews members of local draft board about new regulations, ditto OPA, and other representatives of national and local community life . . . plus roundup of local news and reports on conditions that listeners call to his attention. Salutes and interviews home front heroes.
Availability: Live talent
Time Units: 15 minutes, 5 nights weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Anything from breakfast foods to real estate
Number of Artists: 1
Unit Cost: \$50 weekly. Talent
Audition Facilities: Transcriptions
Submitted by: WSTV, Steubenville, Ohio

Take a Note

For the past twenty years, Eric Mann, the distinguished lecturer, writer, commentator and authority on international affairs, has been traveling to the four corners of the earth in order to observe and learn about the needs of men, their psychology, their political aspirations. His experience has given him a deep understanding of world affairs. With this unique background of personal, first-hand knowledge, Eric Mann discusses his views and gives his interpretation of the events of the day in an unusual, new and fascinating form.
Availability: Live talent
Time Units: 15 minutes, 1 to 6 times weekly
Audience Appeal: Entire family
Suggested for: Morning, afternoon or evening
Number of Artists: One
Audition Facilities: Transcriptions or will pipe live talent
Submitted by: Broadcasting Program Service

This Is Official

"This Is Official," Emceed by James G. MacDonald, distinguished radio commentator, brings the official Washington answers to the perplexing questions which arise in our daily lives because of the many wartime problems which are affecting us and the distribution of products. Via this show the listener receives the official answer from Washington to any questions ranging from rationing to taxes. Each week before the microphone accredited members of government departments are questioned by Mr. MacDonald for the true facts on problems. It is timely, fast-moving and provides an ex-

BASCH EXCLUSIVES



SIR THOMAS and LADY

BEECHAM

World famous composer-conductor in a program entitled "Presenting Sir Thomas Beecham." This "royal program" will enchant radio audiences, with Lady Beecham at the piano.



REAR ADMIRAL YATES

STIRLING, JR.

Former Chief of Staff of the U. S. Fleet. In a different news analysis program entitled "Wars' Pattern." His views are the result of intense comparison of this war with his many years of navy experience.



FRANCES SCOTT

Mistress of Ceremonies in a new audience participation show, "Who, What, When and Where" currently heard on the "red" net, Saturdays 10:30 to 11 p.m. E.W.T.

FOR DETAILS CALL

BASCH

RADIO PRODUCTIONS

17 EAST 45TH ST.

NEW YORK • MURRAY HILL 2-8877



ceptional service to the listener. Because of the factors involved it should appeal to every member of the family who has any interest in America at war.

Availability: Live talent

Time Units: 30 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Afternoon or evening

Client Suitability: Family product

Number of Artists: MC and announcer

Unit Cost: About \$1500.00

Audition Facilities: Transcriptions or will pipe live talent

Submitted by: WJZ—Blue

The Three Star Edition

"Three Star Edition" consists of news of three types. Five minutes of war news, followed by five minutes of news "Through Feminine Eyes" given by women's announcer and concluded with five minutes of news from Washington. News is gathered from International News Service.

Availability: Live talent

Time Units: Fifteen minutes, five weekly

Audience Appeal: Entire family

Suggested for: Morning

Client Suitability: Food

Number of Artists: Three

Unit Cost: Cost upon inquiry

Audition Facilities: Transcriptions

Submitted by: WMAS, Springfield, Mass.

The Meaning of the News

King Bard, veteran broadcaster, broadcasts his comments on current news five quarter hours weekly. Available for sponsorship on one to eight Michigan stations by wired facilities.

Availability: Live talent

Time Units: Fifteen minutes, five times weekly

Audience Appeal: Female or male

Suggested for: Afternoon, 4:45 P.M.

Client Suitability: Foods, cosmetics, soft drinks, confections

Number of Artists: One

Unit Cost: Upon application

Audition Facilities: Transcriptions

Submitted by: WLAV, Grand Rapids, Mich.

The Lyons Den

Leonard Lyons, established, nationally syndicated columnist is presented in a novel, graphic formula dealing in advance and inside information on Broadway, Hollywood, Washington and international personalities and events. Meticulously avoids scandal and rumor mongering. Columnist's talk is illustrated with dramatized vignettes and accented with music. Swift-moving, deadline-fast production featuring humor, drama, glamour, human interest and news of significance, with a substantial assured initial audience. Programs lends itself ideally to high-pressure merchandising on the air.

Availability: Live talent

Time Units: 15 minutes, twice weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: General

Number of Artists: 7 plus orchestra of 8

Unit Cost: Available on request

Audition Facilities: Will pipe live talent

Submitted by: Radio Features of America

The Name You Will Remember

People were never so important as today and William Lang crams a lot of colorful and informative detail into these crisp thumb-nail sketches of people who

are doing important work in the world today. His hard-hitting, rapid-fire delivery is keenly arresting and refreshing. The unique tie-in value of the title makes these programs ideal sales vehicle for use alone or in combination with spot news. All-inclusive publicity plan with material furnished. Maximum time allowed for commercials.

Availability: E. T.

Time Units: Five minutes, three to six times weekly

Audience Appeal: Entire family

Suggested for: Morning, afternoon or evening

Client Suitability: Banks, utilities, beer, tobacco, department stores, etc.

Number of Artists: One

Audition Facilities: Transcriptions

Submitted by: NBC Radio-Recording Division

(See Pages 20, 82, 86)

The Washington Front by Estelle M. Sternberger

Mrs. Sternberger's popular and always interesting commentary on people and important events in the nation's capital.

Availability: Live talent

Time Units: 10 minutes, 5 times weekly

Audience Appeal: Female or male

Suggested for: Afternoon (late)

Client Suitability: Any type

Number of Artists: 1

Unit Cost: 3 times a week—\$200.00 per week, 5 times—\$275.00 per week

Audition Facilities: Transcriptions

Submitted by: WQXR, New York, N. Y.

The 8:45 A.M. Round-Up

The 8:45 Round-Up consists of 10 minutes of headline news. First, Jack Shelley, WHO News Editor, presents important foreign news reports. Second portion, by Ruth Burton, deals with Washington News and anything of particular interest to women. It is not a "canned" womens news service but strictly spot news written entirely in our own news room. Appeal is general, but of primary interest to housewife at her preferred listening time. New OPA regulations or ration point values, of vital concern to the housewife are always included.

Availability: Live talent

Time Units: Ten minutes, six times weekly

Audience Appeal: Female and Male

Suggested for: Morning at 8:45 A.M.

Client Suitability: Especially fine vehicle for a grocery product

Number of Artists: Two

Unit Cost: \$275 per week, time plus \$60 talent. Total \$335 per week

Audition Facilities: Transcriptions

Submitted by: WHO, Des Moines, Iowa

Undercurrents and Current Events

A Sunday afternoon news broadcast featuring three well-known Southern commentators—Military strategy and news, former student of the U. S. Naval Academy, past President of Rotary International and combat soldier of the First World War, Will R. Manier, Jr., International political and diplomatic undercurrents by D. F. Fleming, noted author and lecturer at Vanderbilt University; the latest Sunday news by Louie Buck.

Availability: Live talent

Time Units: 30 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Sunday afternoon

Number of Artists: Three

Unit Cost: \$100.00 for talent weekly

Audition Facilities: Transcriptions or will pipe live talent

Submitted by: WSM, Nashville, Tenn.

Victory Starts at I

Interprets living at home during time. Sylvia Milrod, special director and chief of WINX victory offers official information first-hand presents big-wigs of Washington and agencies and keeps abreast of worthy subjects and personalities production to suit subject at home views, dramatizations, round table discussions. Monday features disc local problems—Tuesday, foodstuffs, Wednesday, Post-War Planning—Thursday, Friday, leaders news. Governmental agencies Milrod scripts all over U.S.A.

Availability: Live talent or E. T.

Time Units: Fifteen minutes, five weekly

Audience Appeal: Female or male

Suggested for: Afternoon or evening

Client Suitability: Institutional or product of high nature

Number of Artists: 2

Unit Cost: \$177.00 weekly

Audition Facilities: Transcriptions pipe live talent

Submitted by: WINX, Washington

Virginia Davis Reviews the News

Woman's commentary on current events. Utilizes and analyzes reports from Press, International News Service, news-gathering facilities of the Star Times.

Availability: Live talent

Time Units: 15 minutes, 5 times weekly

Audience Appeal: Female and family

Suggested for: Afternoon

Client Suitability: Not restricted particular type other than tobacco and men's attire

Number of Artists: One

Unit Cost: Sent on request

Audition Facilities: Transcriptions

Submitted by: KXOK, St. Louis

Voice of the People

Letters from listeners on current events are read and discussed by staff and visitors. Service men and interesting visitors are interviewed.

Availability: Live talent

Time Units: Fifteen minutes, six times weekly, except Sunday

Audience Appeal: Entire family

Suggested for: Morning 10:15 a.m.

Number of Artists: 3 or more

Unit Cost: \$25 per program

Audition Facilities: Transcriptions

Submitted by: WJAG, Norfolk, Ne

War Analysis

15 minute analysis of the war many fronts as supplied by C. Press. A recent ruling by the E. Governors of the CBC permits at 30, 1943 the sponsorship of Radio. This program thus becomes of value to a sponsor.

Availability: Live talent

Time Units: 15 minutes, 6 times weekly

Audience Appeal: Female and Male

Suggested for: Evening, 7:30-7:45 P.M.

Client Suitability: General

Number of Artists: 2—Commercial commercial announcer

Submitted by: CKWS, Kingstons, Ont

Warcast

Robert McCormick, former War correspondent for Collier's, now New York commentator; Barnet Novor, artist and commentator on Foreign and Richard Harkness, NBC network commentator on National Affairs, devotes first half of this thirty minute program to interpret the news of the week.

Check these two...
They're right for you!



26 quarter-hours
in each series.

TIME OUT FOR FUN AND MUSIC

A gay, sprightly, musical program that sparkles from beginning to end. Talented stars combine their jolly banter with entertaining music to make this program a tuneful treat.

Series 1. With Allen Prescott, M.C., Felix Knight, and Ted Steele Novatones.

Series 2. With Ted Steele and Grace Albert.

CARSON ROBISON AND HIS BUCKAROOS

Western music with that extra something it takes to make it really outstanding. Well-balanced, fast-moving programs skillfully combining the authentic music and picturesque yarns of the Western plains—done with rollicking enthusiasm and sincerity by a master of melody—Carson Robison... 117 quarter-hour shows.



For audition records of both of these more-than-music shows, write to:

NBC Radio-Recording Division

NATIONAL BROADCASTING COMPANY

Radio City, New York • Chicago • Washington, D. C. • Hollywood



...re fields, along with forecasts of
...to come. Questions sent in by
...are answered during the last half
...program, with prizes for the most
...ing questions.
...lity: Live talent
...ts: 30 minutes, once weekly
...e Appeal: Female or male
...ed for: Evening
...uitability: Any. .Particularly good
...tional
... of Artists: 4
...st: On request
... Facilities: Transcriptions
...ed by: WRC, Washington, D. C.

...entation, including sample script, is
...available.
...Availability: Live talent
...Time Units: 15 minutes, once weekly
...Audience Appeal: Entire family
...Suggested for: Afternoon or evening
...Client Suitability: Local and national spot
...advertisers
...Number of Artists: 2 (announcer—com-
...mentator
...Audition Facilities: Sample script
...Submitted by: Press Association, Inc.

We Bring You News

"We Bring You News" is America's
...only six hour continuous newscast aired
...Mondays through Saturdays, 12-6 p.m.
...Forty-eight editions of Associated Press
...and International News Service News,
...interspersed with the world's finest music
...(Special Langworth Program Service)
...makes this enjoyable afternoon listening.
...News every minute on the minute—with-
...out waiting—and the latest bulletins first
...is the audience appeal claimed for this
...unique news presentation.
...Availability: Live talent
...Time Units: Minute and half minute spots;
...15 minute participations
...Audience Appeal: Entire family
...Suggested for: Afternoon
...Client Suitability: All types
...Number of Artists: Four announcers, two
...News Editors—Langworth Program
...Service for special music
...Unit Cost: On request
...Audition Facilities: Will pipe live talent
...Submitted by: WBYN, Brooklyn, Inc.
... (See Page 34)

War Telescope

...view of the week's activities
...written and delivered by the well
...known War reporter, Morgan Beatty,
...England.
...Availability: Live talent
...Time Units: 15 minutes, 5 times weekly
...Audience Appeal: Entire family
...Suggested for: Afternoon
...Number of Artists: 1
...Submitted by: NBC
... (See Pages 33, 34, 35, 36)

Washington Inside Out (Telescript)

...rare down-to-earth program that
...tells the Why and How of Washington.
...Program that jumps into the whirlpool
...of information and misinformation, of
...rumor and counter-claims, and emerges
...with a clear, concise radio picture of
...the situation—a picture that is colorful,
...interesting and easily understood. Pre-

Weekly War Journal

Weekly War Journal is a complete
...week-end review of the news featuring
...a group of distinguished Blue Network
...commentators who have their own regu-
...lar programs throughout the week. Each
...phase of the news is handled by an out-
...standing authority and the listener gets
...a complete picture of the week's happen-
...ings in capsule form via this program.
...Pickups from outside of the country are
...also a regular feature.
...Availability: Live talent
...Time Units: 30 minutes, once weekly
...Audience Appeal: Entire family
...Suggested for: Afternoon or evening
...Client Suitability: Various
...Number of Artists: Variable
...Unit Cost: \$1450.00
...Audition Facilities: Transcriptions or will
...pipe live talent
...Submitted by: WJZ—Blue

Week in Review

"Week in Review" is a half-hour week-
...ly show, presenting news and variety,
...highlighting the previous week, and aired
...each Sunday morning. The news high-
...lights of the week are briefed to five
...minutes, hitting national, world, regional
...and local, and including also a brief
...safety interview. Music is late stuff,
...songs popular during previous week.
...Availability: Live talent
...Time Units: 30 minutes, 1 time weekly
...Audience Appeal: Entire family
...Suggested for: Morning
...Client Suitability: Any

Number of Artists: 2
Unit Cost: \$24 weekly
Audition Facilities: Transcriptions
Submitted by: KANS, Wichita, Kans.

William Winter

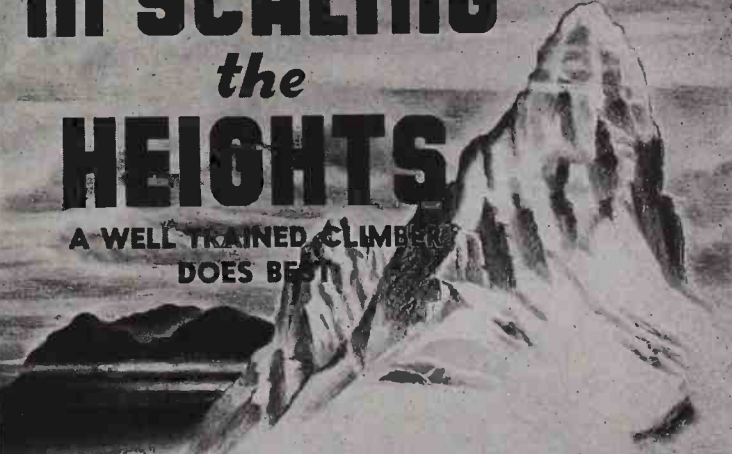
William Winter is one of the most fav-
...orably known and best liked news com-
...mentators on the Pacific Coast. Currently
...broadcasting Monday through Saturday,
...12:30-12:45 p.m., now available in the
...10-minute commentary period, 10:05-10:15
...p.m., following 5-minute news broadcast.
...In addition to his work on the Columbia
...Pacific Network, William Winter broad-
...casts shortwaves to our service men in
...the Pacific area.
...Availability: Live talent
...Time Units: 10 minutes, 5 or 6 times
...weekly
...Audience Appeal: Entire family
...Suggested for: Evening, 10:05-10:15 p.m.
...Client Suitability: General
...Number of Artists: 1
...Unit Cost: On application
...Audition Facilities: Transcriptions
...Submitted by: Columbia Pacific Network
... (See Pages 58, 59)

World News Roundup

Daily pickups around the world in the
...hottest news spots from overseas, deliv-
...ered by NBC War reporters, with domestic
...news coordinated in New York by the
...well known reporter, W. W. Chaplin.
...Availability: Live talent
...Time Units: 15 minutes, 6 times weekly
...Suggested for: Morning
...Submitted by: NBC
... (See Pages 33, 34, 35, 36)

AP

**IN SCALING
the
HEIGHTS**
A WELL TRAINED CLIMBER
DOES BEST




To Give the Utmost in Service Each of Our Men
is Thoroughly Trained for His Job

**WEED
AND COMPANY**

RADIO STATION REPRESENTATIVES
NEW YORK • BOSTON • CHICAGO • DETROIT
SAN FRANCISCO • HOLLYWOOD

capable



1943 ★ ★ QUIZ PROGRAMS ★ ★ 194

A Dart, A Dial and A Dollar

Announcer tosses dart at board with numbers corresponding to numbers on pages in local telephone directory. Then announcer turns to selected page and tosses a dart at the page. Wherever dart lands, that telephone number is called, a question is asked the person answering and if answer is correct (within one minute) listener receives \$1 in War Stamps. Ten persons called every evening, Monday through Saturday.

Availability: Live talent
Time Units: 30 minutes, Mon. through Fri. weekly

Audience Appeal: Entire family
Suggested for: Morning, afternoon or evening

Client Suitability: Any sponsor (25 participating sponsors at present)
Number of Artists: One

Unit Cost: \$2.50 per one-minute ann. 13 weeks minimum

Audition Facilities: Transcriptions or will pipe live talent

Submitted by: WTNJ, Trenton, N. J.

A Date with a Date

This is an historical quiz show, designed to educate listeners in American history. Originated by historian Hugh Russell Fraser, conductor of the American History Survey of the New York Times, and Mutual Network Commentator Walter Compton, the program consists of a panel of four experts. Two of these, Rep. John Vorys, of Ohio, and Rep. John Coffee, of Washington State, are regulars. The other two are guests. Compton asks the ques-

tions, the experts answer, and Fraser elaborates.

Availability: Live talent
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: 2 regulars, 2 guests
Unit Cost: On request
Audition Facilities: Transcriptions
Submitted by: WOL, Washington, D. C. (See Page 76)

Answer Me This

Talent asks one question daily about anything American. Writers of first (number stipulated by sponsor) cards with correct answer received are awarded war stamps or merchandise.

Availability: Live talent
Time Units: 5 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Anytime afternoon; anytime evening

Client Suitability: Food or drug items
Number of Artists: 1
Unit Cost: \$2 per script
Audition Facilities: Transcriptions
Submitted by: William F. Holland Agency, Cincinnati, O.

Army-Navy Game

The "Army-Navy Game" pits 200 scrappy soldiers on leave against 200 snappy sailors in roaring, rollicking rivalry. The servicemen compete against each other in songs, cheers and a variety of stunts. The winning side in each "Army-Navy Game" is decided by a panel of celebrities in some way connected with the war effort. Throughout the friendly rivalry of these contests, constant emphasis is on the unity of comrades in arms.

Availability: Live talent

Time Units: 30 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: Foods, Soap, Tobacco, Institutional

Number of Artists: Master of ceremonies, orchestra, guest stars

Audition Facilities: Transcriptions

Submitted by: Allen A. Funt, Radio Productions

Back to School

School room atmosphere; four parents asked questions taken from school books, progressively by grade levels and asked in groups from first to eighth grades; test on whether parents know things which own kids learn every day in school; extra comedy from lowest scorer. Dunc. Commercials worked into school format; each student receives prize and Dunc called back to appear on next week's show with three new class members and remains until defeating one of three new members.

Availability: Live talent

Time Units: 30 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: Unlimited except for product in competition with Miles Laboratories

Number of Artists: 6 (4 students, teacher, piano player and sound effects man)

Unit Cost: \$2,000

Audition Facilities: Transcriptions

Submitted by: Louis G. Cowan & Co. (Creators and producers of Quiz Kids)

Bombs Away

On the stage of theatre is a large display of enemy ships. Attached to these ships are balloons. The MC wearing a flight cap gets his crew members for the bombing flight through a quiz. When contestant answers questions correctly he then makes his way up to the plane seat on the stage. The spotlight on ships goes on—while the sound of a plane is heard. His winnings are calculated according to value of ship sunk. Visiting flyers are interviewed and given gifts.

Availability: Live talent and E. T.

Time Units: 30 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Evening, 8:30

Client Suitability: National product like gum, soft drink, food, etc.

Number of Artists: 3

Unit Cost: \$45 weekly

Audition Facilities: Transcriptions or will pipe live talent

Submitted by: WSLS, Roanoke, Va.

Cab Calloway's Quizzicale

An all-colored quiz show with Cab Calloway's band and Cab himself acting as quiz-master.

Availability: Live talent

Time Units: 30 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Evening

Audition Facilities: Transcriptions

Submitted by: General Amusement Corp., New York, N. Y.

(See Page 66)

Canteen Quiz

The program originates from the theater of Lowry Field No. 2, Denver—features soldier talent and the Army Air Forces Dance Orchestra—idea is gags-music-quiz—and bombing mission to Germany. Merchandise giveaways are awarded contestants. Show has been tremendously successful and competes very excellently with network shows of similar caliber. Many of the cast are NBC-

trained men from New York and wood. Studio audience is always or more.

Availability: Live talent or E. T.

Time Units: 30 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: Cigarette accoutrements, national clothing

Number of Artists: 40

Unit Cost: \$150 per show

Audition Facilities: Transcriptions

Submitted by: KMYR, Denver, Co.

Dividend Club

Listeners are called by telephone they answer a quiz question on merchandise or war stamps are awarded. If they prove purchase of sponsor's product by description of container on an additional award is made. Calls are separated by transcribed.

Availability: Live talent or E. T.

Time Units: 30 minutes, 5 times weekly

Audience Appeal: Female

Suggested for: Middle morning

Client Suitability: Food or drug etc.

Number of Artists: Minimum of 2

Unit Cost: \$2 per script

Audition Facilities: Transcriptions

Submitted by: William F. Holland Agency, Cincinnati, O.

Dollars For Sense

A quiz show which is adaptable either in a theatre or studio play. Contestants are theatre or studio audience, with money or war stamps for all correct answer. Bonus which comes at conclusion of show big money question which if answered carries over to following. Numerous merchandising opportunities present themselves with a program of this type and several ideas can be offered.

Availability: Live talent

Time Units: 30 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: Any mass appeal product

Number of Artists: Two

Audition Facilities: Transcriptions

Submitted by: WPDQ, Jacksonville, Fla.

Do You Know the Answer?

Four telephone calls per evening made to numbers chosen completely random. The person answering is asked "Do you know the answer?" If they have been listening to the station, they know what it is. It can be the sponsor slogan or any other phrase. If the answer is known, the listener receives a check for \$2. Money accumulates if the answer is not known, so that a person may receive a goodly sum. Persons not knowing answers get 50 cents anyway, good-will offering.

Availability: Live talent

Time Units: 5 minutes, 4 times weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: General

Number of Artists: One person to make calls, and another to read net. Total, two.

Audition Facilities: Transcriptions

Submitted by: WOV, New York, N. Y. (See Page 60)

Do You Remember?

"Do You Remember?" features musical popular in past years, with a running commentary on the life and times of the year in which the song was popular. Program involves considerable research. Scripts are checked thoroughly for facts and announcer is given leeway to

NBC Sells
RADIO PROGRAMS
and
TALENT IN ALL FIELDS OF ENTERTAINMENT

National Concert and Artists Corporation
NEW YORK CHICAGO HOLLYWOOD SAN FRANCISCO
711 Fifth Ave. Merchandise Mart Sunset at Doherty Dr. 111 Sutter St.

1943 ★ ★ QUIZ PROGRAMS ★ ★ 1944

about the period in question. three numbers on the 10-minute

Availability: Live talent or E. T. Both
Time Units: 10 minutes, Monday through

Appeal: Female and male
Suggested for: Afternoon

Client Suitability: Any product bought by

Unit Cost: One announcer
Unit Cost: \$28.50 time cost-base; \$5.00 production cost—net \$33.50

Submitted by: WDRG, Inc., Hartford, Conn.

Acts or Foolishness

gives ten statements—each containing a number. Contestants ignore

of foolishness—but write down number used in each statement of

listeners send in the total of all numbers used in correct statements—to

with a box top for their award. fire mail puller. Premium cost

trouble by calibre of statements. Availability: Live talent

Time Units: 15 minutes, 5 times weekly
Appeal: Female and male

Suggested for: Afternoon, 1:45 p.m.

Client Suitability: Box top—grocery item

Number of Artists: Emcee and music (live transcribed)

Unit Cost: \$125 weekly—\$175 weekly live

Facilities: Transcriptions
Submitted by: WDRG, Minneapolis, Minn.

Feed the Kitty

"Feed the Kitty" is a new quiz game

the interest and prizes increase each question. Employs a giant

wheel which determines the odds and values for the correct

answers. "Kitty" sound effect heckles con-

Availability: Live talent or E. T.
Time Units: Thirty minutes, once weekly

Appeal: Entire family
Suggested for: Evening

Client Suitability: Any type of product

Number of Artists: Master of Ceremonies
and Announcer

Facilities: Transcriptions
Submitted by: Harry S. Dube Radio Pro-

ductions

Fisher's 12:45 Special

People's Fisher's Department Stores,

at sixteen Club, (Hosiery Club) buy 15

and hose, get 16th pair free. Six

passes and a pair of hose free

winners daily. Random telephone

passes pass for name of picture ap-

pear at theater named, and pair of

passes for name of hosiery club

(at sixteen Club). Five questions given

daily, answered by postcard, first

correct received receive a pass each.

response 125 cards daily. Program

2:45 daily except Saturday and

only. Male and female announcers,

ties from stage, screen, radio, the arts,

sciences and public life. The program is

emceed by Walter O'Keefe, star of stage,

screen and radio. Music is supplied by

D'Artega and his orchestra. Seven fa-

mous guest stars are featured each week.

Prizes consist of \$50 and \$25 War Bonds

and \$10 in War Stamps to each studio

contestant who "Guesses Who" on his

first, second or third try respectively. The

listening audience votes each week for

the seven guests who are to appear. A

contest is conducted for the listeners also.

A large contribution is made weekly to

the Army and Navy Emergency Relief

Societies in the names of the seven week-

ly guest stars.

Availability: Live talent

Time Units: 30 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Evening or Sunday

Client Suitability: General

Number of Artists: 22 including music

Unit Cost: \$4,250 weekly

Audition Facilities: Transcriptions; will

pipe live talent

Submitted by: Kermit-Raymond Radio Pro-

ductions

(See Page 73)

History Is Fun

Inspired by the recent surveys made by

the "New York Times" on the study of

history in schools and colleges in the

country, it tests the contestants' knowl-

edge of American history. Emceed by

likeable Ted Malone, who still handles

his regular "Between the Bookends" show

on the Blue, "History Is Fun" matches the

knowledge of the exciting story of Ameri-

can history possessed by teams of young

'uns and old 'uns. The adult vs. child

competition creates great excitement and

interest both in the studio and on the

air. A good show for the family and a

and is scored like football.

Availability: Live talent

Time Units: 30 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: Products for males most

desirable

Number of Artists: Master of ceremonies

and two assistants, plus contestants

Unit Cost: \$75 per week

Audition Facilities: Transcriptions or will

pipe live talent

Submitted by: WERC, Erie, Pa.

Lawyer Q

This different audience participation

show previously sponsored by Friends

Tobacco, George Washington Coffee, and

presently running for Gunther's Beer, has

an enviable record for local successes,

and is now available for network spon-

sorship. The participants are quizzed on

the operation of odd points in the law.

No knowledge is required; it's a matter

of the participant's opinion of justice.

Nothing serious, very amusing. The show

ends up with a trial, participants acting

as jurors.

Availability: Live talent

Time Units: 30 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: General

Number of Artists: Master of ceremonies,

4 or 5 actors

Audition Facilities: Transcriptions

Submitted by: Basch Radio Productions,

New York, N. Y.

(See Page 85)

Musical Bee

Program consists of playing 10 musical

numbers. Audience invited to send name,

address and phone number. Ten of these

selected each week to be phoned and

asked to name musical selection played.

Winners awarded war stamps. Program

has been favorite for seven years.

Availability: Live talent

Time Units: 30 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Morning

Client Suitability: Any

Number of Artists: 1

Unit Cost: \$25 (talent only)

Audition Facilities: Transcriptions

Submitted by: WFBL, Syracuse, N. Y.

Musical Lingo

"Musical Lingo" is a legal copyrighted

version of "bingo," with listeners par-

ticipating in their own homes. Game

bears the name of the sponsor or product,

and is played with that name constantly

before the listeners. "Musical Lingo" em-

bodies humor for interest; music for en-

tertainment; and prizes for appeal. Ob-

ject of the game is to identify song titles

which are cleverly introduced in conti-

nuity and illustrated by playing the

musical selections. Sample script is

available on request.

Availability: Live talent

Time Units: 30 minutes, 1, 2 or 3 times

weekly

Audience Appeal: Entire family

Suggested for: Evening

Number of Artists: 2 (announcers)

Unit Cost: Based on population

Audition Facilities: Transcriptions. Sample

Script

Submitted by: Harry S. Goodman

(See Page 89)

Muziquiz

A quiz show that challenges you to

name the title of the "Hit Tunes of Yes-

teryear." Grand old tunes selected from

a huge file of old records. No apology is



NOW YOU CAN AFFORD TO FEATURE GEORGE JESSEL

on 1-min. spots at a fraction of what you'd expect.

AVAILABLE TO ONE SPONSOR IN EACH AREA

Furnished custom-built with Jessel doing complete one min. spots or syndicated (1/2 min.) with open ends for live commercial.

20 TESTED — SURE-FIRE LAUGH PROVOKING SPOTS

STARRING GEORGE JESSEL IN HIS FAMOUS TELEPHONE ROUTINE

WRITE, WIRE or PHONE

Harry S. Goodman

19 EAST 53rd STREET at Madison Avenue... NEW YORK CITY

1943 ☆ ☆ QUIZ PROGRAMS ☆ ☆ 194

needed for the surface noise on the records because the old "Hits" will provoke a smile from all who remember them. Has been used, successfully, by a photographer giving photographs as prizes. Could be used by almost any merchant.

Availability: Live talent. Local
Time Units: 15 minutes, twice weekly
Audience Appeal: Female or male
Suggested for: Morning or evening
Number of Artists: One
Unit Cost: Rate card plus production
Audition Facilities: Will pipe live talent; local
Submitted by: KSLM, Salem, Oregon

Name-O

"NAME-O" is a novel quarter-hour daily across the board quiz show originated by Walt Framer to satisfy the demand for a Bingo type quiz game where listeners may participate and win prizes. Each listener writes his or her name on a card, under the letters of "NAME-O." A wheel with the 26 letters of the alphabet is spun in the studio and a question is asked for each spin of the wheel. A silver dollar is dropped into the jackpot and as the game progresses the money accumulates. The first listener who gets the correct answer under each of the letters wins a prize. Prize winners come from two sources, the telephone and mail response. The unique feature of NAME-O is that every member of the family may play.

Availability: Live talent
Time Units: 15 minutes, 5 or 6 times weekly
Audience Appeal: Entire family
Suggested for: Afternoon or evening
Client Suitability: Perfect show for any sponsor

Number of Artists: 2; Walt Framer as MC and announcer, preferably woman
Audition Facilities: Will pipe live talent
Submitted by: Walt Framer Productions

Noah Webster Says

Dictionary quiz show is participated in by a studio audience as well as radio listeners and is a half-hour show. Contestants from audience have an opportunity to win from \$1 to \$50 in addition to participating in the final exam word, which pays \$25 or more. This program features the writer and m. c.—Haven MacQuarrie, who is assisted by Prof. Charles Frederick Lindsley, Ph.D. of Occidental College. Contestants at home, receive G. and C. Merriam Webster's unabridged dictionary, plus a \$5 bill, for every list of five words used.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: 3
Submitted by: Haven MacQuarrie, Hollywood, Calif.

Platter Puzzlers

This program is a quiz show conducted by popular emcee Johnny Olson. Four men and four women (or high school boys and girls) are chosen from studio audience. They compete for prizes in war stamps. The winning team each receives \$5.00 in war stamps and the losing team \$1.00 in war stamps. The quiz is mainly musical.

Availability: Live talent or E. T.
Time Units: Thirty (30) minutes, once weekly
Audience Appeal: Entire family
Suggested for: Afternoon, Saturday or Evening
Client Suitability: General

Number of Artists: Two
Unit Cost: \$45.00
Audition Facilities: Transcriptions
Submitted by: WTMJ, Milwaukee, Wis.

Professor Quiz

The one, the only, the original Professor Quiz streamlined to appeal to today's quiz audience.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: 7 (Professor Quiz, 1 announcer, 5 contestants)
Audition Facilities: Transcriptions
Submitted by: William Gernannt, New York, N. Y.

(See Page 96)

Quiz Quotient

A reversal of the usual technique in which the listening audience answers the questions. Three groups of five questions are given the listeners with a short interval after each in which to note their replies. At the end of each section the correct answers are given. Capitalizes on the natural tendency of listeners to try to answer quiz program questions.

Availability: Live talent
Time Units: 15 minutes, 1, 3 times weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: 1
Unit Cost: On application
Audition Facilities: Transcriptions
Submitted by: KNX, Los Angeles, Calif.

(See Page 44)

Race Against Time

A speed quiz show—questions being answered against the ticking clock. Truly an exciting quiz show.

Availability: Live talent
Time Units: 30 minutes once weekly
Audience Appeal: Entire family
Suggested for: Evening
Unit Cost: \$2,500
Audition Facilities: Transcriptions
Submitted by: William Gernannt, New York, N. Y.

(See Page 96)

Singo

Singo, developed by Welcome Lewis and Hazel Flynn, is heard both locally and nationally via WJZ and the Blue Network. A "Singo" is three or more song titles which if strung together make a sentence. The audience is asked to submit these in competition for cash prizes. Month of May brought in over 8,000 answers on a three-days-a-week local show. It's a snappy program warmed by the friendly personalities of Welcome Lewis and Art Gentry. A natural for the sponsor who wants mail.

Availability: Live talent
Time Units: 15 minutes, 1-5 times weekly
Audience Appeal: Entire family
Suggested for: Morning, afternoon or evening
Client Suitability: Sponsor who wants high audience mail reaction
Number of Artists: Three
Unit Cost: 3-10 mins. per week—\$760
Audition Facilities: Transcriptions; will pipe live talent
Submitted by: WJZ-Blue

Speller Teller

A children's participating program. Six contestants from the same grade in school (Grades 4 thru 8) spell for prize money. Contestants draw slips of paper from dictionary. Each slip has a number from 1 to 25. The larger the number, the harder the word. All money not won goes

into a bank. After four rounds, fashioned spelling bee determine winner of the bank. Children must enter name and address. This file, used for mailing or contact work.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Juvenile
Suggested for: Morning or evening
Client Suitability: Bakeries, dairies, product with a quick turnover
Number of Artists: 1 (The Speller)
Unit Cost: \$60
Audition Facilities: Transcriptions
Submitted by: WSRR, Stamford, C

Spin and Win with Jimmy Flynn

A fast-moving quiz program, contestants are selected from the air. Jimmy Flynn is the king of the quiz. Contestants spin the wheel to determine the period of time in which they answer their questions, and they answer as many questions as the permits. After the time limit they have opportunity to retire with their win or take another question triple or more. The program combines visual color listener interest to an unusual extent should prove a highly successful for sponsorship.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any type of client

Number of Artists: Three plus studio testants
Unit Cost: Will be given on application
Audition Facilities: Will pipe live talent
Submitted by: National Concert and Corporation

(See Page 88)

(Sponsor's Name) Telequiz

"(Sponsor's Name) Telequiz" is a musical-contest show. Two musical selections are played from a box of number capsules. A number is selected indicating a page number of local telephone directory. From another box of number capsules a number is selected indicating a line number on that page thus indicating the person who will be called. "Telequizzer" and asked to name the tunes. If both tunes are named, the pot is awarded. If only one tune is named, half-the-jackpot is awarded. Amount is added to program with broadcast. Those skilled at naming melody tunes win prizes. (Only immediate members of family called are eligible to win.)

Availability: E. T.
Time Units: 15 minutes, 6 times weekly
Audience Appeal: Entire family
Suggested for: Morning or evening
Client Suitability: Soft drink, drug products, cosmetics
Number of Artists: 1
Unit Cost: To be determined
Audition Facilities: Transcriptions
Submitted by: WFOY, St. Augustine

Starring the Critics

Each week a panel of four nationally known motion picture critics selected newspapers or magazines, meets at a television screen star. The critics quiz the star on his or her pictures and the star quizzes the critics on pictures they see. At the beginning of each program the critics are paid four hundred dollars and if they fail to answer questions correctly small sums are deducted and given to a different charity each week.

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"NOAH WEBSTER SAYS"

EVERY TUESDAY—8:30 to 9:00 P.M. E.W.T. & P.W.T.
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"DO YOU WANT TO BE AN ACTOR"

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PHONE: CRESTVIEW 67162

1943 ★ ★ QUIZ PROGRAMS ★ ★ 1944

Quality: Live talent
Time Units: 30 minutes
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General institutional
Number of Artists: Four critics and guest

Availability: Live talent
Time Units: 9:30-10:00 a.m., 2 or 3 or 5 times weekly
Audience Appeal: Female
Suggested for: Morning
Client Suitability: Food and/or beverages
Number of Artists: 1
Unit Cost: \$15 a day
Audition Facilities: Transcriptions
Submitted by: WHKC, Columbus, Ohio

The Missus Goes A-Shopping

Stars and Strikes
 This is a baseball musical quiz. The questions are about general subjects, but answered musically. Two teams are scored by baseball scoring; i.e., a correct answer to a four part question is a strike. This program was used by the Blackhawk Restaurant and goes with great success.

Quality: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: Orchestra and two soloists of four contestants each
Availability: Open
Audition Facilities: Will pipe live talent
Submitted by: David Lowe Productions

Telequiz

This minute show wherein announcer asks questions of listeners, pertaining to current news items of the week, giving a minute to thirty seconds to answer, and meanwhile with transcribed answers. Each question has a stipulated time and listeners may grade themselves on correct answers. Novel twist to newsy questions and use of facts that are apropos, make this an unusual program of general family interest.

Quality: Live talent
Time Units: Thirty minutes, once weekly
Audience Appeal: Entire family
Suggested for: Sunday morning. Weekday nights

Client Suitability: Food products; proprietary accounts of general use
Number of Artists: Announcer
Unit Cost: \$70.00 (inclusive)
Audition Facilities: Transcriptions
Submitted by: WHBQ, Memphis, Tenn.

The Cash Clock

"Cash Clock" type program with "Cash Clock" feature. An alarm clock sounds at an unknown moment during the program. When alarm sounds, name of a registered listener is selected from the "Cash Clock" pool and goes on the air, together with the question of the day. If person calls station within one minute with answer to question, a cash award is made. If no answer, next caller is accumulative. "Clock" may be used once or more during each program. Copyrighted KTSW feature.

Quality: Live talent and E. T.
Time Units: 90 minutes, 6 days weekly
Audience Appeal: Entire family
Suggested for: Morning, 7 to 8:30 a.m.
Client Suitability: Food products, clothing, etc.

Number of Artists: Two announcers and announcer
Unit Cost: 100 word announcement (or 30 minute E. T.) daily, \$50 per month
Audition Facilities: Transcriptions
Submitted by: KTSW, Emporia, Kansas

The Housewives' I. Q.
 "Housewives' I. Q." is a participation program featuring four local or national advertisers with eight housewives competing, daily, five days weekly, from Monday through Friday. Grocery orders of \$2 and \$1 each are daily prizes

to be cashed at any central Ohio independent retailer's. Co-sponsors give each housewife a product. Cost of the program is \$15 a day for two, three or five days a week. The program has been broadcast over a year.

Availability: Live talent
Time Units: 9:30-10:00 a.m., 2 or 3 or 5 times weekly
Audience Appeal: Female
Suggested for: Morning
Client Suitability: Food and/or beverages
Number of Artists: 1
Unit Cost: \$15 a day
Audition Facilities: Transcriptions
Submitted by: WHKC, Columbus, Ohio

"The Missus Goes A-Shopping" is primarily a housewives' program. From the huge audiences visiting the show weekly in WABC's grocery store studio, contestants are chosen to match wits with popular quizmaster John Reed King, who handles his audiences and commercial announcements with equal skill. Program is custom-built for advertising and merchandising, as unusual merchandising devices can be woven right into the program.

Availability: Live talent
Time Units: 15 minutes, 6 times weekly
Audience Appeal: Female
Suggested for: Morning
Client Suitability: Foods and drugs, grocery-sold items
Number of Artists: 1 (quizmaster handles commercials)
Unit Cost: \$246.66 per program (3 a week basis)

Audition Facilities: Transcriptions
Submitted by: WABC, New York, N. Y. and KNX, Los Angeles, Cal.
 (See Pages 44, 48)

The Pause That Pays

"The Pause That Pays" is a strip quarter-hour containing a potpourri of facts and miscellaneous information climaxed by telephone calls in both Grand Rapids and Kalamazoo to numbers selected at random from standard telephone directories and inquiring whether listener can repeat certain statement (usually commercial copy) heard on program. Reward in war stamps or bonds pyramiding daily.

Availability: Live talent
Time Units: 15 minutes, Monday through Friday
Audience Appeal: Entire family
Suggested for: Mid-morning
Client Suitability: General
Number of Artists: 1
Unit Cost: \$137.50 weekly based on 260 programs

Audition Facilities: Transcriptions
Submitted by: WKZO, Inc., Kalamazoo, Mich.

The Question Box

Listeners send in questions to be answered by the "Question Man." Merchandise is awarded for questions used.
Availability: Live talent
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Late morning
Client Suitability: Food, drug, apparel
Number of Artists: 1
Unit Cost: \$4 per script

Audition Facilities: Transcriptions
Submitted by: William F. Holland Agency, Cincinnati, O.

Victory Quiz

A program to promote the sale of War Bonds. Held in theater with contestants chosen from the audience. Two contestants and four guests take part. Each contestant receives five questions; two on bonds, three on general information. Each question answered correctly nets \$3.75 in war stamps. All five questions answered correctly amounts to a \$25 War Bond. All war stamps not won go into a "Jap Pot" plus \$5 in stamps already in. The four guests are given a brainteaser question at close of program for stamps in the "Jap Pot."

Availability: Live talent
Time Units: 15 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any client or product
Number of Artists: 1
Unit Cost: \$123.50
Audition Facilities: Transcriptions
Submitted by: WSRR, Stamford, Conn.

What's the Answer?

Jack Brinkley created one of the first quiz shows before the present cycle began. He was Boston's original "Question Man" TWELVE years ago. "What's the Answer?" uses no studio contestants, but challenges the listener to rate himself. An interesting, unusual one-man show.
Availability: E. T.
Time Units: 15 minutes, 5 times weekly

Audience Appeal: Entire family
Suggested for: Late afternoon or early evening
Client Suitability: Product desiring box top pull

Number of Artists: One
Unit Cost: \$350.00 weekly
Audition Facilities: Transcriptions
Submitted by: Mercury Radio Recording Studio

Where Do We Go From Here?

"Where Do We Go From Here" is a

quiz show based both on audience and listener participation. Each contestant spins a numbered wheel and wherever it stops a question is indicated. Winners have a "turnabout" and ask the M.C. questions. Educational and hilarious. Good to merchandise any product of general consumption.

Submitted by: Cruger Radio Productions

What Burns You Up?

"What Burns You Up" was sponsored by Norwich Pharmacal Co. over the Yankee Network, attaining a 10-CAB rating. Participants air their "burnups" in hilarious fashion. Guest star and dramatization are a part of this show which has an excellent record of sales for previous sponsor.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: 2 to 3
Audition Facilities: Transcription or will pipe live talent
Submitted by: Basch Radio Productions
 (See Page 85)

Who, What, When and Where

An audience participation show with a mistress of ceremonies, Frances Scott, supported by the orchestra; gay and amusing with some serious moments. Contestants must report all fact or fictional descriptions of events, with prizes awarded for correct answers. A guest reporter is featured in each program. Origin New York.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Number of Artists: 1 (Frances Scott) and audience participation
Submitted by: NBC

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THE 4 BELLES — THE 3 DAUGHTERS

DEEP RIVER BOYS

3 FRIM SISTERS — JAYNE COZZENS

4 GALS AND A GUY

FRANK RAYE — SHIRLEY WOOD

HI, LO, JACK AND THE DAME

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mentary from Metro-
politan Opera House
for Huron Attractions

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LOVE MUSIC"**
in Cooperation with the
Co-ordinator Inter-
American Affairs . . .

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zine "Record Retail-
ing"

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A Letter to a Yank from Clem McCarthy

A single voice narration of one of America's leading sports commentators. Clem McCarthy reads a letter to a Yank now in service who was once a famous athlete or sports celebrity. McCarthy salutes this Yank and brings back to memory and relives the outstanding moments with him a great sports star and unforgettable to all of us here at home. Timely. Patriotic. Inspirational.

Availability: Live talent or E. T.

Time Units: Five minutes, three to five times weekly

Audience Appeal: Male

Suggested for: Evening

Client Suitability: Cigars, cigarettes, beer, clothing, etc.

Number of Artists: One plus announcer

Audition Facilities: Transcriptions or will pipe live talent

Submitted by: Harry S. Dube Radio Productions

Along the Sports Trail

Sidelights on sports news gathered and prepared by International News Service sports writers.

Availability: Sample script

Time Units: 5 minutes, 6 days weekly

Audience Appeal: Male

Suggested for: Evening

Number of Artists: 1

Audition Facilities: Sample script

Submitted by: International News Service, New York, N. Y.

American Sports-O-Rama

Program covering the entire field of sports in review, forecasts, dramatizations, personalities, etc. Features nationally eminent authority on sports as host-commentator; a staff of nationally celebrated special events sports announcers, on a rotating basis; individual sports headliners, as program guests. Actionful, informative and entertaining, this show combines all the elements to attract the fans and followers of all lines of American sport.

Availability: Live talent

Time Units: 30 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: General

Number of Artists: 3 stars; 6 to 8 actors, plus orchestra

Unit Cost: Available on request

Audition Facilities: Will pipe live talent

Submitted by: Radio Features of America

Bump Hadley—Sports Reporter

Bump Hadley, star of three World Series and featured big league baseball player now turns his talents to sports-casting. Hadley was an experienced lecturer for many years in off-seasons. He has a controlled, enthusiastic, authoritative voice known to millions of New Englanders. Programs can be merchandised at personal appearances made by Bump Hadley. The program is available as a ten minute unit.

Availability: Live talent

Time Units: Ten minutes, three times weekly

Audience Appeal: Juvenile and Male

Suggested for: Evening, early

Client Suitability: Tobacco, chewing gum, ale, men's clothing, automotive products, etc.

Number of Artists: One

Unit Cost: Three ten-minute programs—\$512.00

Audition Facilities: Transcriptions

Submitted by: WBZ-WBZA, Boston, Mass.

Dick Dunkel's Football Forecasts

The most successful football forecast show available nationally and to sponsors. It has a record of success second to nothing on the air and despite a "different brand" of football, colleges will still make football their number one sports effort this fall—for they must retain their prestige after the war. Sponsors will find that Dick Dunkel has a merchandising tag that enable them to check on their audiences at the point of sale—and if just "good will" is desired—it also can be handled inexpensively.

Availability: Live talent; Script

Time Units: 15 minutes, 3 times weekly

Suggested for: Afternoon or evening

Client Suitability: Any mass-sale product from cigarettes to ice cream

Number of Artists: 1

Unit Cost: Available upon application

Audition Facilities: Transcriptions or will pipe live talent. Script available

Submitted by: Radio Events, Inc., New York, N. Y.

Don Wattrick—Sports

Concise, up-to-the-minute resume of day's sports events; highlights, inside stories on players, etc.—baseball, football, hockey, basketball.

Availability: Live talent

Time Units: 5 minutes, 3, 5 or 6 weekly

Audience Appeal: Male

Suggested for: Evening

Client Suitability: Men's products

Number of Artists: 1

Unit Cost: Upon request

Audition Facilities: Transcriptions

Submitted by: King-Trendle Broadcasting Corp.

(See Pages 40-78)

Huntin' and Fishin'

Show is built to appeal to all hunting and fishing enthusiasts everywhere. The "Ol' Timer" tells stories of successful hunting and fishing trips; gives tips on equipment—their use, care, quality, etc.; and presents a show that makes the outdoor man want to grab a gun or rod and reel and start immediately for his favorite hunting or fishing spot. The "Ol' Timer" is an expert with nearly 30 years of hunting and fishing experience.

Availability: E. T.

Time Units: Fifteen minutes, once weekly

Audience Appeal: Male

Suggested for: Early evening

Client Suitability: Any sporting goods or hardware store

Number of Artists: One

Unit Cost: \$50.00 weekly

Audition Facilities: Transcriptions

Submitted by: WJLS, Beckley, W. Va.

Jack Case Sports Review

"The Jack Case Sports Review" is aired nightly (Mon. through Fri.) over WWNY at 7 p.m. This quarter hour broadcast covers all news in the world of sport, together with all news of local sports. Show is handled by Jack Case, sports editor of the Watertown Daily Times, who has a large following and whose comment is authoritative.

Availability: Live talent

Time Units: Fifteen minutes, five weekly

Audience Appeal: Entire family

Suggested for: Evening (early)

Client Suitability: Low priced luxury products—national men's clothing

Number of Artists: One

G=S

G-S RADIO PRODUCTION

30 ROCKEFELLER PLAZA

NEW YORK CITY

★

AXEL GRUENBERG

RICHARD STARK



\$125.00 weekly
Facilities: Transcriptions
by: WWNY, Watertown, New York

**James J. Johnston—
Wise Guy**

James J. Johnston, "Wise Guy" is the Jimmy Johnston in dramatized each program, Johnston has a fun with them, and they remind they start unfolding a story, am fades into an actual re- of the true events. Guest consist of people prominent in the public life, such as Jimmy Mack Miley, Bob Pastor, James and others.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Juvenile and male
Suggested for: Evening
Client Suitability: General
Number of Artists: 6 (minimum) to 15
Unit Cost: \$3000 weekly
Facilities: Transcriptions or will accept live talent
Submitted by: Kermit Raymond Radio Productions
(See Page 73)

Joe Boland on Sports

"Boland on Sports" is a 15-minute, one-week sports program conducted by Joe Boland, former Notre Dame coach, under Elmer Layden and one of the "Seven Mules" on the famous "Green Bay Packers" team. In addition to the minute sports news, program features human interest sports story, editorial and Memory Lane, which reviews sports happenings of 5 and 10 years ago. Program includes display ads, theater trailers, and forwards.

Availability: Live talent
Time Units: 15 minutes, 6 times weekly
Audience Appeal: Male
Suggested for: Evening
Client Suitability: Tobacco, automotive, and accessories, insurance
Number of Artists: One
Unit Cost: Furnished on request
Facilities: Transcriptions
Submitted by: WSBT (South Bend)

News & Sports Views

The broadcast originates in the KXEL station. The program is introduced by a studio announcer. News headlines are read by George Cremeens. News items, Sports headlines and baseball news is then given by Deane Long, Sports Director and Sportscaster. This is followed by the war news—then come the sports news. The program then leads up to the minute baseball news. Cremeens then follows with news from Washington. Long counters with sports items. Cremeens returns with a human interest story of local interest. Long concludes with the sports oddity and news of the day. A rapid-fire news item keeps afternoon radio listeners interested.

Availability: Live talent and E. T.
Time Units: Fifteen minutes, 5 times weekly
Audience Appeal: Female and Male
Suggested for: Afternoon, P.M.
Client Suitability: Practically any sponsor who wants to reach a peak afternoon audience
Number of Artists: Two
Unit Cost: Station time plus \$20 talent per week
Facilities: Transcriptions
Submitted by: KXEL, Waterloo, Iowa

One for the Book

With Sam Balter

Featured on Sam Balter's famous coast-to-coast 15-minute daily network program. "The Inside of Sports," was his unique 5-minute column. "It Happens Once in a Lifetime." Closely paralleling that appeal, "One for the Book," written by Sam Balter, delivers a series of exciting, dramatic, human-interest stories behind the scenes in the realm of sports. A network voice, a network name, a network show—available via transcriptions for local sponsorship. A unique sports program with a proved rating and a remarkable record of sales success. 192 programs recorded . . . can be used as 5-minute program or a feature part of a variety program . . . or 3 stories can be grouped as a 15-minute program.

Availability: E. T.
Time Units: 5 minutes; 3, 5 or 6 times weekly
Audience Appeal: Male
Suggested for: Evening
Client Suitability: Masculine appeal
Number of Artists: 1
Unit Cost: E.T.—based on population
Facilities: Transcriptions
Submitted by: Frederic W. Ziv, Inc., Cincinnati, Ohio
(See Page 38)

One I'll Never Forget

Jack Stevens, sponsored by Phillies Bayuk Cigars over a 74-station network in "The Inside of Sports," is starred in this new transcribed series of 5-minute shows. 78 episodes now ready. Stevens tells unusual and little-known stories about sports headlines, each show sparkling with humor and drama. Stories were told to Stevens personally by sports headlines in every field of sports. Sponsored successfully by men's clothing companies, beer and ale, men's furnishings, jewelers, and others. Available for local or regional sponsorship, or for national spotting in available markets. One sponsor in a city.

Availability: E. T.
Time Units: 5 minutes, 3 or 5 times weekly
Audience Appeal: Male
Suggested for: Evening
Client Suitability: Any product with masculine appeal
Number of Artists: 1
Unit Cost: Based on population of market, power and rates of station used
Facilities: Transcriptions
Submitted by: Kasper-Gordon, Inc., Boston, Mass.
(See Page 62)

Roll Call of Sports

A series of 41 five-minute transcribed programs featuring the popular Stan Lomax, telling interesting yarns about horse-racing, baseball, hockey, fights, football, basketball, swimming, rowing and other sports. A novel feature of this series is that each program ends with a sports question which is answered on the following program. A swell show for relaxation and fun—a program a listening audience will look for.

Availability: E. T.
Time Units: 5 minutes, 3 weekly
Audience Appeal: Male or Entire Family
Suggested for: Evening
Client Suitability: Men's Store— Beer— Soft Drinks
Number of Artists: Two
Unit Cost: \$5.00 per program
Facilities: Transcriptions
Submitted by: Transcribed Radio Shows

Saturdays Races

Running account and prices paid—all

races, all tracks in U. S. and Cuba and Mexico. Popular E T music between races. Commercial time unlimited. Calls on each race at 1/4—1/2—stretch and finish—reliable wire service direct to WLAP studios—experienced announcer. 8 1/2 years old—local sponsors every week. 1:00 P.M. to 5:00 P.M. CWT—winter months—before and after baseball summer. Especially large woman's audience but best for tobacco or beverage. \$200.00 weekly, including all fees and station time.

Availability: Live talent
Time Units: 1 to 5 P.M. C.W.T., Saturdays only
Audience Appeal: Female or male
Suggested for: Afternoon only
Client Suitability: Beverages or tobacco
Number of Artists: 3
Unit Cost: \$200.00 (slight rate adjustment for summer, when time reduced because of baseball)

Audition Facilities: Transcriptions
Submitted by: WLAP, Lexington, Ky.

Speaking of Sports

A 600-word column (daily—Monday through Saturday) written in a breezy style aimed at gaining and holding the interest of sports fans. It features prominent figures and organizations in the field of sports—with heavy emphasis on variety and change of pace.

Availability: Live talent
Time Units: 5 minutes, 6 times weekly
Audience Appeal: Male
Suggested for: Evening
Client Suitability: Beer, taverns, liquor, cigarettes, restaurants, sporting goods
Number of Artists: 1
Submitted by: United Press, New York, N. Y.
(See Page 3)

Sportscast

The nation's hot bed of scholastic sports competition makes WHBC's daily sportscast an outstanding program for it sustains interest in scholastic sports the year round. Naturally the program also includes complete coverage of national sports of all types. The program is even more attractive in view of the fact that the station carries play-by-play descriptions of all high school football and basketball games as well as Mutual's boxing bouts, world series, horse races, football games, etc.

Availability: Live talent
Time Units: 15 minutes, 6 days weekly
Audience Appeal: Entire family
Suggested for: Late afternoon or late evening
Client Suitability: Any product especially for men (cigars, gasoline, clothing, beer, etc.)
Number of Artists: One
Unit Cost: \$204.00

Audition Facilities: Transcriptions
Submitted by: WHBC, Canton, Ohio

Sports Edition

Three and one-half hour program featuring latest baseball, football, basketball and horse race results—popular music interspersed and 5 minutes latest war news on the hours.

Availability: Live talent or E. T.
Time Units: 15 minute strips, 6 times weekly
Audience Appeal: Female or Male
Suggested for: Afternoon, 2:00 to 5:30 p.m.
Client Suitability: Tobacco products, automotive, foods, beverages
Number of Artists: 8
Unit Cost: \$200 per week—time and talent
Audition Facilities: Transcriptions
Submitted by: WIND, Chicago, Ill.

KLX

PROUD OF THESE FACTS

- more newcasts per week than any other network or independent station in the area.
- more industrial advertisers than any other network or independent station in the area.
- more origination of local special events than any other network or independent station in the area.
- more theater and entertainment sponsorship than any other network or independent station in the area.
- more sponsors from Metropolitan Oakland than any other network or independent station in the area.
- more fan mail than all other Oakland stations combined.

Here's why—

- ★ Associated Press News (on the hour, every hour)
- ★ World Broadcasting System (Music).
- ★ KLX has originality, showmanship, best dial position and greatest newspaper promotion.

KLX CENTERS THE DIAL AT **910 KC.**
Tribune Tower :: Oakland :: California

SPORTS

Sports From a Different Angle

Jerry Burns, with all-around sports background, offers his views of sports, summarizes day's activities, predicts, interviews, includes human interest stories, and comments on moves made by sports officials.

Availability: Live talent
Time Units: 15 minutes, 6 times weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Tobacco, beverages, products of male appeal
Number of Artists: One and guests
Unit Cost: Sent on request
Audition Facilities: Transcriptions
Submitted by: KXOK, St. Louis

Sports Picture

A new slant on sports idea. From the day's sporting events, two thrills are selected. With crowd noise for effect, they are given a sportscaster's play by play. On days when few events are taking place—sportscaster recreates or goes out on the limb and pre-creates a sports thrill.

Submitted by: KMJ, Fresno, Calif.

Sports Program of the Air

Program consists of latest scores in the major leagues; items on local clubs' activities; interviews with nationally known sportsmen—players—and managers of teams visiting New Haven for engagements at Yale, New Haven Arena, etc.

Availability: Live talent
Time Units: 15 minutes, 6 times weekly
Audience Appeal: Male
Suggested for: Evening
Client Suitability: Food, cigarettes, men's clothing
Number of Artists: 1—Phil Buxbaum, Jr. (commentator)
Unit Cost: \$48

Audition Facilities: Transcriptions
Submitted by: WELI, New Haven, Conn.

The Sportsman—(Telescript)

This program brings the sports fans the daily color, the excitement, the background, on the world of sports—all the information about teams and players, clubs and managers.

Availability: Live talent, sample script
Time Units: 15 minutes, six times weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Local and national spot advertisers
Number of Artists: 2 (Announcer—commentator)

Audition Facilities: Sample script
Submitted by: Press Association, Inc.

Sports with Bob Steele

What makes one sportscaster better than another? Excellent air delivery, a wide knowledge of the subject, keen insight leading to accurate forecast, the ability to apply turn a phrase and make a sentence something more than just a football score. Such a personality is Bob Steele, a Southern New England "institution" whose frequent contributions on timely sports to national magazines have further established his radio reputation as an authority in his field.

Availability: Live talent
Time Units: 15 minutes, 7 times weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Almost anything
Number of Artists: 1
Unit Cost: Available on request
Audition Facilities: Transcriptions
Submitted by: WTIC, Hartford, Conn.

(See Page 101)

VARIETY

All Girl Revue "The Liberty Belles"

An all girl revue with Arlene Harris, The Human Chatterbox, Sara Berner, Ellen Sutton, Marilyn Hare and an all girl orchestra. The show presents comedy, with two of Hollywood's top comedienne, music and is tuned to the times.

Availability: Live talent
Time Units: Thirty minutes, once weekly
Audience Appeal: Entire family
Suggested for: Afternoon or evening
Client Suitability: General
Number of Artists: Five plus orchestra
Unit Cost: Low
Audition Facilities: Will pipe live talent
Submitted by: Associated Releases

All Out for Victory

"All Out for Victory" is a variety show dedicated to the important part American industry is playing in winning the war. Program features orchestra and soloists, and highlights a dramatic interlude depicting how "Enough in Time" rather than "Too Little Too Late" is turning the tide of victory in favor of the United Nations. Show combines advantages of keeping listeners informed in progress of war effort, and keeps sponsor's name before future consumers.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Large concern devoted at present to war production
Number of Artists: 23 (14-piece orchestra—2 soloists—7 dramatists)
Unit Cost: \$350
Audition Facilities: Will pipe live talent
Submitted by: WAAB, Worcester, Mass.

Believe It or Not Featuring Bob Ripley

This program can contain Believe It or Not concerning the war effort, our heroes and your sponsor's product. It can be produced in army camps or can feature remote pickups from all over the world. Everything of vital interest today is a Believe It or Not.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General appeal
Audition Facilities: Transcriptions
Submitted by: General Amusement Corp., New York, N. Y.

(See Page 66)

Boone County Crossroads

"Boone County Crossroads" is a fast-moving, rural variety show, featuring the stars of WLW's famous "Boone County Jamboree" in an entertaining half hour of music and fun. Setting for the show is the Lodge Hall above the post office and general store in a typical American rural crossroad community. Each week the talented, friendly folks of this community get together for a genuine, old-fashioned evening of songs, music, square dancing and rustic fun. This program provides an ideal medium for the sponsor who wishes to reach an all-family audience with a show of proved mass appeal.

Availability: Live talent or E. T.
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any client or product, particularly one aimed at a rural audience
Number of Artists: 15
Unit Cost: On request
Audition Facilities: Transcriptions

Submitted by: WLW, The Crossroads, Cincinnati, Ohio
 (See Page 106)

Carroll Levis' Bri Discoveries

Fifteen minute amateur programs produced and recorded in major cities of England. Ambassadors from the factories, mines, and other war industries of England, selected for the enjoyment of the Hemisphere. Carroll Levis, "Man of Bowes of England" has done a glorious job in the production of this series.

Availability: E. T.
Time Units: 26—fifteen minutes
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: War industry products
Number of Artists: 25 piece orchestra average 6 artists
Unit Cost: Depends on markets
Audition Facilities: Transcriptions
Submitted by: All-Canada Radio, Ltd.

Cheer Up Gang

A daytime variety feature with popular music and comedy, handled by vocal soloists, vocal and house orchestra. Comedy varied and effective under direction of Bob Smith. Each program paced and balanced. Versatility permits wide range of entertainment.

Availability: Live talent
Time Units: 30 minutes, 5 times weekly
Audience Appeal: Female; Male
Suggested for: Morning; Afternoon
Client Suitability: Food, beverages, household goods, cosmetics
Number of Artists: 6, plus 13 orchestra members

Unit Cost: Available on request

Audition Facilities: Transcriptions

Submitted by: Mutual Broadcasting System (for Station WGR, Buffalo, N. Y.)

Company's Coming

"Company's Coming" is a comedy type of program which makes good use of two announcers, plus and is designed to appeal to a wide audience. The tenor soloist is the spot of the program. This is an excellent program to merchandise. Prizes are for the best kitchen short-cuts and embarrassing moments. The latter dramatized and furnishes one good laugh for each program.

Availability: Live talent
Time Units: 15 minutes, three times weekly
Audience Appeal: Entire family
Suggested for: Morning and afternoon
Client Suitability: It's suitable for client manufacturing a product household use
Number of Artists: Three musicians, two announcers, one vocalist
Unit Cost: Furnished upon request
Audition Facilities: Transcriptions
Submitted by: Radio Station WOW, Omaha, Neb.

Cotton Town Jamboree

Saturday night is usually jamboree night in this section. Show features talent recruited from neighboring towns also soldier talent from nearby army. Fast moving variety half-hour with plenty of laughs and good music by talent. Show is M-C'd by station's character "Pete" assisted by staff announcer who acts as stooge. Has been on this section



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

NEWS AS IT HAPPENS

● 1430 ON YOUR DIAL ●



years. Suitable for any type

Live talent
30 minutes once weekly
Appeal: Entire family
for: Evening
Stability: General
Artists: Nine regular
\$50.00
Facilities: Will pipe live talent
by: WFIG, Inc., Sumter, S. C.

County Fair

ced for radio—the thrills, laugh-
of a county fair, with the audi-
participating in the fun. One of the
tough shows ever produced.
offered for stunts.
Live talent
30 minutes, once weekly
Appeal: Entire family
for: Evening
Stability: Any family product
Artists: 10
\$2,750
Facilities: Transcriptions
by: William Gernannt, New
N. Y.
(See Page 96)

Subtree's Matinee

Joyce Crabtree known as the
elles of Central New York—
director who was selected for ap-
on Fred Allen program by
University students. Produces,
stars in his daily matinee.
interviews, philosophy, dramatic
transcribed music.
Live talent
15 and 30 minutes, 5 weekly
Appeal: Female
for: Afternoon
Stability: General
Artists: One to three
\$75.00 weekly
Facilities: Transcriptions
by: WFBL, Syracuse, N. Y.

Dramagrams

"Dramagrams" combines an unusual
participation show with a series
dramatic skits, filled with ap-
little known facts and facets of
people, places and things.
takes behind the scenes interest
audience as diversified as the pro-
gram itself. Easy to produce.
going to hear—"Dramagrams"
to sponsorship of a wide vari-
of products.
Live talent
30 minutes, once weekly
Appeal: Entire family
for: Evening
Stability: Unlimited variety.
Artists: 6-8
\$85, plus cost of orchestra, if
used, and plus cash prizes
Facilities: Transcriptions
by: WFBR, Baltimore, Md.
(See Page 105)

Fiesta Time

laughter, Latin-American music
and in the style of an early Cali-
Fiesta. Master of ceremonies and
singer both with Spanish dialects.
announcer are the three featured
acters, along with a gay background
Live talent or E. T. Both
29½ minutes, once weekly
Appeal: Entire family
for: Evening
Stability: Clothing store, bever-

ages, auto sales and service, food
products, etc.

Number of Artists: Three
Unit Cost: \$53.00 per program
Audition Facilities: Transcriptions
Submitted by: KVEC, San Luis Obispo,
Calif.

Friendly Open House

A 45-minute variety participation type
program featuring music by Walberg
Brown and his Clevelandaires (11 piece
orchestra) popular songs by Reg Merri-
dew, tenor, and comedy by Wayne Mack,
master of ceremonies, Henry Pildner,
professor of piano and double-talk, and
anyone else who goes by the mike. An
original and entertaining program with a
special, comedy build-up adding more
than usual interest to both live and tran-
scribed announcements participating in
the program.
Availability: Live talent; both
Time Units: One minute or less, 1 to 5
times weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: Most any type or ser-
vice
Number of Artists: 14
Unit Cost: Regular card rates on an-
nouncements
Audition Facilities: Transcriptions
Submitted by: The WGAR Broadcasting
Company, Cleveland, Ohio
(See Page 71)

Funny Money Club

A half hour show presented weekly to
a live studio, theatre or auditorium audi-
ence. Sponsor allots so much cash per
broadcast with which the Master of
Ceremonies buys funny items from mem-
bers of the audience. Maybe the M. C.
offers \$2.00 for a third of a shoe-string or
one-half of a tooth pick—or an unused
corn plaster. Anything goes. It's a fast
moving half hour show backed up by an
orchestra. The comedy of the show enters
in when the M. C. asks for some very
unusual and comic item for which he
offers to pay a sizeable sum in cash.
Availability: Live talent and E. T.
Time Units: One half hour (once) weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General sponsorship
with products for general family
usage
Number of Artists: Four announcers (in-
cluding M. C.) and 8 piece orchestra
Unit Cost: Station time plus talent for
announcers and orchestra, plus cash
allotment for each broadcast
Audition Facilities: Transcriptions
Submitted by: Radio Station KXEL, Water-
loo, Iowa

Game Parade

"Game Parade" produced by Natalie
Prager, greatly experienced in this field
through long years of active air work
through CBS and Blue, is the show which
gives the kids a chance to play. Fresh,
new talent is always bobbing up and the
youngsters play with the show with spirit
and gayety which makes the show for
more than juvenile appeal. This is a
show for the sponsor who believes that
the youngster "makes mum buy."
Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Juvenile
Suggested for: Morning or afternoon
Client Suitability: Product in which a
child's interest can stimulate sale

Number of Artists: Variable
Unit Cost: \$600
Audition Facilities: Transcriptions or will
pipe live talent
Submitted by: WJZ-Blue, New York, N. Y.

Gloom Dodgers

The biggest variety show in radio, four
solid hours of songs and fun, Monday
through Saturday, brings listeners big
name stars from 9 a.m. to 1 p.m. "Gloom
Dodgers" is that live-talent, gay and tunef-
ful show that provides the currently-sought
"escape" entertainment of music and com-
edy in the morning, and with it blends
informative 15-minute news reports. In-
formal, strictly off-the-elbow, casual . . .
this sparkling program gets close to its
audience.
Availability: Live talent
Time Units: 15 minutes, 6 times weekly
Audience Appeal: Entire family
Suggested for: Morning, 9:00 a.m. to
1:00 p.m.
Client Suitability: Food, cigarette, soap,
wine
Number of Artists: 25
Audition Facilities: Transcriptions or will
pipe live talent
Submitted by: WHN, New York, N. Y.
(See Page 14)

Good Sports

Theoretically aimed at shut-ins (who're
"Good Sports" about everything) this pro-
gram's a lively hodge-podge for every-
staff orchestra, the cheerful Charlies,
with Vocalist John Chapman. Daily format
one, featuring Lowell Blanchard and the
includes comedy skits, tune identifica-
tions, quizzes by listeners, bright melo-
dies, general good humor. Offered on spot
announcement basis.
Availability: Live talent

Time Units: (3:30-4:00 p.m.) 30 minutes, 5
times weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: General
Number of Artists: Seven
Unit Cost: On application
Audition Facilities: Transcriptions
Submitted by: WNOX, Knoxville, Tenn.

Hackberry Hotel

Locale of this program is the Hackberry
Hotel of Bugtussle, Texas. Hack Berry,
owner and manager of the hotel, is as-
sisted by Willie Botts, colored porter.
Guests that stop at the hotel are used in
the form of phonograph recording artist.
For instance, Bing Crosby is stopping at
the hotel and Crosby records are used.
Commercials worked in as appearing in
the Bugtussle Bugle, local paper. Down
to earth humor is keynote of this pro-
gram.
Availability: Live talent or E. T.
Time Units: 15 or 30 minutes, 3 or 5 times
weekly
Audience Appeal: Entire family
Suggested for: Morning or afternoon
Client Suitability: Low priced commodities
Number of Artists: 3 and records
Unit Cost: Price upon request
Audition Facilities: Transcriptions
Submitted by: WFAA-KGKO, Dallas, Tex.

Have You Got It?

Daily quarter hour in which Walt
Framer asks for silly, ridiculous items
from the audience. Silver dollars are used
as prizes, the amount pyramiding when
an item called for is not obtained. Lis-
teners submit Have You Got It sugges-
tions by mail and receive prizes for use
of their suggestions. Funny questions are

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to
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1041 N. Las Palmas

Hollywood, California

Eastern Office:
601 Earle Building, Washington, D. C.



used in the resultant interview when an item is obtained. Show opens with familiar sldeshow pitchman jargon identifying the program. Was sponsored in Pittsburgh for 112 weeks.

Availability: Live talent or E. T.
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Afternoon or evening
Client Suitability: Perfect for items that can be sampled on the program
Number of Artists: Walt Framer as MC plus announcer
Audition Facilities: Will pipe live talent
Submitted by: Walt Framer Productions

Hawaii Calls

"Hawaii Calls" from 1934 to Pearl Harbor combined music by finest native Hawaiian instrumentalists and vocalists (Al Perry's Singing Surfriders, Waikiki Girls, etc.) with salutes to states in the form of interviews of Island visitors. After Pearl Harbor program pattern was quickly expended to include interviews of four or more American servicemen on each feature from state saluted. It accordingly serves as weekly bridge between U. S. and men in service, with definite morale building qualities for both elements. Feature comes directly from Hawaii via short-wave.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Female; Male
Suggested for: Afternoon or evening
Client Suitability: Tobacco company
Number of Artists: Approximately 15
Unit Cost: \$400
Audition Facilities: Transcriptions
Submitted by: Mutual Broadcasting System (for Station KGMB, Honolulu), New York, N. Y.

Hearts and Flowers

A modern replica of a theatrical performance of the 1880's. Features a weekly drama, overtures, olio specialties and instrumental solos. "Hearts and Flowers" is produced in the style of the times and is not a burlesque. Features artists who well-known and who can "double in brass" as actors and vocalists. Produced in costume before an audience. A tested radio program.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Moderately priced household products and institutional
Number of Artists: 20
Unit Cost: Moderate cost
Audition Facilities: Will pipe live talent
Submitted by: WGN, Inc., Chicago, Ill.

Here's How

"Here's How" is a novel program which answers any type of question that a listener may want to know the answer to. It will tell you anything from how to bathe a baby, to what color shoes are appropriate for a certain type of evening gown. It tells you what you can do to spend an enjoyable afternoon at no cost—or how to prepare filet mignon. It recommends the best products, and gives any information except information barred from the air due to professional ethics.

Availability: Live talent
Time Units: 15 minutes, six times weekly
Audience Appeal: Entire family
Suggested for: Morning or afternoon
Client Suitability: Only acceptable products of quality
Number of Artists: One Radio Personality plus research staff

Unit Cost: On request
Audition Facilities: Transcriptions
Submitted by: WBYN, Brooklyn, Inc. (See Page 94)

Hillbilly Hit Parade

A clever, proven program of all American music embracing many well known artists of their particular field. Good voices, splendid instrumentation, strictly rural comedy. This show has proven its tremendous selling ability in the Southwest, is available for exclusive territory at attractive prices. Custom built to meet your individual requirements.

Availability: E. T.
Time Units: As desired
Audience Appeal: Entire family
Suggested for: Any time for morning, afternoon or evening
Client Suitability: Proprietary, foods, clothing and many others
Number of Artists: Average 10
Unit Cost: Small, dependent upon coverage, stations used and frequency
Audition Facilities: Transcriptions
Submitted by: Sellers, Inc., Dallas 2, Tex.

In Back of the Front

A quarter-hour weekly musical program with the WGY Studio Orchestra, under the baton of Frank Glenn, featuring vocals by popular "Vicki"—and stories of our boys in camps and on the battlefield—the lighter side of the war, jokes, and homey philosophy now and then brightening the sad picture that war imposes upon us. Presented every Monday at 6:30.

Availability: Live talent or E. T.
Time Units: 15 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Morning, afternoon or evening
Client Suitability: Various
Number of Artists: 15
Unit Cost: On request
Audition Facilities: Transcriptions
Submitted by: WGY, Schenectady, N. Y.

John Beverly's Hollywood

John Beverly, well known Hollywood leading man and director, presents Hollywood's stars in their homes, in their private lives in their colonies. Each week a different star of Hollywood will be your host of hilarious entertainment. Hollywood's starlets will send their greetings in song and dance to their home towns. John Beverly's Hollywood is in your home. In any state of this Union you might be You will enjoy the thrills of klieg-lights, the glamor of stars, the music of Hollywood leading bands. A half an hour of finest entertainment you'll be waiting for.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any type of client
Number of Artists: 8-10, including stars; orchestra extra
Unit Cost: \$10,000, including orchestra
Audition Facilities: Will pipe live talent
Submitted by: Hollywood Star Production Co., Hollywood, Calif.

Johnny Mercer's Music Shop

"Johnny Mercer's Music Shop" is a musical show starring Johnny Mercer, song and patter. Ella Mae Morse, Jo Stafford, The Pied Pipers, Paul Weston and his music, and a guest star.

Availability: Live talent
Audience Appeal: Entire family
Submitted by: Ken Dolan & Co. (See Page 97)

KMO Juniors

"KMO Juniors" is a juvenile show that is on the professional Thirty minutes of singing, character tap dances, duos and trios, trios of the better instructors. Now produced as a sustainment with each program carefully and timed, using only the best ranging in age from four to 15 date, graduates of these "Stomorrow" programs include one with a five year Hollywood cast a trio now singing with one of try's name bands!

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: 10:30-11:00 a.m.
Client Suitability: Dairies, manufacturers of soda pop, candies, etc.
Number of Artists: 2 (pianist and of ceremonies)
Unit Cost: Station time, plus \$35 production and talent
Audition Facilities: Transcriptions
Submitted by: KMO, Tacoma, W.

Listen with Len

Six day weekly show from 8 p.m. A variety, record and tap show originating in window of Street store. Foot traffic at this excellent. M.C'd by Ted Le known to San Francisco listeners interviews a daily feature. structured to offer plenty of appealing to "mass." Spot announcements on participating basis or time available for sponsorship. Splendid pull.

Availability: Live talent or E. T.
Time Units: Daily—150 minutes; weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: General low products
Number of Artists: 1
Unit Cost: Rate card forwarded upon application
Submitted by: KSAN, San Francisco

Listen Please

"Listen Please" is a participatory featuring records and transcripts most requested music plus airing of material submitted by listeners. does with a bit of comedy for an upper, aired for one hour an hour day. Draws a mail response average 125 letters daily.

Availability: Live talent
Time Units: 90 minutes, six days weekly
Audience Appeal: Entire family
Suggested for: Morning
Client Suitability: Any spot advertisement common, widely sold products
Number of Artists: Two—master of ceremonies and commercial announcements
Audition Facilities: Transcriptions
Submitted by: WJPF, Herrin, Ill.

Little Old New York

Many things take place in "Little Old New York" especially behind the lights and the microphones, and floors of New York's thousand Cafe Night Clubs and Restaurants. Kane—Broadway reporter for a century scoops his own column the benefit of the radio audience, those who write to him how they spend an enjoyable evening... show to see... what restaurant to... what Cafe has the best show.

PROFESSOR QUIZ

COUNTY FAIR

RACE AGAINST TIME

MEET AMERICA

JOE & ETHEL TURP

YOU WERE MEANT TO BE A STAR

with Dorothy Arzner

WILLIAM GERNANNT

521 FIFTH AVE., NEW YORK

Vanderbilt 6-1750



Availability: Live talent or E. T. Both
Time Units: 15 minutes, 6 times weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Theatres—Cafes—Res-
 —Night Clubs
Number of Artists: 1 (Johnny Kane)
Unit Cost: On request
Audition Facilities: Transcriptions or will
 live talent
Submitted by: WBYN, Brooklyn Inc.
 (See Page 94)

Madies or Madness

Very different in an audience par-
 show. It can be used by local
 suitable for network sponsor-

Availability: Live talent
Time Units: 15 or 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: One plus orchestra
Unit Cost: Very low
Audition Facilities: Will pipe live talent
Submitted by: Associated Releases

Mid-Day Matinee

Interest from the various news
 beginning with the oddities and
 and proceeding on through the
 men's news, local news, a spe-
 feature and topped off with a
 the American Hero of the day.
 features is blended with care-
 introduction, background
 music. A guest artist is pre-
 two selections.

Availability: E. T.
Time Units: 25 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Afternoon or evening
Client Suitability: Wide open for partici-
 or sponsorship by general
Number of Artists: One
Unit Cost: Rate card plus production
Audition Facilities: Transcriptions
Submitted by: KSM, Salem, Oregon

My Merry-Go-Round

My-go-lucky variety show which
 continuously for seven years on
 Monday through Saturday. Head-
 gram Director Lowell Blanchard
 "My-Go-Round" combines swing,
 music and hymns with fast dia-
 genuine comedy situations in a
 show (with a paying studio
 every day!) Available in 5, 10,
 15-minute strips or on spot announce-
 ments.

Availability: Live talent
Time Units: 5, 10, and 15-minutes, on spot
 announcement basis.
Audience Appeal: Entire family
Suggested for: Afternoon, 12:05-1:15 p.m.
Client Suitability: Practically unlimited—
 tried by experience.
Number of Artists: 20
Unit Cost: On application
Audition Facilities: Transcription
Submitted by: WNOX, Knoxville, Tenn.

Birth and Madness

Track Kirkwood, 30 years in show
 with Tommy Harris, former Fib-
 and Molly vocalist, Barbara
 popular singer and small cast with
 Fleeman's orchestra. Fed transcon-
 Coast to Coast NBC from San
 six half-hours weekly. Break-
 type of show with many comedy
 offers fine possibilities for sponsor
 and product build up.

Availability: Live talent
Time Units: 30 minutes, twice weekly
Audience Appeal: Entire family
Suggested for: Morning, afternoon or eve-
 ning
Client Suitability: Food, or any essential
 product
Number of Artists: 4 (8 men and leader in
 band)
Unit Cost: \$900 single show weekly with
 discount on quantity
Audition Facilities: Transcriptions
Submitted by: KPO, NBC, San Francisco,
 Calif.

Movie Matinee

"Movie Matinee" is a half-hour pro-
 gram which contains a full program at
 the movies via radio. The program opens
 with an overture, then a dramatized movie
 newsreel followed by a selected short
 subject which can be musical or an inter-
 view. This is followed by a quiz contest
 called "movie" and the program winds
 up with a feature presentation, a 10-
 minute dramatization. The contest can be
 used for all forms of merchandising. This
 program has been tested on WNEW with
 exceptionally good results.

Availability: Live talent or E. T.
Time Units: 30 minutes, 3 times weekly
Audience Appeal: Entire family
Suggested for: Morning or afternoon
Client Suitability: Women's products, cos-
 metics, glamour products, food
Number of Artists: 8, plus orchestra
Audition Facilities: Transcriptions or will
 pipe live talent
Submitted by: David Lowe Productions,
 New York, N. Y.

Navy Send-off Breakfast

"Navy Send-Off Breakfast"—starting its
 second year, honors the men shoving off
 for service. Officers from the United States
 Navy, seasoned seamen, Navy recruits,
 Navy mothers, wives and other prominent
 guests are interviewed. WTOL emcee,
 vocal talent and orchestra aid in making
 this program light and enjoyable. Spon-
 sors greet radio audience as well as break-
 fast guests. No actual commercial copy is
 used but industrialists express apprecia-
 tion for opportunity of sponsoring these
 morale-building broadcasts built to sell
 the United States Navy.

Availability: Live talent
Time Units: 8:30-8:55 a.m.—25 minutes,
 once weekly
Audience Appeal: Entire family
Suggested for: Morning
Client Suitability: Manufacturing concerns
Number of Artists: 6, plus orchestra
Unit Cost: \$125 to \$200 per program
Audition Facilities: Transcriptions
Submitted by: WTOL, Toledo, Ohio

Open House

"Open House" is just what the name
 indicates. A live orchestra, Master of
 Ceremonies, vocalists and guests present
 45 minutes before an audience in audi-
 torium studio. Service men and women
 are interviewed. Variety of music is dis-
 pensed.

Availability: Live talent
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Female
Suggested for: 2:15-3:00 p.m.
Client Suitability: Foods, cosmetics, soft
 drinks, confections
Number of Artists: 7 to 12
Unit Cost: \$85 for 5 quarter-hour stripes
Audition Facilities: Transcriptions
Submitted by: WLAV, Grand Rapids, Mich.

Open House for Service Men

Musical variety show and "open house"

for service men. Original feature is "Keep
 'Em Happy Department." Service men
 on program voice requests of all kinds.
 To go fishing, horseback riding; for a
 banjo; or to meet a girl who speaks Portu-
 guese. Requests are granted eagerly by
 listeners. Service man on program meets
 local girl (both blindfolded) for "blind
 date." Sponsor foots bill for couple's
 dinner and evening's entertainment. Re-
 turned war heroes make guest appear-
 ances.

Availability: Live talent
Time Units: 30 minutes once weekly
Audience Appeal: Entire family
Suggested for: Sunday afternoon or any
 evening
Client Suitability: Particularly suited for
 institutional message. Sponsored 26
 weeks by local bank
Number of Artists: 8, plus guest musical
 acts
Unit Cost: \$225 per week
Audition Facilities: Transcriptions
Submitted by: WKY, Oklahoma City, Okla.

Palace Hotel

There's always something doing at that
 fabulous hostelry "Palace Hotel." In a
 series of hilarious half-hour programs
 the bewildered Edward Everett Horton,
 the manager, endeavors to adjust himself
 to the problems of a full hotel that is
 short on domestic help because of the
 war. He is aided and abetted in his
 plight by comedienne Patsy Kelly, vo-
 calist Martha Tilton, negro comic "Nico-
 demus," orchestra leader Phil Ohman and
 announcer Perry Ward. "Palace Hotel"
 is tuned to the times, adapting the amu-
 sing situations afforded in a theatrical
 hotel to the drastic changes in such life
 that the war has brought.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any client
Number of Artists: Six to eight and or-
 chestra
Unit Cost: Available on request
Audition Facilities: Transcriptions
Submitted by: National Concert & Artists
 Corp.

Private Smiles

"Private Smiles" is a young and per-
 sonable girl who regularly visits the
 USO, Service Centers, and Canteens, and
 talks to men in Service. She finds out
 what music they like and gets their re-
 actions to Life in Service, Kansas City,
 etc. She then goes on the air with patter
 and recordings. "Private Smiles" holds
 the interest of every radio listener with
 friend or relative in the Armed Service.
Availability: Live talent or E. T.
Time Units: 15-minutes, 5 or 6 times
 weekly

Audience Appeal: Entire family
Suggested for: Afternoon 5:15 to 5:30 p.m.
Client Suitability: Any product for en-
 tire family particularly for product
 used by men in Armed Services.
Number of Artists: One
Unit Cost: \$50 per week
Audition Facilities: Transcriptions
Submitted by: Kay Wear Productions

Pronto's Program

A record program carrying a member-
 ship club format. All those requesting
 Pronto Club membership cards receive
 the cards which are numbered and from
 time to time their number is called for
 various prizes. Pronto is the trademark
 of WPDQ and is personified in all news-

**"JOHNNY MERCER'S
MUSIC SHOP"**

Starring

JOHNNY MERCER

Pepsodent
N.B.C.

Tuesdays
10-10:30 P.M. EWT.

Management

KEN DOLAN & CO.

8905 Sunset Blvd., Hollywood, Calif.



paper and magazine copy with a drawing of a cheerful little fellow, a hustler serving WPDQ sponsors and its listeners. The Pronto Program keeps this trade mark alive and Pronto is always brought into the show in much the same way as Duffy on the Duffy Tavern program.

Availability: Live talent

Time Units: 55 minutes, Monday through Friday

Audience Appeal: Entire family

Suggested for: 3:05-4:00 p.m.

Client Suitability: Suitable for practically any product with mass appeal

Number of Artists: 1

Submitted by: WPDQ, Jacksonville, Fla.

Rhythm Road

A snappy, fast-paced musical show starring Johnny Morgan, promising new comic (Blue Network discovery), Helen O'Connell, famous vocalist with Jimmy Dorsey, and record seller extraordinaire, with Jimmy Lytell and the Blue Network orchestra (Lytell is one of the "greats" on the clarinet). A variety show, emceed by a warm, young and friendly comic, with the best in pop music. A show with all of the variety and appeal which has characterized most of the big rating shows.

Availability: Live talent

Time Units: 30 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: Various

Number of Artists: Variable

Unit Cost: \$3,875

Audition Facilities: Transcriptions or will pipe live talent

Submitted by: WJZ-Blue, New York, N. Y.

Rise and Shine

A bright morning show with time signals, 5 minutes of news, baseball scores

and items of local interest. Variety of recordings—pops, novelty numbers. MC'd by Micky Carlton in breezy style (without corn-fed gags). Precedes CBC Newscast. Open for participating sponsorship at spot rates.

Availability: Live talent

Time Units: 1 minute, 2 to 6 times weekly

Audience Appeal: Entire family

Suggested for: Morning, 8:30-9:00 a.m.

Client Suitability: Household products, drugs, soaps, food, cleaning fluids

Number of Artists: M.C. and commercial announcer

Submitted by: CKWS, Kingston, Ont., Can.

Saturday Smorgasbord

Saturday Smorgasbord is a complete variety show. With Bee Baxter as emcee, it presents Randy Merriman, with "Dollars for Dillies," an audience participation money give-away; Del Franklyn, with "White Elephant Club," an audience participation swap-shop; Perry Martin, singing star; the "verse-squeaking" choir; Jimmy Valentine, announcer, and Leonard Leigh and the KSTP orchestra. It's a completely zany show, playing to a live studio audience. KSTP's exclusive Planalyzed Promotion is available for a complete merchandising job.

Availability: Live talent

Time Units: 15 or 30 or 1 minute, once weekly

Audience Appeal: Entire family

Suggested for: Morning; now aired 10:00-10:30 Sat.

Client Suitability: Foodstuffs and allied household products and almost anything else.

Number of Artists: Varied—10-15

Unit Cost: Contact Station

Audition Facilities: Transcriptions

Submitted by: KSTP, Minneapolis, Minn.

Shady Valley Folks

A hillbilly variety feature including the original "Buckeye Four," singers Naomi Crawford, Jackie Hill, Texie Halle and banjoist Homer Davenport. Emphasis on variety of music performed by versatile group. Excellent local sales record over originating station, KWK, St. Louis.

Availability: Live talent

Time Units: 30 minutes, 5 times weekly

Audience Appeal: Entire family

Suggested for: Morning or afternoon

Client Suitability: Staple products

Number of Artists: 10

Unit Cost: \$1,250 for 5 broadcasts

Audition Facilities: Transcriptions

Submitted by: Mutual Broadcasting System (for Station KWK, St. Louis), New York, N. Y.

(See Page 10)

Slaughter House Players

The satirist's holiday. This is a comedy-variety show which each week takes apart a current movie, book, play or radio show. Nothing is sacred with "The Slaughter House Players." Scripts by Arthur Henley.

Availability: Live talent

Time Units: 30 minutes, once weekly

Audience Appeal: Female; Male

Suggested for: Evening

Client Suitability: Mass product appeal

Number of Artists: Average 8

Submitted by: American Radio Syndicate, New York, N. Y.

Song and a Smile by Marty & Lyle

This program is a boy and girl duo type show which features a little free banter, repartee and finishes off with a song. The characters are Marty and Lyle. The show is written by Marty Thomson. It's a very neat five-minute package. The show is easy to handle, has a two voice commercial, and plenty of listener appeal.

Availability: Live talent

Time Units: 5 minutes, five weekly

Audience Appeal: Entire family

Suggested for: Morning, afternoon or evening

Client Suitability: Any sponsor accepted by radio

Number of Artists: Two

Unit Cost: Furnished upon request

Audition Facilities: Transcriptions

Submitted by: WOW, Inc., Omaha, Neb.

The Country Hour

Composite program with WDAY farm editor as emcee . . . embraces live talent group hillbilly singers, guitarist and accordionist. Format arranged so as to be available to advertisers in quarter-hour units or with announcements . . . Morning devotionals, the first news of the day, livestock estimates, and a section devoted strictly to farmers. "Agriculture in the News," are fashioned into the program, which is broadcast from 6 to 7 a.m., Monday through Saturday.

Availability: Live talent

Time Units: 15 minutes or announcements, 6 times weekly

Audience Appeal: Entire family (farm)

Suggested for: Early morning

Client Suitability: Farm products or products for the farm home

Number of Artists: 1 announcer, 4 musicians

Unit Cost: \$22 per quarter hour, \$10 talent per quarter hour

Audition Facilities: Transcriptions

Submitted by: WDAY, Inc., Fargo, North Dakota

The Fun Shop

Program is designed to originate in

audience studio or theatre or unusual and comic stunts are done a hat by the contestants selected the audience, prior to broadcast. The act required may be any which are pre-determined. An is used to back up the show.

Availability: Live talent and E.

Time Units: One half hour once

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: Someone who

sell the entire family on a

items used by the family

Number of Artists: Two announcer

8 piece orchestra

Unit Cost: Station time plus \$50

per broadcast

Audition Facilities: Transcription

pipe live talent

Submitted by: KXEL, Waterloo,

The Jingle Program

An audience program where contestants are given thirty seconds who the jingle is about.

Availability: Live talent

Time Units: 30 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: General

Number of Artists: M. C.; singer

and timekeeper

Unit Cost: \$1000.00 per show

Audition Facilities: Will pipe live

Submitted by: W. M. Ellsworth,

Ill.

The Lucky Listener's

This is a thirty-minute program of music, poetry (one humorous serious), a "thought for today." I write in their names, addresses, on days, and the list of names is chosen from which a daily winner is selected. The winner's prize is merchandise one of the sponsors. Also those with a birthday that day are congratulated and their horoscope is read. Program put on by two people, one woman and one male announcer.

Availability: Live talent

Time Units: Thirty minutes, five weekly

Audience Appeal: Entire family

Suggested for: Afternoon—3:30 to

Client Suitability: General

Number of Artists: Two

Unit Cost: Standard rate and time rates plus \$10.00 per week talent fees

Audition Facilities: Will pipe live talent

Submitted by: KBIM, Jonesboro, Ark.

The Meal of Your Life

"The Meal of Your Life" is a dramatic variety show featuring such big personalities as Elsa Maxwell, George Lawrence, Ilka Chase, Burgess Meredith, George Jessel, Rosemary Lane, Sparks, Paul Lukas and many of equal name value. On each show a different guest star (in some cases than one) appears with an outstanding supporting cast of Broadway and wood talent. Each program re-enacts an important meal in the life of the guest a meal they remember most vividly something that happened on that occasion. A complete merchandising and publicity campaign goes with the show. Booklets are given away each week no cost to sponsor. All sales promotional material is free.

Availability: Live talent or E. T.

Time Units: 15 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Sunday afternoon or

evening

DRAMA

COMEDY

★ ARTHUR HENLEY ★

Writer - says "Thanks"

PAST

Rhythm Road (BLUE) Keep Ahead (MUTUAL)

Star Spangled Theatre (NBC)

Numerous Commercial One-Shots

Spot Announcements

PRESENT

Everything Goes (NBC)

War Scripts (Writers' War Board, OWI, Treasury)

Thirteen by Henley (U. S., Canada, South America)

"N. Y. Times" Feature Stories on Radio Biz

Please see this issue for further details on

Thirteen Spook Street (Dramatic Series)

Thirteen by Hitler (War Shows)

Slaughter-House Players (Variety)

American Scene (Dramatic Series)

Time for Dreaming (Musical)

FUTURE

Well, that's the record.

Let's you and I take it from here!

ROOM 1107

516 FIFTH AVENUE VA. 6-0689 NEW YORK CITY



Stability: Food products, beverage and home appliances
Artists: 8 to 16
Costs: \$4,500 weekly. Rates on request
Facilities: Transcriptions
Submitted by: Kermit-Raymond Radio Productions, New York, N. Y.
 (See Page 73)

The Old Corral

and stories of the Old West
"Pappy" Cheshire, star of CBS
 and Republic Pictures. Vocals
 handled by Sally Foster and
Maney (both of them with great
 built by CBS, KMOX and their
 Disco phonograph records) and
Buffington and a grand male
 Strong merchandising tie-ups
 through Republic Pictures for
 Cheshire will make his fourth fea-
 ture September 1943.
Stability: E. T.
Time Units: Fifteen minutes, 3 or 5 times
Appeal: Has proven its ability to
 attract audience at any time
Artists: Eight
Submitted by: Will be quoted on request to
 Mack W. Ziv, Inc., Cincinnati, ex-
 clusive selling agent for "The Old
 Corral"
Facilities: Transcriptions
Submitted by: Disco Recording Co., Inc.,
 Chicago

Free by One with Wright Mackey

Mackey, staff organist, plays
 pianos and the Hammond or-
 gan simultaneously, and in many differ-
 ent combinations. Old time popular mu-
 sic featured, along with currently popu-
 lar.
Stability: Live talent
Time Units: 30 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Morning or evening
Stability: General
Artists: One
Audition Facilities: Will pipe live talent
Submitted by: WRAK, Williamsport, Pa.

The Smile Shop

actors play many comedy charac-
 ters cut on a transcription, al-
 though station to use regular library
 transcriptions for music when the show
 broadcast, reducing the production
 cost to a minimum. The result is a spark-
 ling hour variety show.
Stability: E. T.
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Early evening
Artists: Two
Costs: \$300 weekly
Facilities: Transcriptions
Submitted by: Mercury Radio Recording

Time Out

series of 26 quarter-hour gay and
 variety shows: Series No. 1 com-
 ically amusing and nonsensical
 jokes of Allen Prescott, favorite
 sung by the glorious voice of
 Light, and sprightly instrumental
 Ted Steele's Novatonies; Series
 features Ted Steele and Grace Al-
 "Nellie the Novachord" in popu-
 lar and patter. Both series have
 commercial lead-ins by the stars,
 ideal for household products, fuel,
 food, and many others. Publicity
 furnished and maximum allow-
 ance for commercials.

Availability: E. T.
Time Units: 15 minutes, 2 times weekly
Audience Appeal: Female; entire family
Suggested for: Morning or afternoon
Client Suitability: Household products, de-
 partment stores, food, apparel
Number of Artists: 5 (combined series)
Audition Facilities: Transcriptions
Submitted by: NBC Radio-Recording Divi-
 sion, New York, N. Y.
 (See Pages 20, 82, 86)

The 950 Club

"The 9:50 Club" is an afternoon variety
 program combining the best in popular
 recorded music and news broadcasts on
 the hour. Program runs from 2 p.m. to
 5:15 p.m., and is conducted by outstand-
 ing M. C.
Availability: Live talent
Time Units: 15 minutes, 6 times weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: WPEN, Philadelphia, Pa.
 (See Page 18)

Vaudeville Matinee

A variation of the "news and music"
 formula for afternoon listening. Runs ap-
 proximately two hours with personality
 announcer announcing bands (recorded)
 as though they were on the stage, each
 spot announcement is "introduced" from
 the vaudeville stage (both live and ET)
 on the hour and half hour the house lights
 are dimmed and the spot goes on the
 news announcer. Different bands, vocal-
 ists (Bing Crosby-Dinah Shore) are fea-
 tured in 15 minute blocks. This show
 plusses the news and music formula with
 a personality announcer known and
 liked in Cincinnati.
Availability: Live talent or E. T. Both
Time Units: 15 or participating spot min-
 utes, 5 times weekly
Audience Appeal: Female; entire family
Suggested for: Afternoon, 2 to 4:30 p.m.
Client Suitability: All types
Number of Artists: One
Unit Cost: Rate card for spots and pro-
 grams
Audition Facilities: Transcriptions
Submitted by: WKRC, Cincinnati, Ohio

Victory Kids

Kid show with 12-year-old M.C. Very
 talented group who have been appearing
 regularly in many bond rallies, helping
 to sell bonds and have become very
 popular in Chicago. Includes short dra-
 matic skits for radio show also.
Availability: Live talent
Audience Appeal: Entire family
Suggested for: Evening or Sunday A.M.
Client Suitability: Any breakfast food or
 dog food
Audition Facilities: Transcriptions
Submitted by: Gordoni Radio Productions,
 Chicago, Illinois

Victory Varieties

Using studio orchestra and guest
 singers, program builds audience with
 popular music, drawing especially well
 with youngsters, high school and uni-
 versity. Dramatic cast puts over current
 war messages in fresh, entertaining man-
 ner.
Availability: Live talent
Time Units: 30 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: Any type
Number of Artists: 9
Unit Cost: 5 a week, talent cost, \$150 a
 week
Audition Facilities: Will pipe live talent
Submitted by: KRNT, Des Moines, Iowa

Victory Time

"Victory Time" involves the use of a
 20 voice choir, 22 piece orchestra and a
 dramatic cast of about ten persons. Popu-
 lar and old favorites are handled by the
 band and chorus. Story of a Cleve-
 lander's contribution to the war effort is
 produced. All original music where
 needed. Musical highlight is a medley
 of tunes dealing with the same subject.
Availability: E. T.
Time Units: Thirty minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: 60
Unit Cost: \$1,200.00
Audition Facilities: Transcriptions
Submitted by: WHK, United Broadcasting
 Co., Cleveland, Ohio

Waiting for the 8:45

A serial strip. A small town in Iowa
 where the local train pulls on a siding to
 let the fast mail go by. Characters—
 engineer and brakeman of local train and
 the old station agent and his daughter,
 who make jokes and sing songs while
 they wait for the last train. Sound effects
 include arrival and departure of the local,
 the passage of the fast train, etc. A good
 show, built for rural listeners.
Availability: Live talent
Time Units: 15 or 30 minutes, five or six
 times weekly
Audience Appeal: Entire family
Suggested for: Morning or evening
Client Suitability: Good for any type
 client. Particularly good for cereal
 or flour
Number of Artists: 4
Unit Cost: Card rate
Audition Facilities: Transcriptions
Submitted by: KFNF, Shenandoah, Iowa

Yankee Doodle Minstrels with Pic and Pat

A streamlined minstrel show, as timely
 as the hot news that's pouring over the
 wires these days. Pic and Pat, America's
 top minstrel men. The only comedy team
 ever starred on two leading shows at
 one time. Maxwell House Show Boat
 and for Dill's Best Tobacco. Mary Small,
 radio and musical comedy star (now star-
 ring in Broadway hit, "Early to Bed");
 Buddy Clark, radio's great singer of popu-
 lar songs. The Modern Minstrel Choir
 and the Yankee Doodle Orchestra. This
 is one of the soundest buys in radio
 right now.
Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Audition Facilities: Will pipe live talent
Submitted by: Wolf Associates, New York,
 N. Y. (See Page 84)

910 Club

Afternoon musical show conducted by
 Harry Koplan. Music requests with con-
 test always in progress. To date, con-
 tests have been "Tall Story," "For Better
 or Verse" and "Drawings." War stamps
 for prizes given daily. Koplan has title
 of 910 Club President. Nicknamed "910
 Corn and Social Club." Good mail draw.
Availability: Live talent or E. T.
Time Units: 1 hour, 6 times weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: Food, beverage, drug,
 cosmetics, cigarettes, clothing
Number of Artists: 1
Unit Costs: \$7.70 per participation
Audition Facilities: Will pipe live talent
Submitted by: KLX, Oakland, Calif.
 (See Page 93)



The
WHEB
"750 CLUB"

For the Women of New England
and Their Homes-The Foundation
of the American Way of Life.

+ OVER
6,013
Active
Members!

"Tomorrow's"
Show—

TODAY!

4 Golden
Availabilities.

• For Complete Story,
Actual Popularity-
Proof, Quiz—

WHEB

PORTSMOUTH,
N. H.



"The Listening Habit of
Central New England"

**Bonds for Sale**

A Mistress of Ceremonies conducts the program. America's Young People, orphans, Boy and Girl Scouts, Campfire Girls and High School choruses furnish the background by singing patriotic and popular war songs. They entertain urging Americans to call in their War Bond pledges. A telephone is at the mike; when it rings, MC answers, talks over singing to the person making the bond pledge. Program opens with MC who says: "Americans, are you listening for its children? Bonds For Sale!" Program is concluded with the pledge of allegiance to the flag.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any
Number of Artists: 2
Unit Cost: \$50
Audition Facilities: Transcriptions
Submitted by: WDSM, Duluth, Minn.

**Calling the AEF
(Originates New York,
Washington and Around
the World)**

This features Robert St. John in five minutes of straight news and one of his inimitable profiles and foreign pickups of eight NBC War reporters from aboard presenting the hero of the week from overseas, mentioning as many names and addresses of the men in service from all the fighting fronts as is possible in the

time allotted to them.
Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Female or male
Suggested for: Morning
Number of Artists: Varies
Submitted by: NBC
(See Pages 33, 34, 35, 36)

**Civilian Defense News
with Lilian Okun**

Miss Okun gathers news of all agencies pertaining to our war effort and presents material in an unusual style—once a week invites guests who are leaders of our Civilian War effort.

Availability: Live talent
Time Units: 15 minutes, 2 or 3 weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: Any public minded sponsor—blackout materials, etc.
Number of Artists: One
Unit Cost: On request
Audition Facilities: Will pipe live talent
Submitted by: Lilian Okun
(See Page 82)

Civilian Soldier

This is the ideal show for present conditions. The program pays tribute each week to the workers on the home front with actual on-the-scene broadcasts from the plant or concern. Interviews with the "civilian soldiers" are highly dramatized and terminate with a presentation of huge American Flag to the organization from the sponsor. This program won the award of S. L. Advertising Club as out-

standing program furthering the War effort.

Availability: Live talent
Time Units: 15 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any type of client
Number of Artists: Four
Unit Cost: Time plus \$40.00
Audition Facilities: Transcriptions
Submitted by: KDYL, Salt Lake City, Utah

**Did You Read?
with Sydney Moseley**

Mr. Moseley will dissect articles, lectures, radio talks on the war. His opening "Did You Read Dr. So & So's article in this morning's Times"—informative and entertaining feature.

Availability: Live talent or E. T.
Time Units: 15 minutes, 2-3.5 weekly
Audience Appeal: Entire family
Suggested for: Afternoon or evening
Client Suitability: Any type of sponsor
Number of Artists: 1
Unit Cost: On request
Audition Facilities: Will pipe live talent
Submitted by: Lilian Okun
(See Page 82)

Dixie Canteen

Variety-comedy program traveling to army camps throughout South-central section of the country. Program consists of Francis Craig's Orchestra; Kay Armen, vocalist; Old Timers Quartet; Kay Carlisle, vocalist; Minnie Pearl, comedienne; five dancers; David Cobb, Master of Ceremonies. One hour program on Sunday

afternoons in post theatres in camps. First half-hour broadcast, half-hour for soldier audience only. Has been running past 50 weeks.
Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Sunday afternoon
Client Suitability: Products used in the service
Number of Artists: 27
Unit Cost: \$440.00 for talent week
Audition Facilities: Transcriptions
Submitted by: WSM, Nashville, Tenn.

Five Minutes with the

Program features State Director Office of War Information in a 5-minute spot with civilian listeners about effort as it affects them. Informative given about rationing, salvage, service, allotments, enlistments, etc. Each program features answers to civic questions sent in by listeners. response shows wide and varied audience.

Availability: Live talent
Time Units: 5 minutes, Monday-Friday
Audience Appeal: Female
Suggested for: Morning, between 10:30-11:30 and noon; now at 1:30-1:35 p.m.
Number of Artists: 1
Unit Cost: \$35 per week (program)
Audition Facilities: Transcriptions
Submitted by: WIS, Columbia, S.C.

Flying for Freedom

"Flying for Freedom" is the story of the fighting skill of the

IRVING STROUSE

WRITER
PRODUCER
DIRECTOR

NOW AVAILABLE

151 West 74th St.

TRafalgar 7-4695

TRANSCRIPTION PROGRAM FOR WARTIME ADVERTISERS

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"SMILIN' ED McCONNELL"
AND
25 OTHER POPULAR SERIES

Gennett & Speedy-Q Sound Effect Records
Largest Library in the World
Latest Warfare Effects Now Available
(Catalogue on request)



Charles Michelson
RADIO TRANSCRIPTIONS

67 West 44th Street,
New York City

MURRAY HILL 2-3

the United Nations. The 26 action-episodes are based on case histories from the files of the RCAF checked for accuracy in every detail. Complete dramatization in each episode with revealing progression of adventures leading to combat flying. Maximum commercial announcements on all programs in accordance with B.C.E.

Availability: E. T.
 Time Units: 30 minutes, once weekly
 Audience Appeal: Male; entire family
 Suggested for: Afternoon; evening
 Client Suitability: Sponsor must be approved
 Audition Facilities: Transcriptions
 Submitted by: NBC Radio-Recording Division, New York, N. Y.
 (See Pages 20, 82, 86)

Who From Hollywood
 Members of the armed forces are invited to the studio to select free gifts to present to their parents, along with a recorded letter and a photograph. Merchandising possibilities of the gift, photo-mounting, etc., are high.
 Availability: Live talent
 Time Units: 15 minutes, 5 times weekly
 Audience Appeal: Entire family
 Suggested for: Afternoon
 Client Suitability: Any sponsor requiring an institutional campaign
 Number of Artists: 2
 Suggested for: On application
 Audition Facilities: Transcriptions
 Submitted by: KNX, Los Angeles, Calif.
 (See Page 44)

Highlights of the Week's News
 A colorful, dramatized review of the week's news highlights, written with attention to the small things that make the big story and prepared by writers with access to complete back-story and historic material. Not just a listing of days-old events but a live review of what has happened in relation to the future.
 Availability: Live talent
 Time Units: 15 minutes, once weekly
 Audience Appeal: Entire family
 Suggested for: Sunday morning or afternoon
 Client Suitability: Virtually any product, particularly for institutional sponsors
 Number of Artists: 1
 Submitted by: United Press
 (See Page 3)

Keep Freedom Ringing
 "Keep Freedom Ringing" is a War Bond show directed to selling War Bonds to the small investor. Listeners are invited at random on the telephone and are given a one hundred dollar War Bond. They can repeat a War Bond Slogan. The show also combines a unique telequiz which permits listeners to win War Savings Stamps sent to them in albums only after they promise to buy these albums and turn them into bonds. Prizes—prizes and prizes are the feature of this show. The show has in its own right sold almost a million dollars in small bonds.
 Availability: Live talent
 Time Units: (Total) One hour, six times weekly
 Audience Appeal: Entire family
 Suggested for: Evening
 Client Suitability: All types—(Prestige and institutional plugs only)—no direct sales copy accepted
 Number of Artists: Master of Ceremonies and musical artists
 Suggested for: On request

Audition Facilities: Transcriptions or will pipe live talent
Submitted by: WBYN, Brooklyn Inc.
 (See Page 94)

Letter From Home
 The program is addressed to a local man or woman now in service. As it is broadcast, it is recorded and the recording is sent to the person to whom it is dedicated. Included in the "Letter From Home" are his or her favorite music (3 selections), greetings from his friends written in the form of a letter, and greetings "in person" from his parents or close friends.
 Availability: Live talent
 Time Units: 15 minutes, once weekly
 Audience Appeal: Entire family
 Suggested for: Sunday afternoon or weekday evening
 Number of Artists: 3
 Unit Cost: \$15
Audition Facilities: Transcriptions
Submitted by: KVOR, Colorado Springs, Colo.

Men, Machines and Victory
 Backed up by complete promotional facilities of the National Safety Council, "Men, Machine and Victory" tells the story of the Safety Drive in America. More man hours are lost by accidents than in any other way. Accidents cause even more trouble on the home front than casualties on the war fronts. In a dramatic and exciting way, the program highlights the weaknesses of our present system and the necessity for watchfulness. A great show for an insurance concern.
 Availability: Live talent
 Time Units: 15 minutes, once weekly
 Audience Appeal: Entire family
 Suggested for: Evening
 Client Suitability: Insurance concern
 Number of Artists: Variable
Audition Facilities: Transcriptions or will pipe live talent
Submitted by: WJZ-Blue, New York, N. Y.

On Foreign Fronts
 A timely news feature on interesting side lights of the war and international developments as reported by ace correspondents of International News Service.
 Availability: Sample script
 Time Units: Five minutes, six days weekly
 Audience Appeal: Female or male
 Suggested for: Evening
 Number of Artists: 1
Audition Facilities: Sample script
Submitted by: International News Service

Our Block
 "Our Block" dramatizes and explains the meaning, need for, and function of civilian defense. It has been on the air over a year. It was selected by the National Association of Broadcasters as the best program on civilian defense produced by any 50,000 watt station in the nation. March 15 a survey revealed it had the dominant share of Chicago's audience (36.1 per cent) with a rating of 10—when aired at 10:45 P.M. An OWI pamphlet offer brought mail from 33 states, drew twice the number of another OCD program over a 50-kilowatt Chicago station.
 Availability: Live talent
 Time Units: 15 minutes, once weekly
 Audience Appeal: Entire family
 Suggested for: Evening
Submitted by: WBBM, Chicago, Ill.

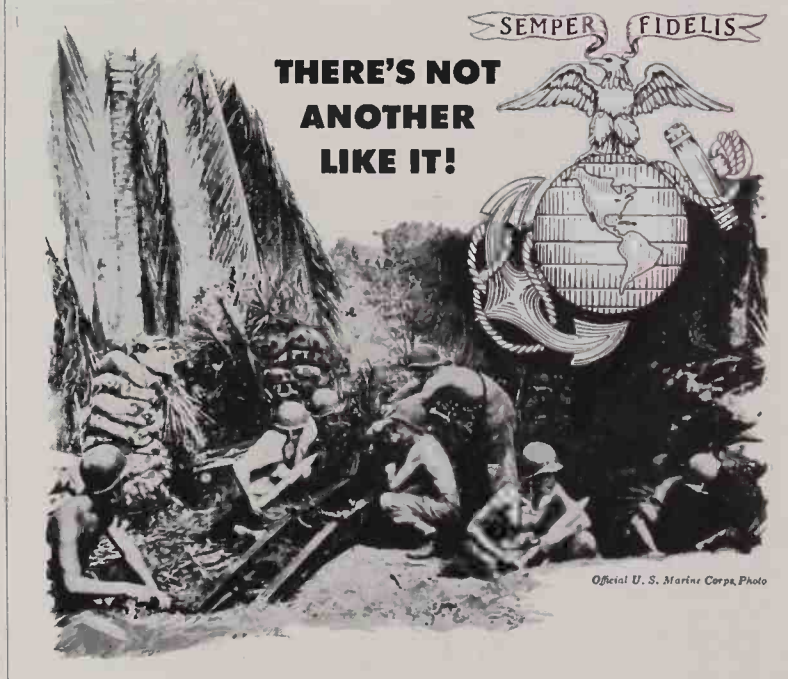
That's the Spirit
 "That's the Spirit" is an audience participation program, in which guests (including a "name" guest) relate the dangers, heartbreaks and predicaments they have gone through. It is a "keyhole"

picture of people's lives, with the emphasis on their own solutions. It's a timely, patriotic show, with plenty of merchandising angles for the sponsor.
 Availability: Live talent
 Time Units: 30 minutes, once weekly
 Audience Appeal: Entire family
 Suggested for: Evening
 Client Suitability: General
 Number of Artists: 1, plus participants
Audition Facilities: Will pipe live talent
Submitted by: Basch Radio Productions, New York, N. Y.
 (See Page 85)

Thirteen by Hitler
 A series of tense dramas "written, directed and produced" by Adolph Hitler, each as different from the average war play as are your red ration stamps from your blue. Every week a new dramatic situation (love story, detective tale, comedy, etc.) and the effect of the Nazi occupation upon the situation and characters; each week a different country. Mighty entertainment, officially accurate, recorded by the versatile pen of Arthur Henley.
 Availability: Live talent
 Time Units: 30 minutes, once weekly
 Audience Appeal: Female or male
 Suggested for: Evening

Number of Artists: 6 (average)
Audition Facilities: Will pipe live talent
Submitted by: American Radio Syndicate
Today's American Hero
 A feature dramatizing an individual war hero, or group of war heroes. The intimate details of heroic action that more often than not are crowded off the air by the daily plethora of up-to-the-minute news.
 Availability: Live talent
 Time Units: 5 minutes, 6 times weekly
 Audience Appeal: Entire family
 Suggested for: Morning, afternoon or evening
 Client Suitability: Any type client
 Number of Artists: 1
Submitted by: United Press
 (See Page 3)

Today's War Commentary
 An up-to-the-minute interpretation of the day's war news, drawn from the experience of the United Press war desk and correspondents in the various war theaters.
 Availability: Live talent
 Time Units: Five minutes, 7 days weekly
 Client Suitability: Almost any type.
 Number of Artists: 1
Submitted by: United Press
 (See Page 3)



THERE'S NOT ANOTHER LIKE IT!

Official U. S. Marine Corps Photo

Ever since its formation by the Continental Congress on November 10, 1775, the United States Marine Corps has served our nation with breath-taking courage and unswerving devotion. To their motto, *Semper Fidelis* (Always Faithful), might well be added the words "And Always First." It was the Marine Corps that went into the steaming, sniper-infested jungle of Guadalcanal, and drove the enemy back into the sea. "The Marines have landed and the situation is well in hand" is more than an empty catch-phrase. Our

enemies are finding that out to their sorrow. Ever since its formation in 1925, WTIC has adhered to the same watchword that has been a guide and inspiration to the Marines. By being faithful to its audience, WTIC has gained the loyalty and respect of a vast number of people. That loyalty and respect pays rich dividends to the advertisers who use WTIC's facilities. Ask them about WTIC. They'll tell you that

THERE'S NOT ANOTHER LIKE IT!

WTIC DIRECT ROUTE TO AMERICA'S NO. 1 MARKET
 The Travelers Broadcasting Service Corporation
 Member of NBC and New England Regional Network
 Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood

'LANGUAGE' MEN ON ALL FRONTS —

(This article has been submitted to and approved by U. S. Office of Censorship)

in a vital contribution

By Joseph Lang and Arthur Simon

of the Foreign Language Wartime
Control Committee

OUT of the maze of epochal stories to spring from the North African campaign comes the historic record, recently disclosed, of the dramatic contribution made to the victorious drive by the foreign language radio industry.

In an unprecedented wartime move, American radio announcers, trained on local stations specializing in foreign languages, landed in North Africa on the heels of the invasion forces and paved the way, by broadcasting, for reception of the Allied Armies.

Broadcasting headquarters were set up in Algiers and other key locations and American announcers told the story of the United Nations in Italian, French and German to the Axis-dominated peoples.

The radio personnel, handpicked men selected for their broad experience in the field of domestic foreign language station work, operated behind the actual fighting front.

Working under secret orders, issued in the Fall of 1942, the men lived in duffle bags, prepared for a twenty-four-hour notice of departure. Their destination unknown to the families, their station managers, and even themselves, the announcers were put through a highly specialized training with this particular assignment in view.

Due to the successful role played by radio in the African campaign, it is expected that foreign language broadcasting will be a vital part of the Allied invasion of the European Continent and that men, now being trained for radio service with the occupation forces, will move with the army to take over the microphones of the enemy.

An interesting sidelight of the radio invasion of Africa was the use of a 5 kw transmitter originally owned by a United States East Coast station specializing in foreign languages. Commandeered by the Government, while the station continued to operate on lower power, the transmitter was shipped overseas. Set up on an Allied warship, it carried the voice of French General Henri Giraud instructing the French forces to cease fighting the American Army.

On the home front, stations airing lingual programs—about 170 according to OWI records—have contributed several million dollars in free time for Government programs and special features, which does not include the sales of millions of dollars in War Bonds in over-the-counter transactions with the vast audiences in all parts of the country who regularly tune in foreign language broadcasts.

A number of outlets, rated as major stations in the language radio industry, have been working closely with OWI in building, casting and produc-

ing foreign language Government shows for transcribing and release over all lingual stations in the United States. Some of these programs are in series form, and costs of production, except for recording and pressing, are principally absorbed by the stations.

The Foreign Language Radio Wartime Control, self-regulatory body of the foreign language domestic broadcasting field, while largely concerned with the policing of operations and the hiring of personnel, has been identified to some extent with inspirational programs in support of the war effort. Control officers have made suggestions to Washington, and served as liaison on occasion between the Foreign Language Division of the Office of War Information and program producers of language shows.

From time to time, language station managers have willingly given OWI the benefit of their experience and facilities in this specialized segment of the radio industry, Lee Falk, associate chief of OWI Foreign Language Division, reports, adding that others have instituted public service programs because the need existed though no compensating revenue was in sight, and that stations have responded in times of urgent special events.

"We have received fine cooperation from stations that are predominantly foreign language stations," said Mr. Falk. "Many of the station managers have shown excellent understanding of the special problems involved.

"We are proud of the patriotism of the men in this field and we feel that they are fulfilling a definite need and making a special contribution to the war effort."

(A list of the important shows in the OWI program service to foreign language stations is appended to this article.)

Organized at the NAB Cleveland Convention in 1942, the Foreign Language Radio Wartime Control unanimously voted to continue the officers for the duration and for six months after the war, while foreign language

station operators were in session in Chicago at the 1943 NAB War Conference. Replacements of officers and directors were made only to fill vacancies caused by men who entered the armed forces.

Arthur Simon, general manager of WPEN, Philadelphia, is FLRWC chairman; James F. Hopkins, WJBK, Detroit, vice-chairman; Gene T. Dyer, WSBC and WGES, Chicago, secretary, and Joseph Lang, WHOM, New York, treasurer.

Directors of the control group are located in all sections of the nation, and include Howard W. Davis, KMAC, San Antonio, Texas; S. H. Patterson, KSAN, San Francisco, Calif.; William Welch, WSAR, Fall River, Mass.; Marie Clifford, WHFC, Cicero, Ill.; and Lee Little, KTUC, Tucson, Ariz.

An innovation this year was worked out jointly by the Office of Censorship and the Foreign Language Radio Wartime Control in the formation of a committee of Control members to act as voluntary field deputies of Censorship.

The Control chairman has nominated a number of operators and managers of stations in the various geographical sections of the country, and they have received their appointments, with limited authority, from J. Harold Ryan, Assistant Director of Censorship in charge of radio.

The duty of these deputies is to endeavor to clarify certain problems of censorship with regard to foreign language broadcasting, and assist their neighboring fellow broadcasters in bringing all foreign language programming within the limitations suggested in the Code of Wartime Practices for American Broadcasters.

The foreign language sectional supervisors are not Government officials, as such, but industry volunteers with semi-official authority from the Office of Censorship in their capacity as consultants with other broadcasters in their vicinity, who schedule language shows for transmission.

The foreign language wartime code provides for drastic security regulations in the handling of programs in nearly 30 different languages which are broadcast here over long wave frequencies, including the tongues of the enemy except the Japanese. The Code requires advance approval of all scripts, monitoring and censoring of programs while being broadcast, and fingerprinting of personnel. Stations cannot employ persons whose records indicate they may not faithfully cooperate with the war effort, and employees discharged for reasons involving security, cannot obtain

employment on any other airing languages. Any deviant script, approved and censored, results in the program cut by the monitor, and appropriate action being taken.

The foreign language radio in the continental United States is huge, it being conservatively estimated that 14,000,000 foreign and first-generation Americans up the audiences, some 3,000 whom neither speak nor understand English.

Through the individual structures of the stations in foreign languages, and the scribed program service supplied the Office of War Information, information and a clear understanding of the war aims of the Allies to these polyglot millions daily. They are hearing and enjoying and music native to their tongue and speech, in language understood better than they do English, and thus have no reason to the shortwave propaganda enemy. The ban on recording the American Federation of Music has worked no hardship on the foreign language radio industry programming problem has developed on that score. The recorded is standardized and the supply hand seems to be adequate.

The Foreign Language Radio Wartime Control, with its officers, directors and Officers of Censorship deputies strategically situated in localities all over the nation up for rapid and effective whenever the necessity arises.

An acute predicament occurred in the midwest in the recent de Russian-Polish matter. OWI and requested the Control to correct the problem, and the case was adjourned in a few hours. Alan Cranston, Foreign Language Division, wrote to the Control, as follows:

"We appreciate very, very all the help you gave us in this ticklish problem. You certainly a neat and speedy job for us and appreciate it greatly."

Among the most effective radio programs distributed to Foreign Language stations are the following:

"Uncle Sam Speaks"—weekly minute transcription. A question answer program with Uncle Sam answering all questions concerning Home Front—Rationing, Pooling, Savings, Conservation, War Bonds. Currently produced in Italian, Spanish, German and Polish.

"Voice of Freedom"—weekly minute transcription. This is a

(Continued on Page 111)

Coeur de Femme (Woman's Heart) (French-Canadian)

Orphaned girl discovers from her mother that her mother died a pauper. Inherits a wealthy family as companion to an invalid. She meets the invalid's spoiled and arrogant youth who is attracted to a scheming young girl. The youth falls in love with the boy who even knows it. He breaks his engagement with his former sweetheart who has found unfaithful. To spite her family he marries the nurse. He finally wins his love through her loyalty and faithfulness.

Availability: Live talent
Units: 30 minutes, once weekly
Appeal: Female
Suitability: Soaps, cosmetics, patent medicine
Number of Artists: 5
Cost: \$25, plus station time
Facilities: Transcriptions
Submitted by: CHRC, Quebec City, Can.

Dinner in Havana

Spickling, yet quiet, easily listened to which accurately portrays the atmosphere of a gay, Havana Cafe. A 17 piece orchestra built around 2 bands stylized in the Latin-American style. Featuring dinner music and the Jack Kerrigan, who sings and speaks beautiful Spanish lingo. With high English commentary to hold attention of the audience.

Availability: Live talent
Units: 15 minutes, up to 5 times weekly
Appeal: Entire family
Submitted for: Late afternoon or evening
Suitability: Very general appeal, good for anything
Number of Artists: Eight
Cost: \$120 per program. Talent, \$60 per program. Total \$180 per program
Facilities: Transcriptions
Submitted by: WHO, Des Moines, Iowa

Don Quijote Vive Otra Vez (Don Quijote Lives Again)

Don Quijote Vive Otra Vez (Don Quijote Lives Again) is a Spanish language 15 minute recorded program of thirty episodes that has everything to make an outstanding hit—humor, action, satirical situations galore. It depicts the adventure of Don Quijote and Sancho Panzo in this modern world of

Availability: E. T.
Units: 15 minutes, once weekly
Appeal: Entire family
Submitted for: Evening
Suitability: All types
Number of Artists: Twelve
Cost: \$7.50 per station
Facilities: Transcriptions
Submitted by: Pan American Broadcasting Company, N. Y. C.

El Despertador (The Alarm Clock)

Spanish language program. Live orchestra, singers, drama, established 1933. Oldest on the coast. Two half hour duration 7 days per week. Translation service included. Open to participating sponsors, announcements and special programs.

Availability: Live talent
Units: 2½ hrs. daily, 7 times weekly
Appeal: Entire family
Submitted for: Morning

Client Suitability: All; extensive market; 440,000 Spanish-speaking population
Unit Cost: Open
Submitted by: Hispano Broadcasting Co., KFOX, Los Angeles, Cal.

Hersh Levin Analyzes the News

This program is a daily feature (except Sunday) and has been on the air consistently for the past three years, 10:30-10:45 a.m. Levin is regarded as the foremost Jewish news commentator and has a keen analytical mind; unbiased and unafraid; he is American in every respect and enjoys a large listening audience. He speaks French, German, Russian, Polish, Jewish, English and Hebrew and was foreign correspondent for Yiddish language papers.

Availability: Live talent; E. T.
Time Units: 15 minutes, 3 or 6 times weekly
Audience Appeal: Female; Male
Suggested for: Morning

Client Suitability: Cigarettes, insurance, chain stores, drug product
Number of Artists: 1 and announcer
Audition Facilities: Transcriptions; Will pipe live talent
Submitted by: WHOM, Jersey City-New York

In the World of Women (Italian)

Diana Baldi, who conducts this show, has the kind of voice casting directors dream about. It is friendly, cheerful, informal without the faintest trace of the icky. Result is that Miss Baldi does a phenomenal selling job for every client—infallibly. Program concerns itself with anything and everything that is of interest to women.

Availability: Live talent
Time Units: 15 minutes, six times weekly
Audience Appeal: Female
Suggested for: Morning or afternoon
Client Suitability: Foods, women's clothes
Number of Artists: One
Audition Facilities: Transcriptions
Submitted by: WOV, New York, N. Y.

Italian Love Songs

"Italian Love Songs" consists of 15 minutes nightly of the most beautiful and romantic love songs by the outstanding Italian crooner, Michel Zito, who has a terrific name and following in Italian theatre. Program has feminine appeal.

Availability: Live talent
Time Units: 15 minutes, 6 nights weekly
Audience Appeal: Female
Suggested for: Evening
Number of Artists: 1
Submitted by: WHOM, Jersey City-New York

Jewish American Board for Peace and Justice

The Jewish American Board for Peace and Justice-Inc. is a non-profit organization—incorporated in the State of New York—which arbitrates and mediates disputes of a personal and financial nature. Its weekly sessions are broadcast, presenting the litigants, who tell their stories and the arbitration award (decision) of the Judges. A prominent Rabbi is the Chief Justice of the tribunal, and guest judges include prominent laymen, businessmen—City and State Officials—and lawyers.

Availability: E. T.
Time Units: Available in half hour units.
Audience Appeal: Entire family
Suggested for: Sunday morning or evening
Client Suitability: All types—ideal for institutional or prestige advertising

AMERICA'S LEADING FOREIGN LANGUAGE STATION

Here is Metropolitan New York's
LARGEST, MOST RECEPTIVE AUDIENCE!

Millions of Americans of
FOREIGN EXTRACTION

According to conservative estimates,
there are approximately

2,000,000 persons of Jewish extraction
1,250,000 persons of Italian extraction
600,000 persons of German extraction
550,000 persons of Polish extraction
375,000 persons of Spanish extraction

In the WHOM Primary Service area

ALL LISTEN TO "WHOM"
because it's their station!

This huge market is ready to buy what you have to sell. All they want to hear, is where to get it.

Take advantage of our successful "built-to-this-audience" programs.

We'll be pleased to discuss any details with you. Just say when.

These advertisers are using, or have used "WHOM" TO ADVANTAGE:

BOND BREAD
ALKA SELTZER
GENERAL FOODS
COLGATE
PROCTER & GAMBLE
CHRYSLER

I. J. FOX
WRIGLEY'S
REM
GENERAL MOTORS
PILLSBURY FLOUR
YUBAN COFFEE

WARD BAKING
STANBACK
REL
ROXY THEATRE
HELENA RUBINSTEIN

1480 Kilocycles

Full Time Operation

WHOM

Joseph Lang, Gen. Mgr.

New York Studios: 29 West 57th Street, New York City

Unit Cost: On request
 Audition Facilities: Transcriptions
 Submitted by: WBYN Brooklyn Inc.

La Hora de Mexico

One hour Mexican music, news and comment.
 Availability: Live talent; E. T. announcements
 Time Units: Participating anncts. to 100 wds.; 1 to 5 times weekly
 Audience Appeal: Entire family
 Suggested for: Morning—6:00 A.M. to 7:00 A.M.
 Client Suitability: Now advertising everything; suitable for any product; all Mexican appeal
 Number of Artists: Mexican commentator and annct.
 Unit Cost: 1 annct. \$4.00; 30 anncts. \$3 ea.; 90 anncts. \$2.80 ea.
 Submitted by: KFXM, San Bernardino, Calif.

Las Aventuras De Dexter Randolph

"Las Aventuras de Dexter Randolph" is a serial of adaptations in the Spanish and Portuguese languages. The English version is well-known to all, for it carries a great universal appeal. It is a one-man show, and, thus, suitable for presentation on the smallest of stations.
 Availability: Live talent
 Time Units: 15 minutes, 1 to 6 times weekly

Audience Appeal: Entire family
 Suggested for: Afternoon or evening
 Number of Artists: 1
 Audition Facilities: Sample scripts
 Submitted by: Broadcasting Program Service

Le Magazine de L'Air (Magazine of the Air) (French)

Just what its name implies. Comments on flash news of the week, outstanding personalities from different spheres to cover the educational side, whilst the dramatic angle, in the way of short plays, is confined to topnotch artists. Humor has its column too—generally under guise of a dialogue. Then naturally there is the "day's thought." All this intermingled by a fine 12-piece orchestra, topped off by an invited musical or singing guest artist each week.

Availability: Live talent
 Time Units: 30 minutes, once weekly
 Audience Appeal: Entire family
 Suggested for: Evening
 Client Suitability: Any oil, wood, coal or metal enterprise and also government sponsored pgms.
 Number of Artists: 12-piece band—4 artists—1 announcer—1 producer
 Unit Cost: \$270.00 per occasion
 Audition Facilities: Transcriptions
 Submitted by: CKAC, Montreal, Que., Canada

L'Usine au Micro (War Plants at the Microphone) (French)

Here is something interesting in the way of entertainment. A variety show broadcast directly from various Montreal and surrounding district war plants. All the talent used, from the Glee Club to the orchestra or band, is purely home material. The President or some important officer is called upon to address the audience, and a short interview of one of the employees is made.

Availability: Live talent
 Time Units: 30 minutes, once weekly
 Suggested for: Evening
 Client Suitability: Labor organizations—

government sponsored programs— industrial concerns
 Audition Facilities: Transcriptions
 Submitted by: CKAC, Montreal, Que., Canada

Meatpie Junction (French-Canadian)

Happenings in a typical railway junction town. Strictly French-Canadian. Typical basic characters are: Station agent, mail carrier, with his old nag, called "Brin de Feu" (Sparks)—the post-office mistress, the boarding house keeper, a widower, the church sexton, the general merchant, the barber-funeral director combined with his hotel, typical restaurant. General ordinary and everyday life in an ordinary small French-Canadian town. Qualified by French Radio Reviews as the season's-comedy-est-show of French-Canada.

Availability: Live talent
 Time Units: Presently 30 minutes, once weekly—if in ¼-hour units, 3 or more per week

Audience Appeal: Entire family
 Suggested for: Afternoon or evening
 Client Suitability: Any staple everyday product

Number of Artists: Average, 7
 Unit Cost: \$30, plus station time
 Audition Facilities: Transcriptions
 Submitted by: CHRC, Quebec City, Can.

Our Lives

"Our Lives" consists of dramatized answers to personal problems received in mail. Problems and answers are acted out by a dramatic company of five persons or more. Each actor is a star in their particular field. Series is directed by Giulio Amanti, one of the best-known Italian actors and writers in the country.
 Availability: Live talent
 Time Units: 15 minutes, 6 nights weekly
 Audience Appeal: Entire family
 Suggested for: Evening
 Number of Artists: 5 or more
 Submitted by: WHOM, Jersey City-New York

(See Page 103)

Pasquale C.O.D.

"Pasquale C.O.D." is a humorous grocery store sketch. The grocery store is the "neighborhood women's club" and many human and humorous situations arise in the neighborhood. Over 200 different people and every different dialect of Italy has been used on the programs. Cast of 5 to 8 people are on each 15-minute show which just recently celebrated its 500th episode on the air and has played to capacity audiences in theaters in Greater New York and Philadelphia.

Availability: Live talent
 Time Units: 15 minutes, 6 nights weekly
 Audience Appeal: Entire family
 Suggested for: Evening
 Client Suitability: Food
 Number of Artists: 5 to 8
 Submitted by: WHOM, Jersey City-New York

(See Page 103)

Polish American Victory Club

This program consists of news, music, patter and interviews. Money is given away daily via telephone calls in answer to questions regarding sponsors' products. Jobber and distribution cooperation is available.

Availability: Live talent; E. T.
 Time Units: 1 or 5 minutes, 5 times weekly
 Audience Appeal: Entire family
 Suggested for: Afternoon
 Client Suitability: Food, drug or any branded product

Number of Artists: Emcee and interchangeable talent
 Submitted by: WHOM, Jersey City-New York

(See Page 103)

Polish Varieties

The "Polish Varieties" program is a 1 hour feature broadcast daily from 2:30 to 3:30 p.m., Sunday from 3:00 to 4:00 p.m. Through WHLD, Niagara Falls, New York, "Polish Varieties" is a combination of several attractions. News—comedy—drama and selected Polish music from a library of 5000 records and transcriptions. Live talent is used in the bigger portion of the program.

Availability: Live talent or E. T.
 Time Units: Spots—5-10-15 minutes, 7 times weekly

Client Suitability: Foods—soaps—patent medicine—drug items

Number of Artists: 10
 Unit Cost: Prices quoted on request
 Audition Facilities: Transcriptions
 Submitted by: Polish Broadcasting Bureau, Buffalo, New York

Radio-Folies (French)

"Radio-Folies" is unique in its own way in French Canada. It is based on American style of presentation. Members of the orchestra and the sound-effects man take part in the dialogue. News of the day are presented in a humorous manner, also interviews along the style of Fred Allen's "Allen's Alley." Thirty minutes of fun and music.

Availability: Live talent
 Time Units: 30 minutes, once weekly
 Audience Appeal: Entire family
 Suggested for: Evening
 Client Suitability: General or any big national advertiser

Number of Artists: 7-piece band, 6 comedians, 1 sound-effect man, 1 singer
 Unit Cost: \$365.00

Audition Facilities: Transcriptions
 Submitted by: CKAC, Montreal, Que., Canada

Reward for Knowledge

Reward for Knowledge is the only telephone quiz program conducted in the Yiddish language. Its appeal is keyed to all members of the Jewish American family since religious, biblical, historical and civic questions are asked on the show. The contestants answer by direct wire to the studio, and receive prizes in War Bonds and Stamps for their answers. Excellent opportunities for merchandising household products are available since this show is the only one of its type which has direct entree to the Jewish Home.

Availability: Live talent
 Time Units: Thirty minutes, three times weekly

Audience Appeal: Entire family
 Suggested for: Evening
 Client Suitability: Household products
 Number of Artists: (2) Two Masters of Ceremonies—English and Yiddish

Unit Cost: On request
 Audition Facilities: Will pipe live talent
 Submitted by: WBYN Brooklyn Inc.
 (See Page 94)

The Jewish Pure Food Hour

This feature caters to a woman's audience and is a morning program which includes recipes, household hints, interviews with celebrities in all walks of life and soloist. Program features "The House-Friend," an advisor on family problems; Dr. Salem Baranoff, food dietitian, who analyzes and endorses food products ad-

vertised, and "Aunt Malka," on the American and Jewish stage of Kornstein. It's a 30-minute program presented in an informal manner; being and educational.

Availability: Live talent
 Time Units: Participation; 30 minutes times weekly

Audience Appeal: Entire family
 Suggested for: Morning
 Client Suitability: Food and vitamin products

Number of Artists: 6
 Audition Facilities: Transcription pipe live talent
 Submitted by: WHOM, Jersey City-New York

(See Page 103)

The News and its Meaning (Italian)

News analysis by Dr. Duccio Tosi relating world news events in a concise and understandable picture, especially the role of America and United Nations as guarantors of a full and just world. Has a tremendous following.

Availability: Live talent
 Time Units: 15 minutes, six times weekly
 Audience Appeal: Female or Male
 Suggested for: Morning or afternoon
 Client Suitability: General
 Number of Artists: One
 Audition Facilities: Transcriptions
 Submitted by: WOV, New York, N.Y.
 (See Page 60)

The Village Band (La Banda Paesano)

Every town in Italy has its own village band, and every such town has its own who have become famous in American life. This show reproduces a village concert in the park, with typical of that particular part of the country. However, a highlight is an interview with an Italian-American born in the town, the contributions of its emigrated citizens to America and her cause. This program symbolizes the cultural freedom of American democracy, and the opportunity America gives to all her citizens to contribute the best of their cultural heritage. At the same time, the listener appreciates the tremendous.

Availability: Live talent
 Time Units: 30 minutes, once weekly
 Audience Appeal: Entire family
 Suggested for: Afternoon
 Client Suitability: General
 Number of Artists: Band of 15 members of ceremonies; actors as needed
 Unit Cost: On request
 Submitted by: WOV, New York, N.Y.
 (See Page 60)

Vous M' Dites Pas

"Vous m'dites Pas" is a locally produced French program, featuring one man and one woman. It consists of an analysis of the gossiping, so dear to so many. Each program is devoted to a new subject of review. Primarily designed to entertain, "Vous m'dites Pas" is nevertheless an amusing study of a great many angles of the social life. This program has been on the air for the past eight months.

Availability: Live talent
 Time Units: 15 minutes, twice weekly
 Audience Appeal: Entire family
 Suggested for: Early evening
 Client Suitability: Beauty products
 Number of Artists: 1 man, 1 woman
 Unit Cost: \$25.00 per broadcast
 Submitted by: CHNC, New Carlisle, Ohio, Canada

**When Making Up
Budgets . . .
REMEMBER IN
BALTIMORE
. . . IT'S WFBR**

Obviously the 6th largest city in the country will be in your plans. And that's why you should know about WFBR's ability to cut down sales costs. WFBR is one station that *gives you facts to justify* its selection in any budget . . . not just power alone.

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.

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

WLW
delivers

46.3% OF ALL *afternoon* LISTENING*

in 32 Cities of Its Primary Area, and
in 218 Rural Communities Around Them

This dominance is in a market whose
12 million people buy more drug and
grocery products than are sold in
New York's five boroughs and the
City of Chicago combined.

*A weighted average figure, based on Hooper Mid-Winter WLW area rating, 1943, which does not represent the size of our audience in any one city or rural area. Remainder of audience is divided among 53 other stations identified by call letters in the Hooper report.

46.3% OF ALL AFTERNOON LISTENING IN

| | |
|--------------------|---------------------|
| ADRIAN, MICH. | LANCASTER, OHIO |
| ANDERSON, IND. | LEXINGTON, KY. |
| BLOOMINGTON, IND. | LIMA, OHIO |
| CHARLESTON, W. VA. | MANSFIELD, OHIO |
| CINCINNATI, OHIO | MARION, IND. |
| COLDWATER, MICH. | MARION, OHIO |
| COLUMBUS, OHIO | MONTPELIER, OHIO |
| DAYTON, OHIO | MUNCIE, IND. |
| FINDLAY, OHIO | NEWARK, OHIO |
| FT. WAYNE, IND. | PARKERSBURG, W. VA. |
| FOSTORIA, OHIO | PORTSMOUTH, OHIO |
| HILLSDALE, MICH. | RICHMOND, IND. |
| HUNTINGTON, W. VA. | SPRINGFIELD, OHIO |
| INDIANAPOLIS, IND. | TERRE HAUTE, IND. |
| IRONTON, OHIO | TIFFIN, OHIO |
| ASHLAND, KY. | ZANESVILLE, OHIO |
| KOKOMO, IND. | |

— Plus 218 RURAL
COMMUNITIES AROUND THEM

WLW

THE NATION'S MOST MERCHANDISEABLE STATION

DIVISION OF THE CROSBLEY CORPORATION

Los Angeles

By RALPH WILK

Well gift of Rudy Vallee's... peculiarly appropriate. It... final Crossley (popular rat... survey on the show under Rudy's... which showed the program... highest position in its history... among all half-hour shows. ... Extra Leader Billy Mills and... film producer Harry Joe... are exchanging ideas for a... musical production on the story... WACS, Billy and Harry... classmates at Syracuse Univer... collaborated on the college opera... girl Ione."

To Note... CARNEGIE HALL... NY HILL... FREDERICK BROS. MUSIC CORP. Chicago Hollywood

The ONE Station In The Entire West With The 4 Complete News Services UNITED PRESS ASSOCIATED PRESS International News Service And REUTERS! (Exclusive)

ALL THE NEWS on Warner Bros. KFWB 980 Kilocycles Los Angeles, Calif.

William Rambeau Harry Maizlish New York—Chicago Gen'l Mgr.

MAIN STREET OL' SCOOPS DAILY

Reporter At Large . . . !

• • • Tuner-inners to Major Bowes' program during the past few months have been entertained by contestants, who in the main, were Servicemen whose talents proved amazing... they wonder how the good Major corrals these lads and thereby hangs this tale... a tale that is so little known and unpublicized, that we are happy to print it with a special accolade to the Major and his staff for their zealous efforts on behalf of "uniformed Nephews of Uncle Sam"... though the Bowes program itself, averages about one out of every four broadcasts to emanate from a Camp or Base, the Gong-Master sends an emcee and a crew to a different Camp each week, where servicemen do their stuff to entertain their buddies, receive prizes and the five or six most talented are selected to appear on the Major's program... those lucky ones are given fifty dollars and all their expenses are paid during their stay in town... Reports about Harry James' early induction seem a bit premature... Betty Grable's groom has just been renewed by Chesterfield cigarettes, has film commitments which will keep him in Hollywood until October, after which he is slated Astor "chestrade" in Gotham... Will Roland, former manager of Benny Goodman, and currently a member of the USO Orchestra Committee, will don Khaki August 3.



• • • When Sammy Kaye arrived in Atlantic City for the first of a regular series of week-end engagements, he received an unexpected thrill... for just as the Maestro got onto the boardwalk, a company of Army trainees, swung smartly by, singing, "Remember Pearl Harbor," which Sammy wrote and which was one of the first of the War song-hits... The American Theatre Wing Music War Council, seeking morale-building war songs, skits, one-act plays and entertainment material, is offering generous prizes to amateur and professional writers... send your material to the Council at 730 Fifth Ave., N. Y. C... Baby Lenore Raisig will introduce for the first time on the air, "Machine Gun Batch McGee," Sunday on the Horn & Hardart program... Paul McGrath will be the new "Falcon" starting Saturday, replacing Berry Kroeger, who leaves for Hollywood... Bernie Schubert returns from the coast today where he launched the "Life... with Fred Brady" program... Patsy Kelly, Brooklyn's gift to Hollywood, will "do a toin on Johnny Moicer's Music Shop" over NBC Tuesday... Spike Jones and his "City Slickers" are headed eastward, and are expected to arrive in LaGuardia's domains early in September... the City Fathers, in order to safeguard the interests of the "slickers," are thinking seriously of placing huge signs at the Manhattan and Brooklyn ends of the Brooklyn Bridge, reading, "This Bridge positively not for sale."



• • • A few months ago when Eric Madriguera was in Washington, he lunched with Vice-President Wallace, discussing the important role music played in the establishment and maintenance of Good-Will between the United States and her neighbors South of the Border... During the conference, they chatted about the Robbins Hit, "Brazil," which Wallace had brought to America and which Madriguera's Band had recorded... The Vice-President, the following week, tried to buy a platter of the song but was unable to obtain one, whereupon he enlisted the aid of the Brazilian Embassy... The B.E. then got in touch with a man in New York who obliged... the man's name—Enric Madriguera... Bernard Dudley, commentator on the New York Philharmonic Sunday program, will take over George Putnam's announcing chores on the NBC show, "Portia Faces Life," when the latter vacations for a month starting Monday... Alike, Greek actress, who made her American debut in the drama, "God Strikes Back," will present a new play by Carl Sternheim, "Mask of Virtue," at the St. Moritz Little Theatre, early in August.



Remember Pearl Harbor

"Personalized Service"

is a phrase which we Transform into reality by close attention to the needs and problems of our clients.



Let us help you solve your problems by the use of this

"Personalized Service"

FREDERICK BROS. ARTISTS CORP.

L. A. FREDERICK, Pres.

New York Chicago Hollywood

1943 ADDITIONAL LISTINGS 194

America's Famous Fathers

"America's Famous Fathers" is a dramatic-interview series starring big name personalities, one on each show, such as: Admiral Byrd, Lowell Thomas, Deems Taylor, Otis Skinner, Laurits Melchior, and others. Howard Lindsay, star of "Life With Father" is emcee. He interviews the "guest father" each week, and when the interview leads to some important event in the life of the guest, program fades into an actual dramatization of that event. Stories are full of comedy, human interest and pathos, and all are actual fact.

Availability: E. T.
Time Units: 15 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening or Sunday
Client Suitability: General
Number of Artists: 5 (minimum) to 15
Unit Cost: Available gratis to radio stations; write for terms for exclusive use in your market

Audition Facilities: Transcriptions
Submitted by: Kermit-Raymond Productions, New York, N. Y.
 (See Page 73)

Honor Roll of the Air

This is a patriotic program for the boys in the armed services. Through the assistance of every mother, sister, wife, and girl friend we hope to salute as many boys as possible in service whether in the Army, Navy, Marines or Air Corps. We will ask for this information: his name, age, birth place, school, church, hobby, date of induction, and any other information that would help create a thumbnail sketch for broadcasting purposes. Three commercials are used in the ten-minute period with two thumbnail sketches interspersed between the commercials. A band arrangement of Auld Lang Syne is used as theme. Marital music is used throughout as background.

Availability: Live talent
Time Units: 10 minutes, 6 weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: 1
Unit Cost: \$16.00
Submitted by: Tri-County Broadcasting Company—WCED

I'm in the Army Now

"I'm in the Army Now" is a quarter-hour strip written especially for the home front . . . quoting news of local men in service . . . articles of home interest culled from various service newspapers, and the author's personal experiences in the service. Merchandising facilities are excellent, usable with any locale in the country with local station adding names of local men in service. The author expects to be in service in September, 1943.

Availability: Live talent or E. T.
Time Units: 15 minutes, 2 to 5 times weekly
Audience Appeal: Entire family
Suggested for: Afternoon, 12:30 p.m.; evening, 6:30 p.m.
Client Suitability: Jewelry, stationers, gifts (small type for service men)
Number of Artists: 1
Unit Cost: Varies with market
Audition Facilities: Transcriptions
Submitted by: WJPF, Herrin, Ill.

Kootenay Family Almanac

"Kootenay Family Almanac" deals with a war-time community, is billed as "A

program changing as our community changes, alive with vivid pictures of our towns, our cities, and our people as they were, are, now, and may become." Designed to weld together the interests and aspirations of this industrial city, encouraging production and inspiring neighborliness among workers and citizens.

Availability: Live talent or E. T.
Time Units: 30 minutes, 3 times weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: War plant or large industrial firm
Number of Artists: Varies—mostly one man show with discs (NBC Thesaurus)
Unit Cost: \$520 per month
Submitted by: CJAT, Trail, British Columbia

Letter from Home

Program offers to send weekly actual "Letter from Home" to any resident of country serving in the armed forces. Daily letter from "Mary" to her brother "Joe" is read on program each day. This means a local newscast for listeners. Takes up (5 min.) Letters to program from boys away add color and sentiment. Letters to boys printed and mailed—all at sponsor's expense, every Friday. War effort messages—and song dedications—fill remainder.

Availability: Live talent or E. T.
Time Units: 15 minutes, 5 times per week
Audience Appeal: Entire family
Suggested for: Noontime or evening
Client Suitability: Any firm—local, regional or national
Number of Artists: One
Unit Cost: \$125.00 per week, daytime, over WSFA. \$225 per week, night
Audition Facilities: Transcriptions
Submitted by: WSFA, Montgomery, Ala.

Lilly and Luke

Typical hill-billy show. Lilly and Luke Warmwater, together with Lilly's father, who runs a general store in the mythical town of Possum Trot, Arkansas, put on a comedy skit complete with songs, hill-billy jargon, etc. Sound effects include farm animals, various kinds of broken-down machinery, etc. Well established and ideal for rural audience.

Availability: Live talent
Time Units: 15 minutes, 5 or 6 times weekly
Audience Appeal: Entire family
Suggested for: Morning, good; evening, excellent
Client Suitability: Farm feeds, farm machinery, oil or gasoline, any farm product
Number of Artists: 4
Unit Cost: Card rate
Audition Facilities: Transcriptions
Submitted by: KFNF, Shenandoah, Iowa

News from Belgium Our Fighting Ally

News from Belgium is a short talk about current events in Nazi-occupied Belgium. Reports from the underground. Stories of patriots. How a country fights for liberty!

Availability: Live talent
Time Units: 5 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: 1 Belgian personality
Unit Cost: The Belgian Information Center asks a token fee of \$5 a week only—when the program is sponsored
Audition Facilities: Transcriptions

Submitted by: Belgian Information Center, New York, N. Y.

Open Letter to a Man in Service

Narrator, vocalist and organ provide the essentials for "An Open Letter To A Man In Service." This is a dramatic program, composed of a general letter, read by a girl, interspersed with appropriate songs by a girl vocalist. Letter content deals with memories of home, dances they attended, picnics and parties.

Availability: Live talent or E. T.
Time Units: 15 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Institutional
Number of Artists: Three
Audition Facilities: Transcriptions
Submitted by: KOY, Phoenix, Arizona

Over There

Habits, customs, how to get along information about countries where American troops are stationed . . . background on what your men in service are finding. Based upon instruction booklet they receive when shipped out to points overseas.

Availability: Live talent
Time Units: 15 minutes, twice weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: 2 announcers
Unit Cost: Card rate
Submitted by: Kiem Redwood Broadcasting Company, Eureka, Calif.

The Midwest Mobilizes

A cast of professional actors, a full orchestra, several announcers, and occasional guests from governmental agencies are used to present WBBM's "The Midwest Mobilizes"—a down-to-earth, weekly, 30-minute dramatization of what the Midwest is doing on one war problem. Superbly produced. It is practical, believable, helpful in showing listeners what the Midwest is doing and what they can do in war work. OPA used dubbings of recent "The Midwest Mobilizes" program nationally.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Afternoon week-end or evening
Client Suitability: Sponsor engaged in war work
Submitted by: WBBM, Chicago, Ill.
 (See Page 48)

Morning Overture

"Morning Overture" consists of instrumental symphonic selections featuring the lighter classical compositions by the more popular composers. This program, 55 minutes in length, lends itself to participation by advertisers because all selections are brief.

Availability: Live talent
Time Units: 30, 15 and 10 minutes, 7 weekly
Audience Appeal: Entire family
Suggested for: Morning only
Client Suitability: Any type product
Number of Artists: Recorded
Unit Cost: \$700-a-week for full show
Audition Facilities: Transcriptions
Submitted by: WLIB, Brooklyn, N. Y.

Salute to a Hero

Salute to a Hero is a stirring narration of the exploits of American heroes of

World War Two. Announcing dramatic without being "hammy", effects and musical background are blended with the story makes complete presentation suspenseful, citing.

Availability: Live talent or E. T.
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: (2) Narrator—special announcer
Unit Cost: \$50.00 per show, \$250 a week—exclusive of station time
Audition Facilities: Transcriptions
Submitted by: WJHP, Jacksonville, Fla.

Servicemen's Corner the Air

Presenting properly edited information about local boys in the service. Cast of servicemen from individual companies in our area are saluted and gifts, bonuses from former employer to men are announced. Segregate men into their various branches of service, with music appropriate to service preceding listings. Includes women's auxiliaries. 5 to 5:30 Sunday.

Availability: Live talent or E. T.
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Afternoon or evening
Client Suitability: Department or stores or companies
Number of Artists: 2 (announcers)
Unit Cost: \$20 talent
Audition Facilities: Transcriptions
Submitted by: WSTV, Steubenville, Ohio

Service Man's Quiz

Quiz from USO center on information, geographies, customs and characteristics of people where men are serving overseas today. How to get along in these countries . . . what one should know, who is a quizzer are those who have yet to see service overseas . . . or men who have seen service elsewhere who can draw upon experiences for interviews.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any family appeal
Number of Artists: 2, man and woman quizzer
Unit Cost: Rate Card
Audition Facilities: Transcriptions
Submitted by: Kiem Redwood Broadcasting Company, Eureka, Calif.

Service Men's Request Program

Any service man from our area may request musical number dedicated to friend or member of family. May include short personal message (subject to censorship). Have received hundreds of letters from all over the world. Request is acknowledged with card sender.

Availability: Live talent
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Very general
Number of Artists: Two station announcers (man and woman)
Unit Cost: Time only
Audition Facilities: Transcriptions
Submitted by: WBRW, Welch, W. Va.

Soldiers of Industry

A tribute to the men and women

1943 ADDITIONAL LISTINGS 1944

front using workers in the various plants.
 Availability: Live talent
 Length: 15 or 30 minutes, once weekly
 Appeal: Entire family
 Suggested for: Evening
 Availability: General
 Number of Artists: 3 and orchestra
 Cost: Low
 Facilities: Will pipe live talent
 Submitted by: Associated Releases, Hollywood, Calif.

Speaking of Sports

Bob Kelley with a ten minute daily review 6:05 to 6:15 P.M. Monday and Saturday featuring major league scores while the scores are still in Cleveland fans. Bob Kelley has the spotlight as a favorite local broadcaster because of his careful wide acquaintance with sports and his thrilling play-by-play of many sports events.
 Availability: Live talent
 Length: 10 minutes, 3, 5, or 6 weekly
 Appeal: Male
 Suggested for: Early evening
 Client Suitability: Any product bought principally by men
 Number of Artists: One
 Cost: Regular card rates for time (Class B) talent; \$12.00 per 10 minute program
 Facilities: Transcriptions
 Submitted by: The WGAR Broadcasting Company, Cleveland, Ohio
 (See Page 71)

The Enemy Within

"The Enemy Within" is a smashing series of the Nazi Fifth Column, how it worked, and how the Australian service broke up this ring in their series. Series based on fact, and was produced with the cooperation of the State Secret Service, passed by the War Relocation Authority Board of Censors. 117 1/4-hour episodes available. Sponsored by such firms as Di-Mon-Glo, California; Realty Savings Bank, Georgia; Jacobs Company, Green Bay, Wis.; Johnson Dept. Store, Kingman; Safeway Grocery Stores, Montana; Barton Dry Cleaners, Cleveland, Ohio; Mann's Bakery, Petersburg; Grubitz & Son, Elk City, Okla.; Brewster Brewing Co., Owensboro, Ky., and others. A program which will make them more alert, more conscious of the need for winning the war.
 Availability: E. T.
 Length: Fifteen minutes, 3, 5, 6 weekly
 Appeal: Entire family
 Suggested for: Evening
 Client Suitability: Any type of sponsor
 Number of Artists: 7 to 20
 Cost: Based on population of city, and rates of stations used
 Facilities: Transcriptions
 Submitted by: Kasper-Gordon, Incorporated
 (See page 62)

The Farm Front

Comes weekly, 12:30 to 12:45 p.m. Federal, County and State Farm news are rotated and representatives of each agency give latest News from the farm, explaining Rationing, Federal Loans, and authoritative Farming News. Austin King is Farm Editor

who interviews and discusses with the Farm Authorities, the problems of the farmer and Victory Gardener. Program established September, 1942.
 Availability: Live talent; E. T. announcements
 Time Units: 50 words and 1 minute, 1, 2, 3 or 5 times weekly
 Audience Appeal: Entire family
 Suggested for: Farmers' noon hour
 Client Suitability: Farm machinery, fertilizers, poultry and livestock supplies, feed and seed, all victory garden supplies
 Number of Artists: Farm editor and panel of guests
 Unit Cost: Rate card
 Submitted by: KFXM, San Bernardino, Calif.

The Home Front

This Peabody Award winner deals with all problems related to the war effort. With the assistance of all the Government and state officer authoritative answers on problems created by the war are given. The success of the program is due to the careful gathering of answers and the cooperation of the executive heads of the Government offices—it builds and maintains morale on the vitally important home front. Merchandising—window display, dealer letters, and continued spot promotion.
 Availability: Live talent
 Time Units: 15 minutes, 1, 2, or 3 times weekly
 Audience Appeal: Entire family
 Suggested for: Late afternoon
 Client Suitability: Any product or service used in the home
 Number of Artists: 3
 Unit Cost: On request
 Audition Facilities: Transcriptions
 Submitted by: WCHS, Charleston, W. Va.

There Must Be Fun

Spot announcements are now needed more than ever, and therefore this new and original spot puzzle quiz is not only a 100 per cent entertainment program, but will also gain a most appreciative audience for each local sponsor. There are three possibilities for this material—as a 1-minute spot daily, as a 5-minute program combining three spots together, or using the spots as fillers in a 15-minute musical program.
 Availability: Live talent
 Time Units: 1 minute, 6 times weekly
 Audience Appeal: Entire family
 Suggested for: Morning, afternoon or evening
 Client Suitability: All kinds, especially small local sponsors who do not have a great deal of money
 Number of Artists: One narrator
 Unit Cost: Each series of 30 different puzzles, \$6.50
 Audition Facilities: Sample scripts
 Submitted by: Broadcasting Program Service

USO Calling

An announcer and a Mistress of Ceremonies conduct the program from the USO. Purpose of program: to give service men an opportunity to call anyone anywhere in the United States on long distance. Mistress of Ceremonies interviews boys. When calls are placed, fellows talk three minutes over the phone on the air; after which congratulations are given them, with free theatre passes, and a chance to talk about their call or give

their thank-you. Time between calls is taken up with stunts complimentary to current happenings and holidays, and perhaps a song. Prizes in money, War Stamps, and theatre passes are offered.
 Availability: Live talent
 Time Units: 15 or 30 minutes, 1 or 3 times weekly
 Audience Appeal: Entire family
 Suggested for: Evening
 Client Suitability: Any. Past sponsorship by fraternal organizations
 Number of Artists: 2
 Unit Cost: \$50
 Audition Facilities: Transcriptions
 Submitted by: WDSM, Duluth, Minn.

Utopia

"Utopia" is a musical program sponsored by various business concerns in "Utopia." Such things as automobiles, refrigerators, etc., can be bought without rationing red tape, and all "products" advertised have impossible claims made for them. A seven-piece band, a mixed trio "The Three Wishes, With Their Memory Melody," and soloist, combine to make this quarter hour one of the most talked-of programs in the Tri-State.
 Availability: Live talent
 Time Units: 15 minutes, twice weekly
 Audience Appeal: Entire family
 Suggested for: Evening
 Client Suitability: Manufacturer who wishes to keep the trade name of his peacetime product before the public until it is again available
 Number of Artists: 10
 Unit Cost: \$100 weekly (\$50 per program)
 Audition Facilities: Transcriptions
 Submitted by: West Virginia Broadcasting Corp (WMVA).

Victory Mothers

Mothers of service men and women are invited to the studio for interviews. They tell of their sons and daughters, including latest news which can be released under censorship rules. Each mother also tells what she is doing on the home front, to help win the war.
 Availability: Live talent
 Time Units: 15 minutes, 3 times weekly
 Audience Appeal: Entire family
 Suggested for: Late afternoon or early evening
 Client Suitability: Now being used for Savings and Loan Assn. Will sell anything
 Number of Artists: Announcer, interviewer and guests
 Unit Cost: \$10 per program plus time
 Audition Facilities: Transcriptions
 Submitted by: WLDS, Jacksonville, Fla.

Victory Nursery Rhymes Starring Irene Wicker, the Singing Lady

Miss Irene Wicker needs no introduction to radio. As the "Singing Lady," sponsored by Kellogg's and Heinz for so many years, she built up an audience of 25,000,000 listeners. "Victory Nursery Rhymes" brings all the favorite nursery rhymes up to date, to help our war effort; to promote the sale of war bonds and stamps; conservation; rationing; defense; morale; among juvenile and adults. "Humpty Dumpty," "Jack Horner," "Little Bo-Peep," "Old King Cole," "Sing a Song of Sixpence" and others get their first change in a century or more. Each Rhyme runs about 30 seconds and may be used as

station fill-ins, or as part of sponsored announcements. Spots may be repeated over station as many times as desired. Exclusive to one station in a city. Stations signing daily for this series. 30 spots completed, 30 more in production.
 Availability: E. T.
 Time Units: 30 seconds; any number weekly
 Audience Appeal: Entire family
 Suggested for: Morning; afternoon or evening
 Client Suitability: Any sponsor, even war plants with nothing to sell to general public
 Number of Artists: Two
 Unit Cost: Based on population of city
 Audition Facilities: Transcriptions
 Submitted by: Kasper-Gordon, Incorporated
 (See Page 62)

Walsh's Wax Works

This is a 30-minute program featuring old recordings as collected by Jim Walsh, who is considered one of the outstanding collectors of phonograph records in the United States. The scripts are written by Walsh and he appears on the program as the proprietor of Walsh's Wax Works. Through his collection of 10,000 records, approximately 20,000 individual selections. Walsh can trace the history of the country for many years back.
 Availability: Live talent
 Time Units: 30 minutes, once weekly
 Audience Appeal: Entire family
 Suggested for: Sunday afternoon; weekday evening
 Client Suitability: Any sponsor interested in doing a high-type of selling or institutional job of advertising
 Number of Artists: 2 (Walsh and an announcer)
 Unit Cost: Upon request
 Audition Facilities: Transcriptions
 Submitted by: WDBJ, Roanoke, Va.

Wanderers of the Wasteland

Four entertainers of western music with the help of "Cap," the narrator, retell stories of the West as they sing their songs and journey in the open country. Every six months a collection of these stories are offered to listeners. Other merchandising plans are adaptable. With the use of sound effects such as crickets and hoots, a very realistic picture portrays the "Wanderers of the Wasteland" seated around a camp fire.
 Availability: Live talent; E. T.
 Time Units: Fifteen minutes, once or three times weekly
 Audience Appeal: Entire family
 Suggested for: Evening: 9:00
 Client Suitability: Household products—medicines, etc.
 Number of Artists: 5
 Unit Cost: Once weekly—\$25; three times—\$70
 Audition Facilities: Transcriptions or will pipe live talent
 Submitted by: WSLS, Roanoke, Virginia

Washington Inside Out

Here's an authoritative, complete and clear picture of the whole Washington scene which clears away all the rumors and counter-rumors and gets down to the basic facts about our Nation's Capital. Millions of people want such a picture, and we can deliver it—pointed in the words of A. P.'s Joe Torbett—who really knows the Washington scene "Inside Out." Torbett's Washington news is available

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to many stations via the A. P. wire, but since this is Torbett's home town, WRC offers him in person with his "Washington Inside Out."

Availability: Live talent
Time Units: Fifteen minutes, once weekly
Audience Appeal: Female or male
Suggested for: Afternoon or evening
Client Suitability: General
Number of Artists: 2
Unit Cost: On request
Audition Facilities: Transcriptions
Submitted by: WRC, Washington, D. C.

WEDC Symphonic Hour

An outstanding musical show of instrumental and vocal. Featuring the world's famous artists. Records Sunday evening feature 10:00-11:00 p. m. Four medium-sized commercials permitted during the hour. At present sponsored by Emil Dene-mark, Inc., Buick and Cadillac Automobiles.

Availability: E. T.
Time Units: 60 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: Two
Unit Cost: \$100
Audition Facilities: From the air
Submitted by: WEDC, Chicago, Ill.

What's the Odds

"What's the Odds" is a quiz which pits four members of the armed forces against four soldiers on the production front. If women workers are on the show male members of the forces are used. If WAACs, WAVES, SPARS, etc., are contestants, then men workers participate. Questions are answered alternately with war stamps awards for correct answers. The "What's the Odds" applies to the last question, for example, the odds may be 11 to 9. The contestant wagers 9 stamps to 11 he answers correctly.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Sunday afternoon and evening

Client Suitability: All products . . . lends itself to merchandising
Unit Cost: \$100
Submitted by: WHK, United Broadcasting Co., Cleveland, Ohio

What's Your Verdict

The "Court Reporter" gives essential facts in connection with a court trial, and defines the law involved. Listeners are asked to send in their verdict by card. The senders of the first (number to be stipulated by sponsor) cards in a unanimous vote receive merchandise or war stamps.

Availability: Live talent
Time Units: 5 minutes, 5 times weekly
Audience Appeal: Female or male
Suggested for: Middle or late morning; Any time afternoon; early evening
Client Suitability: Low-cost foods, drugs, or wearing apparel seeking wide distribution

Number of Artists: 1
Unit Cost: \$3 per script
Audition Facilities: Transcriptions
Submitted by: William F. Holland Agency, Cincinnati, O.

Where Is My Boy?

No war news; description of all the bases where our boys are located. Cl-

mate—industries—vegetation—habits of natives and all interesting data on country around.

Availability: Live talent
Time Units: 5 or 15 minutes, 3 or 5 times weekly

Audience Appeal: Entire family
Suggested for: Early evening
Client Suitability: Almost any
Number of Artists: 1
Unit Cost: \$35 per show
Audition Facilities: Will pipe live talent
Submitted by: W. N. Ellsworth, Chicago, Ill.

What do You Know About Alberta?

Quiz with questions supplied by Provincial Government dealing entirely with this Province. Audience and listener participation. Merchandising tie up with local Chambers of Commerce, community groups, window displays, radio and newspaper pre-announcement.

Availability: Both
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Institutional
Number of Artists: Six audience participations per show

Unit Cost: Time rate plus prize money
Audition Facilities: Transcriptions
Submitted by: CJAC, Edmonton, Alberta

Wings to Victory

The story of the Army Air Corps in training and in combat, written and produced by members of the Public Relations Department of the Santa Ana Training Center, Calif. It is undoubtedly the most exciting series of its kind on the air. With full cooperation of the U. S. Army Air Corps, "Wings to Victory" dramatically and with exceptional music and sound effects tells the story of young America in the air. War Department approval has been secured for sponsorship and the show is particularly suited for large manufacturers on aircraft or ordnance. Highly recommended as a natural for wartime listening.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Large manufacturer such as aircraft, ordnance
Number of Artists: Variable
Audition Facilities: Transcriptions or will pipe live talent
Submitted by: WJZ-Blue, New York, N. Y.

WINX Symphony Hour

Recorded symphony broadcast nightly on WINX. Last year it was voted the 3rd most enjoyable musical program listened to by Washingtonians, tied with the NBC Concerts.

Availability: Live talent
Time Units: 55 minutes, 7 times weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Institutional only
Number of Artists: 1 announcer-narrator
Unit Cost: \$654.60 weekly on a 13-week contract
Audition Facilities: Will pipe live talent
Submitted by: WINX, Washington, D. C.

Wrestling Matches

Broadcast consists of a ringside description of the main event of a regular weekly wrestling card. Matches are very popular and draw huge crowds. The cards

are made up of the world's finest and best-known wrestlers, and present occasionally world championship matches. Two expert sport announcers handle the broadcast—one taking the color and the other the action. The main event is for two falls out of three with a time period of about six minutes between falls.

Availability: Live talent
Time Units: Approximately 60 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Soft drink and beer
Number of Artists: Two
Unit Cost: \$60.00 per week
Audition Facilities: Transcriptions
Submitted by: KMAC, San Antonio, Texas

You Were Meant to Be a Star

Idea show, headed by Dorothy Arzner, Hollywood's only woman director, which illustrates by example the wrong, then the right way to handle domestic and other situations. Proving that you—yes every one of you "were meant to be a star."

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Women's products
Number of Artists: Average six
Unit Cost: \$3,000.00
Audition Facilities: Transcriptions
Submitted by: William Gernannt (See Page 96)

Bill Hay Reads the Bible

The reading of the Bible for 15 minutes. Just one man reading the Bible, no superfluous production, no interpretation of the Bible . . . simply the fundamentals of religion as written in the Good Book. This man who reads so well is Bill Hay, a personality loved by Americans in every city and town for his intimate, warm friendship during his 17 years as spokesman on the Amos 'n' Andy program.

Availability: Live talent
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Morning, afternoon or evening
Client Suitability: Cemeteries, florists, mortuaries, furniture stores, public utilities, defense plants, and many other similar types of business
Number of Artists: 1
Submitted by: Dan B. Miner Advertising Agency, Los Angeles, Cal.

Unlimited Horizons

A public service program dealing with adventure in the scientific laboratories in the West through whose findings the development of the Pacific coast was rapid and successful. The narrator is Gaynor Whitman and the orchestra is under the direction of Charles Dant.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: Varies
Submitted by: NBC (Pacific Coast)

Voices of Yesterday

"Voices of Yesterday" feature actual recorded voices of the world's foremost personalities, from William Gladstone to Will Rogers. The 52 shows dramatize highlights in their lives, with the "voice"

presented as a stirring climax, with unique feature of having history read by those who made it. Mats, press releases and posters are furnished and excellent low-cost merchandise bins are available. Audition discs furnished on deposit of \$3.00, refunded on return of disc.

Availability: E. T.
Time Units: 52—15-minute programs
Audience Appeal: Juvenile; Entire family
Suggested for: Early Evening
Client Suitability: Banks, department stores, bakeries, dairies, markets, etc.
Number of Artists: 6 to 8
Unit Cost: According to population market
Audition Facilities: Transcriptions
Submitted by: Harry S. Goodman, York, N. Y. (See Page 89)

Words at War

Dramatizations of the outstanding books done under the over-all title "Words at War." These books include such sellers as Wendell Willkie's "One Wonderful Day," "Combined Operations," "They Came from the Pacific," etc.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: Various
Submitted by: NBC (See Pages 33, 34, 35, 36)

Your Wartime Problem

An outstandingly different dramatic approach to the war-time problem hundreds of thousands of men, women and children. Every story a true one, these are heart-throbbing dramatic treatments of true stories. "Your Wartime Problems" is the radio counterpart of syndicated newspaper feature of same name.

Availability: Live talent; E. T.
Time Units: Fifteen minutes, once to three times weekly
Audience Appeal: Entire family
Suggested for: Morning or afternoon
Client Suitability: General
Number of Artists: Six
Unit Cost: Special rates on application
Audition Facilities: Transcriptions
Submitted by: WFIL Broadcasting Company, Philadelphia, Pa. (See Page 79)

We Cover the Battlefront

Straight from the typewriters of war correspondents who are eyewitnesses to history in the making comes the exciting material for this script. The program is based on the true life drama behind the headlines; the stories of foreign correspondents whose news are the fighting lines. The show is the first hand story of their experience aboard U. S. Bombers in actual combat with naval task forces under fire on the fighting lines on land.

Availability: Live talent
Time Units: 15 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Sunday afternoon or evening
Client Suitability: Institutional programs, banks; loan companies; public utilities
Number of Artists: 1 or 2
Submitted by: United Press (See Page 3)

'Press Principles' Hit By Fly At Hearing

(Continued from Page 1)

of the inquiry got under way. The text of Humphrey's suggestions committee follows:

Decide what you want the newspapers to do, and then shape each hearing around the main point, the vortex of testimony. Once that vortex is reached,

handling press releases, first put a date on them, reading something like "for release at 10:00 a.m., July 6," etc. Do this you can give releases out as early as 24 hours in advance, thus enabling you to study them and write better

limit the number of people authorized to speak for the committee, to give out press releases or to provide the press with information in the fewest number possible. It plugs and helps preserve the concentration of the press.

Do not permit distractions to occur, such as extraneous fuses with would-be witnesses, which might provide news that would bury the testimony which you want to get out.

Do not space hearings more than 24 or 48 hours apart when on a controversial subject. This gives the opposition too much opportunity to make all kinds of counter-attacks, and replies by issuing statements to the newspapers.

Don't ever be afraid to recess a hearing for five minutes, so that you keep the proceedings completely in control so far as the news is concerned.

And this is most important: Don't let arguments or the evidence ever descend to a plane of personal fight between the committee chairman and the head of the committee being investigated. The high plane of the authorized committee of the House representatives examining the operations of the agency of the executive branch for the purpose of the committee should be maintained at all costs.

'Language' Broadcasters Drive On All War Fronts

(Continued from Page 102)

production based largely on "The Enemy" and the "United Nations" programs in the "Uncle Sam" which is produced by the OWI Radio Bureau. Currently available in Italian, German and Polish.

—weekly 15-minute transcription in Italian only. This is a dramatic program giving the rise and background of Fascism in Italy.

"Revue de la Semaine"—weekly 15-minute transcription in French only. Commentary covering news of the week. Prepared by the Overseas Radio, OWI, and distributed by

Weekly Newsletter—This goes out in script form. It contains items of interest to various foreign language groups. These items are used in regular news broadcasts. In some cases, stations have established special programs to permit the newsletter. Now being distributed in Italian, German, Spanish, Polish, Czech, Slovak, Finnish, Hungarian, Portuguese, Serbian, Croatian and Slovene.

Weekly Italian Scripts — Three entitled "Unite for Victory," "Van's Place in the War Effort," and "Civil Liberties," running 10 to 15 minutes and sent out each week. Script Announcements—Four weekly announcements of 100 words prepared by the Radio Bureau of the

NEIC Organizations Pledge Mobilized Resources To FDR

(Continued from Page 1)

proximately two delegates from each organization covering radio, motion pictures, legitimate theater, variety, etc., attended the conferences held at the Waldorf-Astoria.

Elmer Davis, head of OWI, and guest speaker on the agenda, told the assembly that the industry would have to marshal its resources to provide the American people with a stimulant which would prove as effective as an enemy invasion in arousing everyone to greater production. Just how the industry could serve, he said, was something the Council had to work out. He required, only that they both entertain and inform.

Remainder of the day was devoted to elaborate discussions of projects and ways and means the Council will function. Among the suggestions for expansion of industry activity was one reported by a radio committee made up of performers, writers and directors. George Heller, AFRA, speaking for the group, listed a mobile unit of actors and writers touring the country as attractions for community street meetings and five minute simultaneous local broadcasts for various government messages and drives. Another suggestion was the setting up of units of radio talent for hospital service. Productions would be styled along lines of broadcasting to distribute the entertainment via public systems, etc. Radio Committee is planning, also, to confer soon with OWI and Treasury to map out aid for the Third War Loan Drive.

Other Decisions

Other matters taken up at the meeting include the making of electrical transcriptions for distribution to stations, and scripts for publications, of the address made during the first day's luncheon session, by Brig. Gen. Frederick Henry Osborn, chief of special services of the U. S. Army; issuance of identification emblems for every one contributing services to the war effort programs; expansion of entertainment programs on the production and civilian fronts; establishment of a liaison with the WPB in Washington. Tentative budget for the Council's operations called for \$30,150, which included \$7,800 for an executive secretary, and \$7,800 for a publicist, two major items. Finance committee of five was set up to determine methods of financing the Council.

Most of the projects and recommendations were referred to the Coordinating Committee for sifting and disposition. This group will meet next Wednesday at the Hotel Astor.

OWI, translated and released in script form. It is recommended that stations use announcements daily in each language according to the amount of broadcasting time they have in each language. The announcements are released in Italian, Polish, Yiddish, Spanish, Portuguese and Hungarian.

8:30 p.m. Council will meet sometime in August.

In offering the industry's facilities and services to the President, the group wired in part: "We are fully mobilized, and our resources are yours as commander-in-chief in the tireless service of winning this fight and forcing our enemies to their knees in unconditional surrender. To this end we have prepared a detailed program which we as a unified industry will carry forward... to result in more and better entertainment for all the people, soldiers, sailors and civilians of this America."

Davis' Talk

Davis' brief talk declared in part: "We have long been indebted to the various industries which you ladies and gentlemen represent, and we are going to be much more indebted to you in the course of the coming year because we have not got very much of our own to go on... I cannot tell you very much about what I think you ought to do, but I can perhaps give you some additional slants on the problems we have all got to face. That is the problem of a nation which is doing very well—doing amazingly well in some respects. But the point is this. We have to go on, not only doing well, but doing even better."

"The entertainment industries may in one way or another be able to give us the answers... First in their old and regular business of providing entertainment which will give people the necessary relaxation which will enable them to work harder during working hours, and secondly, in the messages they can carry as the entertainment industries have been carrying them very consciously for the government to the people about the importance of the war effort and about specific things that people have to do to make the machine work."

NAB Retail Promotion Previewed To Guests

(Continued from Page 1)

ington, D. C. The preview ran for three hours, and was held in a conference room at NBC.

Attending the preview, in addition to the above list, were the following: members of the Sales Managers Executive Committee—Dietrich Dirks, KTRI, Sioux City, Ia.; C. K. Beaver, KARK, Little Rock, Ark.; Sam H. Bennett, KMBC, Kansas City, Mo.; Arthur Hull Hayes, WABC, New York; James V. McConnell, NBC; John M. Outler, Jr., WSB, Atlanta, Ga.; John E. Surrick, WFIL, Philadelphia; members of the Retail Promotion Committee—Paul Morency, WVIC, Hartford; Robert E. Bausman, WISH, Indianapolis; Gene L. Cagle, KFJZ, Ft. Worth; Kenneth Hackathorn, WHK-WCLE, Cleveland; C. L. McCarthy, KQW, San Francisco; Oliver Runchey, KOL, Seattle; Advisory Committee of Promotion Executives—M. L. Allisen, WLW-WSAI, Cincinnati; Charles B. Brown, NBC; John G. Hade, WJZ, New York. Guests included Neville Miller, president of NAB; C. E. Arney Jr., secretary-treasurer; C. Robert Thompson, WBEN, Buffalo; Charles F. Phillips, WFBL, Syracuse, N. Y.

Retail Promotion Committee will meet again today to work out the itinerary for the presentation.

My Humble Thanks

To—

Camel Cigarettes

Tom Luckenbill

and the

Wm. Esty Agency

GARRY MOORE



Exclusive Management:

National Concert and Artists Corporation

New York - Chicago - San Francisco - Hollywood



FIREPOWER... DIRECTED

WHEN YOU BUY radio time, take a tip from the Army. Make sure you are buying not only fire power but also the *means to direct it*. Those big guns are more than just barrel and breech; about $\frac{3}{4}$ of those babies is directing mechanism. The gun would be useless if they couldn't call the range, aim, and fire... on target.

When you buy radio time on the Pacific Coast, make sure you choose the only network that can aim at *and hit* all the markets. Buy the only network with enough stations to direct your message to all the radio

homes. Many markets out here cannot be successfully covered by long-range broadcasting because of the surrounding high mountains. More than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a Don Lee station. Advertisers can blast away *on target*... everytime.

If your advertising message is important enough for all the radio families on the Pacific Coast to hear, use the *only* network with enough stations to do the job... Don Lee.

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres., General Mgr.*
5515 MELROSE AVE., HOLLYWOOD, CALIF.
REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

Mutual
DON LEE

THE NATION'S GREATEST REGIONAL NETWORK

Unfreeze Radio Posts

Canada Censor Ruling Defines Station's Duty

Real—A new censorship direction has been issued, placing on radio stations the responsibility for keeping the air any statements that injure Canada's war effort. "All newspaper publishers have had to accept the responsibility of seeing that nothing they publish would be contrary to the defense of Canada," said Col. O. M. Biggar, director of censorship said today, "we now

"Twice As Fast"
Los Angeles—Realizing that he could not cover every American camp in England in the time allowed by the War Department, Bob Hope with his unit is moving twice as fast as he usually does in the States, traveling by fast cars so that he can play to four camps a day. USO-Camp Shows' Bill Dover wrote to Ken Thomson, chairman of the Hollywood Victory Committee.

Special Ruling By WMC Releases Many Broadcasting Jobs In N. Y. Area, But Maintains Status Quo On Some

NAB Names Six To Aid Public Relations Work

Washington Bureau, RADIO DAILY
Washington—Six district public relations chairmen have been named by NAB district directors to work with the NAB Public Relations Committee and Willard D. Egolf, assistant to NAB President Neville Miller in formulating and executing a plan for industry activity. Other appointments are expected soon.

All announcers, sound effects men, actors, musicians, singers, producers, directors and writers—staff and free lance—in the New York City area were released from the job freeze order in a special ruling handed down by the regional office of the War Manpower Commission. At the same time, the order made a point of reiterat

Names Craig Chief Radio Engineer

Philadelphia—Palmer M. Craig, for the past two years chief engineer in charge of Radar and radio communication equipment development, has been named Chief Engineer of the Division of Philco Corp., it was announced Friday by John Ballantine, president.

Spot Biz Continues Wider Distribution

Continuation of wider distribution of national spot business among the smaller stations, due in a large measure to the unprecedented campaigns for breakfast foods, flours and breads, beverages, and public utilities, will be revealed in the June reports of National Radio Records going out tomorrow. Number of stations reporting receipt of the business has been increasing for the past few months,

Advisory Femme Panel Fully Completed By WOR

WOR's proposed Women's Advisory Panel whose function will be to guide the station in programming for the purpose of aiding women listeners at home and in the war effort, has now

N. Y. Outlets Proceed With Promotion Plan

Tentative plans to devote two pages of regular station advertising schedules in no less than the next four months were set up Friday by promotion department executives of New York City stations meeting at WOR for the second time to discuss an industry campaign which would offset defamatory articles on the New

Two-Hour Show Re Servicemen Disks

Two-hour entertainment to aid the campaign of Records for Fighting the Axis will be put on by John Gamble, WOR announcer, July 20, 8-10 p.m. at the WOR Theater. Display will not be broadcast. Admission will be a special ticket offered on the radio and two phonograph records. The program's one announcement of the availability of admission tickets on

Stauffer Won't Quit Post In Domestic Radio Bureau

Washington Bureau, RADIO DAILY
Washington—Donald Stauffer, chief of the OWI Domestic Radio Bureau, assured Domestic Director Palmer Hoyt, Friday that he would remain at his post for some time to come;

See Industry Intent To Aid 'Minority' Cause

Industry's intent to aid the nation in its latest problem of race and minority clashes, will, if tentative plans materialize, attain great scope

Navy Series On WCAU Honors War Industries

Philadelphia—In cooperation with the Industrial Incentive Division of the United States Navy, WCAU, beginning at 3:15 p.m. tomorrow, will

★ THE WEEK IN RADIO ★

... NEIC Develops Plans
By PEGGY BYRNE

Mediterranean 'Duck'

Merrell Miller, NBC reporter with the United Nations forces invading Sicily, reported, when he returned to Allied headquarters recently to broadcast a blow-by-blow description of the invasion, that he was ordered to "duck" in the Mediterranean, holding his typewriter over his head, while Axis planes strafed the Allied landing parties making their way to shore.

NATIONAL Entertainment Industry Council held a convention last week to formulate working plans. Elmer Davis addressed the group stressing the fact that the aid of the entertainment industry in informing the people would play an important part in the coming year because of the limitations placed on the OWI. Walt Dennis, NAB News Bureau head, told the Council that the industry needs to be recognized, to be known as an industry, and that it must reach all parts of the country—the

back woods as well as the big cities. Most suggestions and projects submitted were referred to the Coordinating Committee for further discussion at a meeting this week. Two day session culminated with the sending of a message to President Roosevelt pledging the Council's support and full cooperation of its mobilized forces. Council will meet again sometime in August. Second bout of the Cox FCC investigation ended in a draw, with Com-

Fallacy

Albany—Adage that lightning never strikes twice was doubly disproved at the WABY transmitter in the past months. Last week Rosemary Tholl was performing her first solo trick at the transmitter when lightning struck the tower, reduced three meters to molten metal and blew fuses. Same thing happened twice before, making three times in one year.



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

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FINANCIAL

(July 16)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Net Chg. |
|-----------------|---------|---------|---------|----------|
| Am. Tel. & Tel. | 156 3/4 | 156 1/8 | 156 3/4 | - 1/4 |
| CBS A | 24 1/4 | 24 | 24 1/4 | 0 |
| CBS B | 24 1/4 | 24 | 24 1/4 | + 3/4 |
| Crosley Corp. | 21 1/4 | 20 1/4 | 21 1/4 | + 1/2 |
| Gen. Electric | 39 | 38 3/8 | 38 7/8 | - 1/8 |
| Philco | 24 1/4 | 24 | 24 1/4 | + 1/4 |
| RCA Common | 11 1/2 | 11 1/8 | 11 1/4 | 0 |
| Stewart-Warner | 13 3/8 | 13 | 13 | 0 |
| Westinghouse | 97 1/4 | 96 1/4 | 97 | + 3/4 |
| Zenith Radio | 36 3/8 | 36 3/8 | 36 3/8 | - 1/8 |

NEW YORK CURB EXCHANGE

| | | | | |
|-----------------|----|----|----|-------|
| Hazeltine Corp. | 31 | 31 | 31 | + 1/4 |
|-----------------|----|----|----|-------|

OVER THE COUNTER

| | Bid | Asked |
|------------------------|--------|--------|
| Farnsworth Tel. & Rad. | 9 1/8 | 9 3/8 |
| Stromberg-Carlson | 12 1/8 | 13 1/8 |
| WCAO (Baltimore) | 21 | 24 |
| WJR (Detroit) | 28 | |

Philco Names Craig Chief Radio Engineer

(Continued from Page 1)

Philco Research Laboratories as a radio engineer and assisted in the development of such important contributions to radio as high fidelity reception, automobile radios and the first remote control radio receiving sets. He was appointed engineer in charge of console radios in 1938 and, even prior to the attack on Pearl Harbor, Craig was taking a leading part at Philco in the development of Radar equipment.

He was graduated from the University of Delaware in the class of 1927 with the degree of B.S. in Electrical Engineering and was formerly associated with Westinghouse Electric and Mfg. Company.

BALTIMORE'S BLUE NETWORK OUTLET

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

THE WEEK IN RADIO

... NEIC Develops Plans

(Continued from Page 1)

mittee Counsel Eugene Garey unable to glean any information from Fly, Harold D. Smith or Charles Denny, and unable to question Army and Navy personnel as the result of a Presidential order forbidding them to testify. Smith refused (on instructions from the President) to produce the originals of letters written by Admiral Leahy and Secretaries Knox and Stimson, copies of which were read by the Committee last week. Fly however, admitted possessing a communication which would exonerate the FCC, but refused to divulge its contents as a violation of the confidence in which it was written. Fly hit out at the Committee last Thursday, declaring that its "press principles," listed by Bob Humphreys, INS reporter, are indicative of the character of the investigation.

NAB Sales Managers Executive Committee adopted a resolution last week condemning cow-catcher and hitching-hiking announcements. Several other matters were taken up at the meeting, including plans for a survey of live announcements and the compiling of sales manuals. Sales Managers, plus several other committees, attended a preview of the Retail Promotion Plan.

OWI added 12 regional executives to Station Relations Division of the Domestic Radio Bureau to replace, to some extent, the now defunct field service. New members will aid in clearance of new programs and announcements submitted by government agencies and will attempt to supply information and guidance to local stations. Donald D. Stauffer, head of the Bureau, also elaborated on how the Bureau will work under

the decreased budget. War Advertising Council presented a 45-minute broadcast over NBC in connection with its new war message ad drive. Speakers were Donald Nelson, Fred Vinson, Marvin Jones, Elmer Davis and Chester LaRoche. While the WLB considered the merits of the AFM-transcription company case, the Senate took steps of its own by introducing an anti-ban bill. Rep. P. G. Holmes introduced a new bill into the House asking for a more clear definition of the authority of the FCC. MBS was forced to stop feeding musical shows to WSAY, its Rochester affiliate, as a result of AFM pressure. Station refuses to hire extra musicians ordered by AFM. Miller McClintock, Mutual president, announced an increase in network option time and a graduating decrease in advertiser discounts.

Radio Writers' Guild was certified by the NLRB as bargaining agent for shortwave writers and began negotiations with NBC for a contract. CBS marked the first anniversary of its discount plan, announcing that 95 stations have benefited by it. Treasury Department sent NBC a clarification of withholding tax as applied to artists. Sales promotion chiefs of metropolitan stations met last week to discuss promoting the New York market. Plan will include five boroughs. Canadian Association of Broadcasters told the Commons Radio Committee that it was against the nationalization of Canadian radio. In signing the Urgent Deficiencies Bill, President Roosevelt strongly criticized Congress for passing the rider containing the elimination of Goodwin B. Watson and William E. Dodd, Jr., of the FCC, from the payroll.

Set Two-Hour Show Re Servicemen Disks

(Continued from Page 1)

his program about two weeks ago brought in 1,600 requests. Theater accommodates only 900, so he wrote a personal letter to the other 700, asking them to turn in their records anyway. Campaign is under the auspices of the American Legion. Representative from that body will be Past National Commander Ray Murphy.

Entertainment will consist of Milton Berle, Joe Laurie, Jr.; Harry McNaughton, Peter Donald, Vincent Lopez; Vincent Sorey and his orchestra; Paul Shubert; Stan Lomax, Martha Deane, Tom Slater and Jack Byrne in a special edition of "The Better Half" wherein contestants will be selected from the audience.

Milwaukee FM Meet

Milwaukee—The FMIBI board meeting will be held here on Tuesday, August 3, commencing with lunch at 1 p.m. The place is Milwaukee's Radio City. The meeting is open to the membership of FM Broadcasters, Inc., and Major Edwin H. Armstrong has indicated his intention to attend.

NAB Names Six To Aid Public Relations Work

(Continued from Page 1)

E. Hill, WTAG, Worcester, Mass., District 1; Michael Hanna, WHCY, Ithaca, N. Y., District 2; Vernon H. Pribble, WTAM, Cleveland, District 7; Clarence Liech, WGBF-WEOA, Evansville, Ind., District 8; Karl O. Wyler, KTSM, El Paso, District 13, and Harry Buckendahl, KALE, Portland, Ore., District 17.

ANNOUNCERS

Experienced announcers wanted by mid-west clear channel station; Submit complete background details immediately. If you're not a top man, don't write.
RADIO DAILY, Box 719
1501 B'dway N. Y. C.

COMING and GOING

PHILLIPS CARLIN, vice-president of Network in charge of programs, is back desk following a vacation spent in Conn.

BEN LUDY, general manager of WIBW, Kans., was here Friday for conferences headquarters of CBS.

Cecil HACKETT, managing director of left yesterday on a business trip to Chicago.

RICHARD STARK, of "Life Can Be Beautiful" and "Right to Happiness," off today vacation in Manchester, Vt.

C. L. McCARTHY, general manager of Columbia affiliate in San Jose, Cal., left Friday after having been here most of last week.

LIONEL HAMPTON, and the members band are in Rochester for an engagement at the Temple Theater.

GEORGE C. BIGGAR, program director WLW, Cincinnati, is in Chicago, where he spent several days on business.

JOHN WELLINGTON, Blue Network program director to Charleston, S. C., tomorrow broadcasting of the "Spotlight Bands" from the Navy Yard.

PARKS JOHNSON and WARREN HULL, Edmonton, Alberta, from which point will air tonight's stanza of "Vox Pop." CBS. HULL will leave on vacation following close of the program.

MRS. DOROTHY LEWIS, NAB co-ordinator of listener activities, leaves today for Washington, D. C., to attend conferences of NAB and the Federal Education Committee. She will return by way of Philadelphia where on Thursday she will address the Radio Workshop of that city.

ARTHUR CASEY, assistant to the manager KMOX, St. Louis, a caller late last week.

CLAIRE and MERNA BARRY, singing duo on WHN's "Gloom Dodgers" program, are from a one-week tour of eastern Army Navy bases.

CARL BURKLAND, general manager of WJLA, Washington, D. C., has returned to the following conferences at the offices of CBS.

They Know Which Side Their Bread is Buttered On!

The largest bakery radio advertiser in Baltimore invests more radio money in WITH than any other station. They know which side their bread is buttered on!

WITH



IN BALTIMORE REPRESENTED BY HEADLEY-REED



IN THE NATION'S
NO. 1 MARKET
 IS... **W O V**

the plain facts are these:

BETWEEN THE HOOPER CHECKING HOURS OF 7:30 AND 10:00 P. M. YOU CAN REACH THE MOST RADIO HOMES AT THE LOWEST COST PER 1,000 OF ANY INDEPENDENT RADIO STATION IN NEW YORK . . . at less than 1/2 the cost of the next ranking station and at 1/6 the cost of the lowest ranking station.

| | 7:30 — 7:45 P.M. | 7:45 — 8:00 P.M. | 8:00 — 8:15 P.M. | 8:15 — 8:30 P.M. | 8:30 — 8:45 P.M. | 8:45 — 9:00 P.M. | 9:00 — 9:15 P.M. | 9:15 — 9:30 P.M. | 9:30 — 9:45 P.M. | 9:45 — 10:00 P.M. |
|------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|----------------------------|
| W O V | | | | | | | | | | |
| Cost, 1000 Radio Homes | \$1.80 | \$3.00 | \$2.58 | \$3.00 | \$2.30 | \$3.00 | \$3.00 | \$2.15 | \$2.58 | \$3.00 |
| STATION A | | | | | | | | | | |
| Cost, 1000 Radio Homes | \$5.15 | \$7.60 | \$12.80 | \$19.00 | \$9.50 | \$15.50 | \$26.50 | \$19.00 | \$12.80 | \$15.50 |
| STATION B | | | | | | | | | | |
| Cost, 1000 Radio Homes | \$2.50 | \$7.80 | \$11.00 | \$13.00 | \$11.00 | \$19.25 | \$19.25 | \$15.50 | \$9.60 | \$19.25 |
| STATION C | | | | | | | | | | |
| Cost, 1000 Radio Homes | \$18.00 | \$9.00 | \$15.00 | \$11.25 | \$13.00 | \$15.00 | \$22.75 | \$22.75 | \$18.00 | \$13.00 |
| STATION D | | | | | | | | | | |
| Cost, 1000 Radio Homes | \$5.25 | \$5.25 | \$4.40 | \$3.35 | \$4.40 | \$6.70 | \$7.60 | \$5.90 | \$6.70 | \$4.40 |

SOURCE:

Cost per 1,000 Radio Homes based on published one-time-quarter-hour rate.

W O V . . . — **FOR VICTORY**
 NEW YORK

Ralph N. Weil, General Manager—Joseph Hershey McGillvra, National Representatives

Los Angeles

By RALPH WILK

OUR Passing Show: Elsie Janis visiting Columbia Square; Ken Niles, Ben Alexander, Neil Reagan, Dave Taylor, Denny Shane, Arthur Solomon lunching at Brittingham's. "Your American Red Cross," a program by and about the great organization of mercy, will be heard over KECA Thursdays, at 3:15 p.m. News, drama and interviews will tell the story of the American Red Cross and its vital war work. In addition to outstanding guest stars from the motion picture and radio industry, the Red Cross series will feature leaders of the Los Angeles chapter of the organization.

A minute before Columbia's headline actress, Agnes Moorehead, goes on the air, in a starring role, a tall, good-looking man steps up and kisses her. It is a simple "good luck" ritual which Miss Moorehead and her actor-husband, Jack Lee, have joked about for many years. And she insists that the brief send-off gives her a completely "at home" feeling with every type of dramatic role she has enacted.

Maestro Harry James and his crew of CBS Music Makers will check in at Metro late this week to rehearse band numbers for their movie-in-the-making, "Mr. Co-Ed."

Jule Styne and Sammy Cahn, who scored the current hit tune "I've Heard That Song Before," were the guest composers on the "Fitch Summer Bandwagon" heard Sunday, July 11th, over NBC, and scored a big hit with their comedy lines when interviewed by emcee Tom Reddy. Styne and Cahn, who have just completed "Thinkin' About the Wabash" and "Victory Polka," for the Columbia picture "Tropicana," are en route to New York to do the music for a George Abbott musical, and the music for "George White's Scandals."

Eddie Dean, baritone singer of western songs on the "Judy Canova Show," decided the other day to surprise his nine-year-old son, Eddie, Jr., by delivering his papers in their neighborhood in Pasadena. He did! Son discovered, when the phone started to ring madly, that Pop had delivered on the wrong side of the street!

Gordon Jenkins organized the "Suit Case Six" to do a trick instrumental version of "Red Wing," on the "Judy Canova Show" last week.

MANPOWER

YES, WE BELIEVE WE CAN SUPPLY GRADED MANPOWER TO FILL ANY VACANCY IN YOUR ORGANIZATION.

CALL—

FRANK MCGRANN

POSITION SECURING BUREAU, INC. (Agency)

331 Madison Ave. (43rd St.), New York

MURRAY HILL 2-6494



Memos Of An Innocent Bystander . . . !

● ● ● And we do mean innocent bystander while waiting for a Radiolite at the 44th Street entrance to the Hotel Astor we were five minutes early (which, in itself, is an event) and here's what we saw in those 300 seconds Producer John Golden, walking past the Paramount stage door, noticed the autograph hounds and stopped to read the "theater billboard" to see whose autograph was being sought Sergeant Barney Ross, headed for the Special Army car awaiting him at the curb opposite the stage door, unnoticed by the jitterbugs however a young colored girl recognized the "Real Hero" and asked Barney for his autograph Adolph Zukor, who more than any one else was responsible for the prosperity and growth of Paramount pictures, walks hatless to a taxicab, parked at the Astor 44th Street entrance the cab starts to swing out into the middle of the street and cuts off another taxi, who jammed his brakes to avoid a collision the occupant of the second cab was Spyros Skouras, head of 20th Century-Fox neither of the Filmoguls knew of each other's common danger in fact they won't know of it until they read it here.



● ● ● Herb Polesie, producer of the Frank CBSinatra "Broadway Bandbox," has lined up a five star show for the initial appearance of that variety program on the 9:30 p.m., Monday night spot, formerly occupied by the Lux Theater featured will be Virginia Weidler, Benny Goodman and his musical quartette, the Golden Gate Quartette, Raymond Scott and the Jersey Lark himself Program will emanate from Hollywood starting Aug. 9 while Sinatra thrushes before the cameras Larry Berns will be the producer when Comic Jerry Lester heads his own variety CBSshow every Sunday at 7, beginning July 25 Incidentally, Baritone Jack Smith, accompanied by Raymond Scott's orchestra will be heard on the Friday at 11:30 p.m. spot vacated by the "Broadway Bandbox" Don't be surprised to learn that Fally Markus, who in the past score years has booked more talent into theaters than any other individual, may hook up with one of the largest advertising agencies sometime in September Radio can use Fally's knowledge of show business That was quite a definition heard the other ayem over WEAf "a girdle is something that takes the Waves out of the WAC's" Joan Davis, NBComedienne has this to say about radio comics a guy with nerves of steel Victor Borge has the supreme squelcher to hecklers; to wit "keep punchin, maybe you'll hit yourself—I hope."



● ● ● Vivian della Chiesa has cancelled her usual summer performances with the Cincinnati Opera Company to make USO-Camp Show appearances next Wednesday she'll co-star with Giovanni Martinelli in a concert at Fort Hancock, N. J. Daniel Richman, popular music columnist for the N. Y. "Post," leaves soon for active duty for Uncle Sam Vicki Vickee, radioriote, has changed her name to Linda Richards Guests, at the party thrown by quipmaster Bob Hawk at the Waldorf-Astoria last week, were in a dither about the antics of a clumsy waiter, who spilled their drinks, dusted crumbs from the tables onto their laps, stepped on toes indiscriminately and "accidentally" moved chairs out from under them until Hawk revealed the waiter to be none other than Frank Libuse "professional insulter-de-luxe," currently featured in "Sons O' Fun" Cyril Armbrister has been re-signed to direct "Terry and the Pirates," when that "blood and thunder" yarn resumes Aug. 2 over the Blue Net.



—Remember Pearl Harbor—

Chicago

By FRANK BURKE

THE "National Barn Dance" is going to Hollywood late tember for a four-weeks assip on the Paramount lot for pro of a movie. "The National Dance" stars getting the Ho call are Pat Bettram, Joe Kelly Belle and Skyland Scotty, Ark Dinning Sisters and the Hoosi Shots. The troupe will make camp appearances en route West Coast.

Joel Kupperman, seven-year quiz kid, goes to Hollywood in for a picture contract.

Jack Baker, tenor of the Blue work "Breakfast Club," back program following two wee illness.

Malone Sisters, youthful s trio, will join the "Musical wagon," on WGN starting today gram is heard Monday through day from 10:00 to 10:45 a.m.

Hal Tate, movie trade jou and husband of Nikki Kaye, writer and actress, going East week on a two-weeks vacation to his entrance into the Arm August 14.

Joe Rockgold, recently with K Waterloo, Ia., has joined the nouncing staff of WLS. Lew I has been transferred from the production department to the tion's announcing staff.

A three-hour program, highli by the Navy's "Happy Hour Re will climax Chicago's "Meet Navy Day," Friday July 30 at Chicago stadium. WLS will orig their network "Meet the Navy" gram from the Chicago Servicen Center on that date. Herb How former production manager WNAX, Yankton, S. D., has added to the WLS production sta

The 739th Military Police B lion Band, Camp Des Plaines, u the direction of Sgt. Horace Hen son, was featured on WBBM's corded "Uncle Sam" program, yes day.

AVAILABLE

For quick sponsorship NBC world news round-up 7:15 a.m., CWT Monday through Saturday 12:15 p.m. newscast Monday through Saturday on WGCM. Complete coverage of the Mississippi Gulf Coast, Gulfport, Miss. Put your advertising dollar to work in this prosperous and booming territory. NBC affiliate.

QUEST-ING

IRVING GOODMAN and **VIRGIL WEIDLER**, on Frank Sinatra's "Way Bandbox," today (WABC-30 p.m.).

IRVING ANDERSON, on the Artists Series of the "Tele-Hour," today (WEAF-NBC, 9 p.m.).

HERSHOLT, in an adaptation of "Men in White," on the program "The Screen Guild Players," today (WABC-CBS, 10 p.m.).

BILLY JOE DOIRON, U. S. Army veteran of Guadalcanal, on the "Simms 'Johnny Presents,'" today (WEAF-NBC, 8 p.m.).

BOB CARTER, on Haven MacIntyre's "Noah Webster Says," today (WJZ-Blue Network, 8:30 p.m.).

ANDER KIPNIS, basso, on "Music," tomorrow (WABC-CBS, 11:30 p.m.).

MAS L. THOMAS, baritone, on "Fiesta Blanca Carnival," today (WABC-CBS, 10:30 p.m.).

WY WASON, foreign correspondent, on "This Is Our Enemy," today (WOR-Mutual, 8:30 p.m.).

HEW WOLL, executive vice-president of the American Federation of Labor; **JAMES B. CAREY**, secretary of the CIO, and **CARTER GOOD**, chairman of the governing board of the International Labor Union "For This We Fight," today (WEAF-NBC, 7 p.m.).

With the Colors!

HOPPER, former engineering director of studio operations at WABC, has been commissioned a captain in the United States Army Troop 1, Airforce. He joined the Army in 1942.

—vvv—

EVERETT (TOD) SWALM, Public Relations Officer at Stinson Field, Tex., has been promoted to the rank of First Lieutenant. Lt. Swalm was formerly on the editorial staff of RADIO DAILY.

—vvv—

JIMMY ROSELEIGH, one-time NBC page boy has returned to the West station after a furlough in the Army. Currently Roseleigh is serving as aerial gunner.

Production Man

Writer, 4F, currently employed by the radio network, desires to break into production. Seventy-five dollars weekly. Write to RADIO DAILY, 1501 Broadway, New York City.

NEW PROGRAMS—IDEAS

Public Health Series

Under the general title "The Enemy Within," KFI, Los Angeles, has broadcast the first in a series of programs in the interest of public health. The series was created to stir greater interest among plant managers, industrial leaders and the public in general in a plan of pre-employment physical examination.

At the first program, Henry L. Clark, general manager of the Southern California Division of General Motors; Dr. George N. Uhl, city health officer; Dr. H. O. Swartout, county health officer; and Franklin B. Cole, coordinator of the Industrial Security Section of the Chamber of Commerce gathered around the table in a general health discussion.

"The Enemy Within" series is directed by Bob Purcell, KFI's special events chief.

Television Quiz

Conducted by Charles Wilde as "Professor Quiz" a new type of audience participation program is "Cross-Word Puzzle Quiz" presented on WRGB, General Electric's television station in Schenectady. Puzzle forms are supplied to persons with receiver sets in the Troy-Albany-Schenectady area as well as those who are in the studio. While the definition of the word is given now as a hint toward the solution of the puzzle, it was reported that music suggesting the word is planned.

Big V-Mail Campaign To Enlist All Stations

The War Department, in conjunction with the Office of War Information, will initiate a powerful publicity campaign for V-Mail starting the middle of August. The force of this drive will "overshadow anything ever before attempted" in this field. For a period of several weeks, the intensity of the promotion will be felt through many media.

Some of the highlights are: "Radio is expected to tell the V-Mail story over every station in the country several times daily. In addition, V-Mail will be written into the body of more than 75 popular network programs. A direct message will go to the families of every soldier in the army requesting them to use V-Mail when writing to their boys overseas. A two-reel movie on the Army Postal Service with strong emphasis on V-Mail will be shown in 16,000 theaters. Cartoonists and comic strip artists will be invited to cooperate, trade papers and trade associations will also promote the effort. Display material, including posters, streamers and counter cards, will go to more than 100,000 retailers. They will also receive a broadside giving suggested setups for windows, counters, newspaper and radio tie-in ads. The War Advertising Council, representing the advertising industry of the U. S., is volunteering its support in enlisting na-

"War Industries On Parade"

A series of radio programs titled "War Industries on Parade" has been inaugurated on CKAC, Montreal, every Tuesday evening from 9-9:30 p.m. to develop closer relations between the men and women who are employed in munitions plants and the people of the radio public. The purpose of the show is to demonstrate the talents of both the French and the English speaking populations to the radio listeners and the interests that each plant is taking in developing these talents.

The present summer series of nine programs of variety shows attempts to develop some of the talents of the employees of the plants who have already had some experience in the entertainment field.

The programs originate in the various war plants in and around Montreal.

Invitation to Dinner

Listeners to Maggi McNellis' program on WINS, New York, "Society's Gal About Town," each Monday, Wednesday and Friday at 7:45 p.m., are offered an opportunity to dine at any select night club and an evening of theater entertainment if they can, in 20 written words on the back of a postcard, show why they should accept the offer. Each three weeks the best card received for that period will entitle the sender of the missive two tickets to any preferred show and night club. This offer was effective July 12.

Navy Series On WCAU Honors War Industries

(Continued from Page 1)

offer a series of programs "Salute to Uncle Sam's Industries" Tuesdays through Fridays during the first 15 minutes of "Open House," a day-time club program for night workers. Wade Barnes, master of ceremonies of "Open House," will conduct the series while special music will be arranged by Johnny Warrington.

SKF Industries will be the first honored on tomorrow's broadcast followed by Electric Storage Battery Company on July 21; Sun Shipbuilding & Dry Dock Company, July 22; and Sharp & Dohme, July 23. The format of the programs will include a brief history of the industry to be honored, an address by a major executive of the company; interviews with workers from the plant and sailors, marines and coast guardsmen who have recently returned from a combat area. Particular stress will be laid upon the importance of fine equipment for our fighting men and team-work between the workers on the production front and the men on the battle fronts.

tional advertisers to push V-Mail in their own messages. The campaign will also reach into all overseas theaters of war where the army will use every effort to educate the soldiers to the use of V-Mail.

AGENCIES

COL. OVETA CULP HOBBY, head of the Women's Army Corps, will deliver an address at a special summer War Activities Luncheon to be held by the Advertising Club of New York at the club house on Wednesday, July 21.

COMPTON ADVERTISING, INC., has been appointed by American Home Products Corp. to handle the account of those items which are advertised exclusively to the medical profession.

JAMES M. CECIL, president of Cecil and Presbrey, heads a committee of agency executives who will cooperate with the Travelers' Aid Society of New York in its drive to raise \$230,000.

WILLIAM R. FARRELL will join Benton & Bowles, Inc., as vice-president and director of research and product development, effective the latter part of July, it has been announced by Clarence B. Goshorn, president of the agency. For the past ten years Farrell has been associated with A. C. Neilsen Company and has been a vice-president of that organization since 1938.

WILLIAM SCOTT PATJENS has joined Franklin Bruck Advertising, New York, as vice-president. Until July 1 Patjens was sales manager of New York Subways Transit Advertising Co., Inc. Prior to that, Patjens was eastern sales manager of American Weekly.

ELIZABETH HUNTLEY, formerly a commentator on WGY, Schenectady, has joined the public relations staff of J. Walter Thompson Company as a radio specialist.

John Anderson

John Anderson, 46, drama critic of the New York "Journal American," author and playwright, died Friday in St. Luke's Hospital of meningitis. He had undergone an operation for sinus earlier in the week. He leaves a widow, the former Margaret Breuning, art critic; his mother; eight brothers and two sisters. Burial was held in Monroe, Conn.

5000 WATTS • 1330 KILOCYCLES

WEVD

NEW YORK'S STATION OF DISTINCTIVE FEATURES

ENGLISH • JEWISH • ITALIAN

The roster of advertisers using WEVD year after year reads like "Who's Who" in National Advertising. List on request.

HENRY GREENFIELD, MANAGING DIRECTOR
WEVD—117 W. 46th Street, New York, N. Y.

N. Y. Outlets Proceed With Promotion Plan

(Continued from Page 1)

York market in newspapers. Commitment will have to be put in letter form by all the station managers before the campaign can get started. It is expected the agreement will be forth coming. Only seven of the promotion executives were able to attend Friday's session. The absentees will be notified of the group's plans and discussions. Joe Creamer, head of WOR's promotion department, again presided.

Group discussed, again, subject of whether or not the ads should be signed as cooperatives. No conclusions on that, or the themes and angles for the campaign were reached. Next meeting of the group will hinge on the final letters of sanction by the station managers.

Present at Friday's session were Lucy Towle, WMCA; Herb Chason, WHN; Hartley Samuels, WOV; Bob Hutton, WJZ; Jules Dundes, WABC; Joe Creamer and Miriam Adelson, WOR.

Advisory Femme Panel Fully Completed By WOR

(Continued from Page 1)

been set up as a permanent body. Formation followed a special luncheon last Thursday, when Alfred J. McCosker, president of WOR, at the Waldorf-Astoria, invited a group of business and professional women to participate in the project. Panel meetings will be held at least four times a year.

Personnel of the panel will consist of the following women who attended the luncheon: Mrs. Dorothy Dunbar Bromley, Editor Sunday Women's Activity Page, New York Herald Tribune; Miss Frances K. Marlatt, President, New York State Federation of Business and Professional Women; Mrs. Betsy Talbot Blackwell, Editor-in-chief, Mademoiselle Magazine; Mrs. Charles S. Maddock, President of the New Jersey Federation of Women's Clubs, Mrs. Harold V. Milligin, N. Y. Federation of Women's Clubs, Mrs. Lillian Poses, representing Mrs. Anna Rosenberg, Regional Director, War Manpower Commission; and Mrs. Margaret T. Applegarth, representing Mrs. Amy Welcher, President of the United Council of Churchwomen.

Mrs. Winthrop Aldrich, Vice-Chairman of CDVO, and Miss Hazel Corbin, General Director, Maternity Center Association, will also serve as regular members of the Panel, though they were unable to attend the luncheon.

Alfred J. McCosker opened the meeting with a brief welcoming speech; Rufus Maddux, Vice-President in charge of Sales, explained the change of programming that has occurred since our entry into the war, and the increased effort on the part of WOR personalities to devote themselves to women's war effort and household problems; Joseph Creamer, Director of Promotion, demonstrated the change in listening habits since

NEW BUSINESS

WFDF, Flint, Mich.: The All-State Insurance Company, Chicago, Ill., 28 spot anns. weekly, 4 weeks, thru Ruthrauff & Ryan, Chicago; American Chiclé Co., Long Island City, New York, five spot anns. weekly, renewal, 13 weeks, thru Badger & Browning & Hersey, Inc., New York; Continental Baking Company, New York, 13 spot anns. weekly, 13 weeks, thru Ted Bates, New York; Diamond Crystal Salt Company, New York, two spot anns., thru Benton & Bowles, New York; General Foods, Inc., New York, 15 spot anns. weekly, 26 weeks, thru Benton & Bowles, New York; Macfadden Publications, Inc. (True Story Magazine), New York, 52 five-minute programs, thru Raymond Spector Co., New York; Michigan Bell Telephone Company, Detroit, 15 spot anns. weekly, 7 weeks, thru N. W. Ayer & Son, New York; Pillsbury Flour Mills, Minneapolis, five spot anns. weekly, renewal, 13 weeks, thru McCann-Erickson, Minneapolis.

WABY, Albany: Columbia Pictures Corp., through Weiss and Geller, 35-word anns. for one month; Church of the Nazarene, 30 minutes; Sundays, eight weeks; Albany Army and Navy Store, five-minute sports periods with Joe Nolan, 13 weeks; City Safe Deposit Company, through Mevenor Advertising Agency, daily announcements, three times daily, 26 weeks; M. Z.

Stauffer Won't Quit Post In Domestic Radio Bureau

(Continued from Page 1)

Stauffer's resignation had been expected for nearly a week, for reasons of health, but Hoyt said Friday that "Don has agreed to stay with us, and I'm mighty glad of it."

WHN Sets Remotes

Remote name band broadcasts have been added to the WHN summer schedule. The first of these will take place tomorrow at 10:30 p.m., EWT, and will present Don Redmond and his orchestra from the Club Zanzibar. The remote broadcasts will be aired every Tuesday and Thursday thereafter at the same time. Other summer schedule changes include the shifting of the "Commentator's Round Table" from Tuesday at 8:30 p.m. to Wednesday at the same time.

Pearl Harbor, and showed a chart of the increase in percentage of women listeners between the hours of 8 a.m. and 6 p.m.

The meeting was then turned over to Julius F. Seebach, Vice-President in charge of Program Operations, who called for a general informal discussion on the following topics: Do women want news programs especially edited for them? Should WOR have more specialized programs for women at night? What post-war problems are the most important to women now? What is the group's opinion of the type of program generally known as the "soap opera?"

WOV, New York: Roxy Theater, through Kayton-Spiro Agency, N. Y., half-minute spot announcements, 52 times; True Story Magazine, through Raymond Spector, N. Y., five-minute programs, four times; National Shoes, through Emil Mogul, N. Y., 15-minute program, four times; Atlantic Macaroni, through Pettinella Agency, N. Y., 15-second spot announcements, 3,120 times; Shubert Theater, through Blaine Thompson, N. Y., one-minute spot announcements, 13 times; Smiling Irishman, through Carl Calman, N. Y., one-minute spot announcements, 60 times; Ronzoni Macaroni, through Piedmont Agency, N. Y., 30-minute programs, 312 times; Paramount Pictures, through Buchanan & Co., N. Y., half-minute spot announcements, eight times; Emily Smith Hosiery, through Erland Agency, N. Y., 10-minute programs, 12 times; La Rosa & Sons, through Commercial Radio, N. Y., 30-minute programs, 52 times; Charm Kurl, through Guenther-Bradford, Chicago, 10-minute programs, 225 times; United Artists, through Donahue & Coe, N. Y., 10-minute programs, eight times; Sachs Furniture, 10-minute programs, 130 times, direct; Ash's Furs, through Dundes & Frank, N. Y., 10-minute programs, 234 times.

Kudon, daily announcements, 13 weeks.

NBC Appoints Mitchell Farm Editor Of Network

Chicago—Everett Mitchell, veteran agricultural expert, has resigned as director of the Blue Network's "Farm and Home Hour" to become farm editor of NBC. Mitchell for many years was heard on NBC from Chicago before joining up with the Blue.

Wedding Bells

Meredith Blake, vocalist with the Shep Fields band, and Third Officer Alfred Preston Jump, of the United States Army Transport Service, were married June 13 at the Fifth Avenue Presbyterian Church.

Samuel H. Cook, president of WFBL, Syracuse, and Mrs. Gladys G. King of New York City, were married here July 10th in All Angels Church. Lt. Charles Hamilton Sanford, Jr. of Syracuse, Mr. Cook's son-in-law and assistant treasurer of WFBL, was best man. After a short trip, Mr. and Mrs. Cook will live in Fayetteville near Syracuse.

FCC Chairman On NBC Show

Washington—James Lawrence Fly, FCC chairman; Francis Harmon, WAC executive secretary, and Walt Disney will appear on the NBC program "Inter-American University of the Air" on July 31, it was learned here Friday. Several other important figures in radio and films also may be heard.

Spot Biz Continues Wider Distribution

(Continued from Page 1)

jump from May to June but 734 to 752.

Analysis shows that the non-rationed foods in the section has gone deep into the primary and tertiary markets. The soft drink products have concentrated on those markets. Throughout both classes of products sponsors have picked up two stations.

Other important developments show the widespread use of radio by the used car industry, especially in Los Angeles and New markets. Campaign by the industry to round up the vehicles for war production workers in the districts has been gaining momentum. Another spurt in business directly to the war is the increase of spots by the utilities, particularly the telephone companies. Most messages stemmed from collection of material and resources, limited use of phones. Public and motion pictures continue upward trend.

See Industry Intent To Aid 'Minority' C

(Continued from Page 1)

both in radio and other media proposed CBS broadcast will become the starting point. Originally scheduled for the past Saturday program has been advanced to the and will feature Wendell L. Williams as well as name talent entertainers. Writers and directors are contributing their services, under the guidance of Bill Robson. Broadcast is set for 7:30-8 p.m.

More locally, in New York, is being discussed plans for a series of 30 or 35 broadcasts which will be offered to all the local stations, airing approximately every other week. Exact allocation plan has yet to be worked out. Scripts will be developed on the subject of tolerance, etc., and will be surrounded by entertainment. Project will require cooperation of the talent unions—AFRA, Radio Writers, and Directors—stations and other agencies. Preliminary discussions have already been held with Mayor LaGuardia. Likely that foreign language stations will be asked to play an important role in this series, which will be held together by a theme or two. Persons who are behind the project have set August 15 as a tentative starting date for the New York series.

A national project which will consist of a series of community entertainment programs put on throughout the country with the aid of the entertainment industry's resources, and West was announced late in a two-day conference, Thursday, at the National Entertainment Industry Council at the Waldorf-Astoria. Report was made by Milton Merwin, eastern representative of the Hollywood Writers Mobilization. Details here have yet to be worked out.

Freeze Radio Jobs Production Posts

(Continued from Page 1)

freeze as it applies to employee positions in the here.

William Poses of the Regional the WMC, explained that the classification of the industry essential one automatically tied jobs. By specifically declaring quo for all jobs not specifically, she said the freeze order secretaries and every other in stations, networks, etc., the limitations on switch-

Specific Differentiation

weeks ago the WMC had ree free lance performers and AFRA and the stations conth the Commission again on to obtain the release of the though some of the independen representatives were not ily in favor of the release. est order simply refers to es" without saying free lance so it is taken to include both

der itself, sent to Henry Jaffe, for AFRA, was signed by a Rosenberg, regional directd, in part, of the several ngs:

application of the provisions graph IIA of the New York a Stabilization Plan would ue hardship in the industry e persons engaged in certain ns within the industry be the hiring and employment e peculiar to the industry and apations.

nd after July 15, 1943 and ther notice, employees of the oadcasting industry in New y engaged in the following ns: announcer, sound effects ors, musicians, singers, proe directors and writers, shall e to secure new employment witho dio Broadcasting Industry in of the foregoing occupations a statement of availability.

No "Availability" Statement

oyers in the Radio Broadcast- stry in New York City area e free to engage for work in oing occupations any person e engaged in such occupa- the Radio Broadcasting In- in the New York City area a statement of availability. oyes in the Radio Broad- industry in the New York n other than those specifically d in the foregoing occupa- ed employees within these oc- shall continue to be subject o provisions of Section IIA of New York City Area Stabilization hich prescribes the require- a statement of availability."

Probe Resumes Today

ington—Rep. E. E. Cox and L. Garey will resume the investigation at 10 o'clock this

★ PROMOTION ★

NBC Publication Restyled

"This is the National Broadcasting Company," monthly publication of the network's public service division, has been restyled beginning with the July issue. The brochure's principal editorial features, including the day-by-day listings of program services and personality sketches, are retained. However, the type faces and heads have been changed for easier reading.

The July issue contains a feature story on NBC's "For This We Fight" series; a history of the 10-year old "Consumer Time" broadcasts; and profiles on Dr. James Rowland Angell, NBC public service counselor; and Harold C. Burke, manager of WBAL, Baltimore.

WCCO Recipe Book

New "Victory Recipe" book, issued by WCCO, Minneapolis, for its "Saturday Morning Open House" show, is an attractive pamphlet full of practical, economical, prize-winning recipes submitted by the program's listeners. Front cover is blue and white with cut-out of recipe page as background and block cuts of cooking implements and foods superimposed. Rear cover is same idea, with cut-out of newspaper radio program schedule, and symbols of shows superimposed, such as musical instruments, football, globe, etc.

Booklet, which is available upon request, also contains an introduction by Madge Brown, WCCO home economist, and center spread with half-tones of the chief performers and a description of the program. Each

"Take A Card" Figures

Compilation of audience and dealer promotion performed by its affiliates during the week preceding and the four weeks following the first broadcast of "Take-A-Card" has been prepared by MBS in presentation form for edification of the sponsor, Lehn & Fink Products Corp., the agency, William Esty & Co., Inc., and interested persons. Presentation has been released simultaneously with the announcement that the show, on the full network, has been renewed for another 13 weeks effective July 28.

Two weeks before the program first went on the air, all stations were provided with a folder of promotional suggestions and prepared material to direct their campaigns. The booklet is a matter of fact record of how the stations used the tools provided them. There are, for example, listings showing that 127 stations gave 3,473 courtesy announcements; 74 placed 181 advertisements in 124 newspapers and periodicals. Compilation shows which stations utilized the various types of promotion and publicity such as counter displays, dealer postal cards, dealer letters, personal calls on dealers and other individual services.

recipe includes the name and address of the person who submitted it, which are also included in the recipe index at the back of the book. Last page is entitled "Your Favorite Programs" and, starting with the "Open House" as top listing, has blank spaces for station, program, time and days. Inside covers show a silhouette photo of the show's orchestra.

NBC Symph. Sponsorship Called Tribute To Radio

Samuel Chotzinoff, manager of the NBC Music Division, in announcing two important additions to the NBC Symphony Orchestra, Vladimir Heifetz, solo cellists, and Benjamin Kohen, bassoonist, declared Friday that the sponsorship by General Motors "confirms our belief that radio music has so enlarged the public that symphonic literature has become a necessity to millions of people in the United States." Pointing out why General Motors had selected the NBC Symphony, he said that industry now finds it advantageous to address itself directly to the audience through such a medium.

In reviewing the highlights of Toscanini's and Stokowski's contributions of new and unusual works, Chotzinoff said that Frank Black, who will conduct the summer series for General Motors beginning Sunday, August 1, "is at home in practically every music idiom. He has the same relish for a brand new composition as he has for Mendelssohn or a Mozart symphony."

Ben Grauer, Chotzinoff said, continuing his discussions of the newly sponsored series, will continue as the announcer with Chotzinoff, himself, commentating. There will be no other

Mutual 'Army Air Forces' Lists Production Staff

Mutual, having announced earlier that Lieut. William Holden, motion picture star will act as master of ceremonies on its new weekly feature, "Army Air Forces" to be heard for the first time tonight at 6:30 CWT, has released the production personnel of the coast-to-coast program originating from Majors Field, Greenville, Tex. The series will be directed and produced entirely by uniformed men of the Army Air Forces Training Command.

Supervising the broadcast is Major Francis C. Healey, director of public relations at the training area. He is a former assistant publicity director for NBC and RKO pictures in Hollywood. First Lieut. Robert G. Jennings, head of the radio production department for the Training Command, directs the show. He is former vice-president of WLW, Cincinnati, and at one time produced "Abie's Irish Rose."

On-the-spot pickups from leading aircraft factories and training fields, which will constitute a highlight of "Army Air Forces," will be handled by Lieut. Tony Lumpkin, ex-CBS announcer and director of the University of Texas' "Radio House," and by

Canada Censor Ruling Defines Station's Duty

(Continued from Page 1)

are placing the same responsibility on the owners of broadcasting stations."

In the past the censors directives respecting radio broadcasts have differentiated between political and non-political programs, for example, the censors could give permission to a "recognized organization" to broadcast non-political speeches direct from a luncheon or other function. This meant that every time such an application came in, the censors had to make a ruling whether an organization was "recognized" or not and whether the speeches were likely to be political.

The chief decisions are not the function of the censors under the new directive. The station owner has to make his own decision. He may broadcast speeches which he is sure will not conflict with "Defense of Canada" regulations. In the case of other broadcasts, he may insist on getting scripts in advance, and if in doubt, may submit the scripts to the censors, just as newspapers submit stories when in doubt.

No "Studio" Stipulation

The old directive stated specifically that talks of a political nature had to be confined to a studio, but under the new one there is no such stipulation, and radio stations may broadcast from political meetings if they wish to accept the responsibility for any offense against the regulations. If the censor passes a script, it relieves the station owner of responsibility, provided the script is followed. If advance scripts cannot be supplied, the station owner is advised to get an undertaking from each speaker that he will say nothing that should not be broadcast. This, however, does not relieve the station from responsibility.

The broadcasting of proceedings of meetings at which access to transmitting microphones cannot be rigidly controlled involves peculiar risks and is not to be encouraged' the new censorship directive says. It further declares, "all broadcast talks should be monitored and the speaker cut off the air if he transgresses appropriate limits."

The censor office said it should be remembered censorship is only concerned with guarding against broadcasting statements that might impair the war effort.

Lieut. Don Briggs, Hollywood actor and later co-producer of the "Army Hour" broadcasts. Lieut. Elmo Israel, a product of Atlanta, Ga., radio stations and until recently head of the radio division, AAF Southeast Training Center, is the script writer. Sergt. Harry Bluestone, former concert master at Paramount Studios, Hollywood, will direct the Majors Field orchestra. Sergt. Emil Cadkin is the musical arranger, and Private Thomas Hudson, former announcer on the Rudy Vallee program and other NBC and CBS programs also will serve as an announcer.



Coast-to-Coast



THE story of Corp. Bill Barnes of Philadelphia, cited for extraordinary heroism in action with the Marines on Guadalcanal, will be dramatized in the opening program of the new series "Valor Needs No Creed," beginning Thursday, July 22 on WIP, Philadelphia, at 8:45 p.m. The programs will be produced under the direct supervision of Program Director Edward Wallis.

Jack Kamsler, formerly with WJJD, Chicago, recently joined the sales force of the Joseph Hershey McGillvra, Inc. advertising agency.

Arthur Blake, artist of Rio Bamba, and Barbara Scully, singer in "The Student Prince" was interviewed by Adrienne Ames on her program over WHN, New York, Saturday, originating from the Park Central's Florentine Room.

K49KC, FM station in Kansas City, Mo. has released rated card No. 2, effective July 1.

WDRG, Hartford, has added the United Press feature "Names in the News" four days each week, Tuesday through Friday.

Gloria Durkin, formerly traffic manager of KFBI, Wichita, Kan., has joined the continuity department of KROW, Oakland, Calif. Doreen Young, secretary, also has been added to the KROW staff.

"Today's Trulife Tune," is bank-rolled by a local photo shop over CKBI, Prince Albert, Sask., three times weekly. The programs are staggered to catch morning, noon and night audiences. "Juke Box Serenade," also sponsored by a photo shop, is heard on CKBI Saturday nights. "Singing Evangelist," once a disc show twice weekly, is now heard five times weekly on CKBI. The "Singing Evangelist" now appears in person. The "Waskesiu Program" is heard thrice weekly through the cooperative advertising of Prince Albert National Park merchants.

WHIO, Dayton, officials have made a deal with the "Automatic Hostess Music Studios" which will enable patrons of 30 taverns and "coke" parlors to hear the top WHIO features. A line has been

installed from the WHIO control room to the studios of the Automatic Hostess in the Mutual Home Building in Dayton and from there the outstanding news and sports broadcasts are fed to the customers including two war plants as well as the taverns. The All-Star baseball game was fed from WHIO through this new set-up.

The Schlitz Brown Bottle House was host to the staff of WEMP, Milwaukee, and distinguished guests on a special occasion recently.

Alex Dreier, NBC news analyst, now vacationing in San Francisco, related that while he was in London touring an English airport on Mrs. Franklin D. Roosevelt's visit to the British Isles, a little woman with a shawl over her head touched his shoulder. She queried hopefully, "Don't you remember me? I met you at No. 10 Downing Street." The lady was Mrs. Winston Churchill.

Ardith Randall, known as "The Skipper," has been added to the staff of KGO, San Francisco, to take charge of a new service department, Don Searle, general manager, announced. Miss Randall will work in close connection with the sales department to study the problems of advertisers and give direct copy service to clients not dealing through advertising agencies.

WIOD, Miami, Fla., aided the cause of the American Air Forces Regional Station Hospital with a plea for radios for the convalescing flyers. The plea was made on the "Singing Keyboards" broadcast and Frank Malone's newscast on July 5 and 6, respectively. The public responded with 38 sets. The Air Corps assigned an Army truck to pick up the radios.

WBNY, New York, has been selected to broadcast the ceremonies celebrating the 113th anniversary of Belgian independence, Wednesday, July 21, originating in the Hotel Roosevelt. Sol Bloom, Congressman and chairman of the House Committee on Foreign Affairs; Count van der Straten-Ponthoz, Belgian ambassador to the United States; Franz van Cauwelaert, president of the Lower House of the Belgium Parliament, George Theunis, Belgian ambassador-at-large; and Dave Hennon Morris, former American ambassador to Belgium will speak on WBYN.

WSB, Atlanta, recently was complimented by a former staff announcer, Fred Parsons, who joined the Merchant Marine last month. Fred, when he returned from a two-months' duty at sea, made a bee-line for Atlanta on his 10-day furlough primarily to read poetry again on the midnight lullaby show. First feminine announcer to join the WSB staff is Annie Lee Stagg, former staff announcer of WMBR, Jacksonville and director of women's activities at WFNJ, Youngstown, O. The new member of the clerical department is Claude Pritchard.

Edward Anthony Browne, former newspaperman and war correspondent, has returned to KGW-KEX, Portland, Ore., as continuity chief following his honorable discharge from the army, Arden X. Pangborn, managing director, announced. Kenneth H. Tillson, formerly KGW-KEX continuity chief, left the stations to become radio director for MacWilkins, Cole & Weber advertising agency. Patricia Daly, Vancouver, Wash., is the latest addition to the KGW-KEX program department. Ben F. Titus, former chief of the Portland Office of War Information, has been assigned as the stations' night news editor.

Leaving WLW, Cincinnati, is "Happy O'Halloran. He joined the Ohio station in 1939, serving as emcee for WLW's "Top of the Morning" programs and has been heard on the "Boone County Jamboree" shows.

The "Village Barn" will return to the WOR-Mutual coast to coast airlines tomorrow when Ben Cutler, former Yale football player, and his orchestra open the "Barn" to begin a long term engagement. Ben Cutler will be heard Tuesdays and Thursdays at 1 a.m. The network has contracted to broadcast the Cutler orchestra five times weekly while time clearance is being arranged to broadcast all programs before midnight it was reported.

Bensinger, furniture in Louisville, Ky., is sponsoring the Blue's Mystery Chef" three times a week over WINN, Louisville.

WKNY, Kingston, N. Y., since it is in the heart of the Catskill Mountains, have scheduled a number of summer programs for vacationists. A special weekly "Play-ground Show" is arranged by the Play Leaders and children in singing game routines. Cam Vacamus is represented by Miss Joyce Jeronimus, accordionist, Miss Jeronimus is formerly of the WHN, New York, touring unit and has appeared for a coast to coast hook-up on WJZ, New York. The Y. M. C. A. Pine Knoll Day Camp also filled the WKNY studios with singing youngsters.

Lee Giroux, formerly associated with KSOO, Sioux Falls, WCCO, Minneapolis, and WBBM, Chicago, has filled in nicely as program manager, KPRO, Riverside, Calif. reports.

WJNO, West Palm Beach, Fla., was spotlighted in a four-column banner on the local air force service paper, "Flight," released recently.

WBIG, CBS outlet in Greensboro, N. C., released recently the July 14 weekly edition of "Everything," using a featured box on the back page to advertise the foremost program heard on the station during the week.

The staff of WFOY, St. Aug. Fla., was amused by the embarrassment of General J. Allen Brown during his part of the new 60-word minute of the United Press. While doing his daily platter show, "Chasers," Brown paused to build-up of the station's pro new service. He used a recorder the teletype machine as it run at 40 words per minute, upon he switched a mike which been placed in the WFOY net to give a "live" broadcast machine running at 60 words the mike was turned on, the absolute "silence!" UP had just the round-up. The machine was for about five minutes. When printer did start up again, the motionial plug was presented mishap.

Since Robert Woodbury, traffic manager at WCCO for the past three left for the U. S. Army, Leone Smolinsky, continuity department, will replace Woodbury as traffic manager.

Joe Herget beginning August succeeds Bill Adams as program manager of WCHS, Charleston, West Adams goes to WHEC, Rochester, assume a similar position. Herget began with the West Virginia network in 1937 as announcer at WBLK, Clarksburg, then he had worked all outlets four-station network. Herget was production manager of WCHS since September. The change was announced by Howard L. Channing, managing director of the West Virginia network.

Hoover, Stirling Scheduled On CBS Anti-Nazi Show

Speeches by former President Herbert Hoover and Rear Admiral Yates Stirling, USSN, retired, at checking further Nazi butchery of Jews in Europe as a reprisal for repeated Axis defeats on war fronts will be broadcast over CBS on Sunday July 25, from 10:45-11:00 p.m. Ex-President Hoover's address comes from CBS station KQW, San Francisco, and Rear Admiral Stirling's from the Grand Ballroom of Hotel Commodore, New York, at the Emergency Conference to help the Jews of Europe will be held July 20 to 26. Both speeches will be heard at the conference.

Stork News

It's a boy for Mr. and Mrs. A. Shaw, born at the Good Samaritan Hospital. She is the daughter of Jerome Kern, composer. Artie Shaw is at present in the CPO in the Navy now overseas. Baby weighed six pounds, one ounce, and has been named Steven.

1 9 4 3
BIRTHDAYS

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

July 19

Merlin H. Aylesworth Ben Cutler
Clara Chawkins Frank Hodek
Maxine Rascoe Irene Hubbard

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

24, NO. 13

NEW YORK, N. Y., TUESDAY, JULY 20, 1943

TEN CENTS

FCC Budget Under Probe

Expected To Pay for Disk Production

Washington Bureau, RADIO DAILY
Washington—With the OWI seeking further cooperation from the broadcasting industry due to curtailment of the Domestic Branch budget, it is expected that the bulk of the disks will be supplied by the industry, with the OWI however, underwriting the actual cost involved. Broadcasters throughout the country now being asked by the OWI Domestic Branch to take over a job

Ziv Productions Added By 39 Stations

Frederic W. Ziv productions have just been added to a total of 39 stations. One production, "Eye Witness News" has been extended to quarter-hour transcriptions. "War Correspondent" dramatizing episodes of Associated Press war correspondents, has been added on stations KGKO, Fort Worth; WOAI, Jacksonville; KPRC, Houston; WKRC, Cincinnati; KGW, Portland; WKPT, (Continued on Page 8)

WDSM Joining Blue Web as Basic Supplementary

Effective July 25, WDSM, Superior, Wis. will become affiliated with the Blue Network as a basic supplementary station, bringing the total number of Blue affiliates to 159. WDSM gives the Blue an outlet in the important Duluth-Superior market, and goes full time with 100 watts on a frequency of 1,230 kilocycles. Robert D. Kennedy is man-

Appropriate Stuff

Whoever chose the WBT, Charlotte, N. C. stand-by tune probably did it with malice aforethought. ET roses on WBT's turntables at all times. In the event of "dead air," engineer or announcer fluff, it's necessary to flip the switch, and the stand-by tune goes on the air to "fill" while all recover their composure. Title of the tune is—"Beautiful Dreamer!"

Zone Numbers

Zone mailing numbers may be confusing, but they're here to stay, nevertheless. WDRC, Hartford, Connecticut has a new angle on how to publicize them. When it gives its call letters at station breaks, it is now pronouncing it this way: "WDRC, Hartford, 4, Connecticut." Listeners set forth it sounds so unusual it catches the ear at once.

WMC 'Critical' Jobs Pending Conference

Washington—WMC to date has not yet reached any final decision on the matter of issuing a new "critical" list of jobs, entitling their holders to draft deferment. The new list would cut across the old activities indices, and would carry far more weight than the current lists, but would probably not supersede them. Announcement of the new list was (Continued on Page 2)

Hoyt Appoints Rogers Asst. in Domestic Branch

Washington Bureau, RADIO DAILY
Washington—James G. Rogers, Jr., has been made an assistant director of the OWI Domestic Branch, Palmer Hoyt, Director of Domestic Operations, announced yesterday. Rogers came with OWI in January, of this year as deputy director. Previous to that he was associated with Benton & Bowles agency, New York, where (Continued on Page 2)

See No Substantial Change In Dominion Radio Set-Up

CBS West Coast Division Augments Program Dept.

West Coast Bureau, RADIO DAILY
Los Angeles—Glan Heisch and Everett Tomlinson have been added to the program planning department of Columbia's West Coast division, according to an announcement by D. W. Thornburgh, CBS vice-president in charge of western operations. Heisch, (Continued on Page 2)

Garey Charges Funds Misappropriation; Only Two Witnesses At Hearing As Investigation Resumes

Kudner Agency Lists Mills Radio Manager

Three major changes in radio department personnel at the Arthur Kudner, Inc., agency have just been completed. Myron P. Kirk, director of radio, made the following announcements: Gordon Mills, NBC sales executive, becomes business manager of the agency's radio department. Mills has been connected with the network for the last 10 (Continued on Page 2)

Radio-Press Censorship Cost Canada \$106,645

Montreal—Press and Radio censorship in Canada for the fiscal year 1942-43 cost \$106,645, the War Services Department reported in the Canadian House of Commons return for T. L. Church (Prog. Con., Toronto-Broad- (Continued on Page 2)

Jergens Sets St. John As Third Winchell Sub

Third member of the trio of commentators who will substitute for Walter Winchell during his four-week leave will be Robert St. John. The (Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—The use of a large sum of money by the FCC for a purpose other than that for which it was appropriated by Congress, was charged yesterday by Eugene L. Garey, counsel for the Cox Committee investigating the FCC. It was admitted also that the Commission's action was something commonly done by many government agencies. Only two witnesses were heard, Phillip Hamblet, assistant director of the OWI Overseas Branch, and Harry (Continued on Page 7)

G. E. Six-Month Profit Totals \$21,061,629

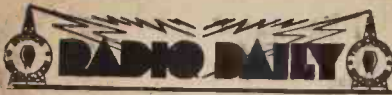
After provisions were made for Federal taxes on income and post-war adjustments and contingencies which were 45 per cent higher than in 1942, General Electric Company's profit available for dividends for the first half of this year came to \$21,061,629 or 73 cents a share of common stock. This compares with \$20,681,433 or 72 (Continued on Page 6)

Many Stations Lend Aid In Disk Drive For Army

Dick Gilbert, WHN's disk jockey has returned to the station after a successful two-week tour by plane made in behalf of Records For Fighting (Continued on Page 2)

Add Fluffs

David Ross, whose chores include the Morton Downey show on the Blue Network for Coca-Cola, added this one to the collection the other day. With Raymond Paige about to play the "Toy Trumpet," Ross waxed eloquent during the build-up and then said: "And now here is Raymond Paige and his orchestra playing the Stoy Strumpet."



Vol. 24, No. 13 Tues., July 20, 1943 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

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

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

FINANCIAL

(Monday, July 19)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include Hazeltine Corp., Nat. Union Radio.

OVER THE COUNTER

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

CBS West Coast Division Augments Program Dept.

(Continued from Page 1)

formerly head of radio production for the Hollywood office of OWI Overseas, and Tomlinson, who moves from a post as chief of continuity, will be assistants to Hal Hudson, CBS program director for the West Coast, forming a three-man board to handle new programs and increased Hollywood originations. John Dunkel, writer of the Columbia Pacific network's "I Was There" show, moves into Tomlinson's former spot as continuity director.

NEWSCASTER WANTED

Feature spot on major network station in middle-Atlantic area now open to ace newscaster. If you can edit and deliver news with style, send audition disk and full personal information. We'll return your disk within 5 days.

Box No. 722, Radio Daily 1501 Broadway, New York City

Many Stations Lend Aid In Disk Drive For Army

(Continued from Page 1)

ing Men Inc. Gilbert visited Army and Navy camps and bases, hospitals and war plants besides stopping at several mid-west and southern cities and some 40 stations.

Gilbert, who is co-chairman of the record committee, reported that all out-of-town disk jockies and station managers were in full cooperation with the drive. It is expected that the 300,000 new-record figure reached last year would be surpassed by the current campaign.

While on tour Gilbert broadcast from WHAS, WGRC, and WINN, Louisville, Ky.; WFTL and WQAM, Miami, Fla., the programs ranging from 15 to 50 minutes.

The collection of records which is being made from coast to coast is being handled in out-of-town cities by the American Legion and auxiliary, and in New York the Police Department precincts and Fire Department stations are acting as depositories for the records.

On the tour Gilbert learned that there is still a crying need for records and equipment at the Army Camps and Naval bases.

Although the campaign has reached the half-way mark the results won't be known for several months after it ends on July 31.

Radio-Press Censorship Cost Canada \$106,645

(Continued from Page 1)

view). Salaries paid press censors were: Wilfrid Eggleston, chief censor of publications, \$15 a day; Fulgence Carpentier, chief censor of publications, no salary; Jacques Girouard, \$14 a day; R. W. Baldwin, \$14 a day; B. B. Perry, \$10 a day; C. S. Crafton, \$10 a day.

Arthur Lucas

Arthur Lucas, 61, owner of radio stations and chain of theaters, died in Atlanta, Ga., Saturday night. He is survived by his wife, Mrs. Margaret Cunningham Lucas; a daughter, Mrs. Fred Story; and a son, Lieut. John S. Lucas, now serving in England with the Army Air Forces.

A native of Florence, S. C., he was a veteran of 35 years in the film industry, heading a 50-member chain of Georgia theaters. He passed 15 years in motion picture distribution in New York and Hollywood. In the early 1920's, he turned to Georgia where, with William K. Jenkins, Lucas established the Lucas and Jenkins chain which also included radio stations WRDW, August and WMOG, Brunswick. He was president of WRDW. As chairman of the State Board of Control, Lucas introduced a system of music therapy and beauty-parlor treatments for patients in state asylums for the insane.

Congressman E. E. Cox, who heads the current investigation of the FCC, a close friend of Lucas, said yesterday he had hoped to be able to go to Atlanta for the funeral, but fears he will be forced to remain in Washington.

Kudner Agency Changes; Mills Radio Manager

(Continued from Page 1)

years, and is the organizer of the NBC guest relations staff. He has been active in radio since college days, when he operated a retail radio outlet, and was thereafter successively with the sales and advertising departments of RCA, the Chicago "Herald-Examiner" and the New York "Times," in charge of radio advertising, and Erwin, Wasey & Co., as manager of the Philadelphia office of the agency.

William G. Schoenhoff, affiliated with the media department of Arthur Kudner, Inc., since its organization, and space buyer on a number of national accounts, becomes assistant to Kirk and radio time buyer.

Louise Yarbrough joins the script section of the department. She has been the personal representative of Comm. Gene Tunney, and was previously connected with J. Walter Thompson.

Jergens Sets St. John As Third Winchell Sub

(Continued from Page 1)

other two, already announced, will be Fulton Oursler and Louella Parsons. Substitution goes into effect Sunday, August 8, Blue Network, 9 p.m. Oursler will open the programs with five minute summary of news. Control switch to Hollywood will bring in Miss Parsons, and then St. John, back in New York, will have the closing five minutes, sometimes doing interviews.

WMC 'Critical' Job List Pending Intra-Agency Meet

(Continued from Page 1)

scheduled to be made by WMC by this time, but the question has again become a matter for Intra-Agency argument. Officials were hopeful that it may be thrashed out Thursday after they had failed to reach any conclusion yesterday.

Hoyt Appoints Rogers Asst. In Domestic Branch

(Continued from Page 1)

he was vice-president and general manager. Rogers will be in charge of the Coordination of the Information Program and the different bureaus involved in that work said Hoyt.

Disk Reviewers

During the next seven weeks, Ted Cott will interview the record reviewers of New York City newspapers on his "Sounding Board" program over WEA, heard Thursdays 6:45 p.m., EWT.

The first metropolitan reviewer will be Robert Bagar, N. Y. "World-Telegram." Other invitations have been extended to Irving Kolodin, N. Y. "Sun"; Douglas Watt, N. Y. "Daily News"; Howard Taubman, N. Y. "Times"; Henry Simon, "PM"; Daniel Richman, N. Y. "Post" and Jerome Bohm, N. Y. "Herald Tribune."

COMING and GOING

ARTHUR HULL HAYES, general manager of WABC, left last night for a business Chicago. GEORGE ALLEN, WABC program, accompanied Hayes.

JOHN MURPHY, NBC, off to Chesapeake for a vacation.

C. W. MYERS, president and station manager of KOIN, Portland, Ore., and CLYDE F. C. vice-president and general manager of Fresno, Calif., visiting CBS stations relative to a new contract.

PHIL MERRYMAN, NBC station relations manager, on vacation in Canada.

HAROLD WHEELAHAN, general manager of WSMB, New Orleans, visiting Wm. S. vice-president of NBC.

ARTHUR POPPENBERG, WEAF sales manager, on his vacation.

ROBERT D. ENOCH, general manager of KTOK, Oklahoma City; P. K. EWING, New Orleans, and HAROLD H. MEYER, manager of WSSR, Stamford, are visitors at the station.

MADELEINE CARROLL in Washington, D. C., broadcast her "Madeleine Carroll Reads" program on WTOP.

JO RANSON, WEAF press, is now returning to So. Egremont, Mass.

JERRY WAYNE, singer on the "All Time Parade," has returned from Philadelphia where he appeared at a war bond rally.

JOHN GRIMES, advertising director of Wheeling Steel Corp., Wheeling, West Va., leaves for a few days to confer with Blue Network officials in connection with the return of "Wheeling Steel Makers" to the network in September.

FREDERIC W. ZIV and JOHN L. SINN, president and vice-president, respectively, of Wm. Ziv, Inc., are in Hollywood for radio picture conferences and fall plans with Rogers, in charge of West Coast activities of Wm. Ziv, Inc.

WILLIAM L. SHIRER, CBS commentator, returned from a five-week stay in Great Britain.

BILL McGRATH, program director of WJLA, returned from a vacation.

M. F. (CHICK) ALLISON, promotion manager of WLW, returned to Cincinnati after attending the NAB meeting on retail promotion.

ROOF TOPS

-in wholesale lots!

• A Baltimore roofing concern increased WITH time from 15 minutes to an hour.

Why?

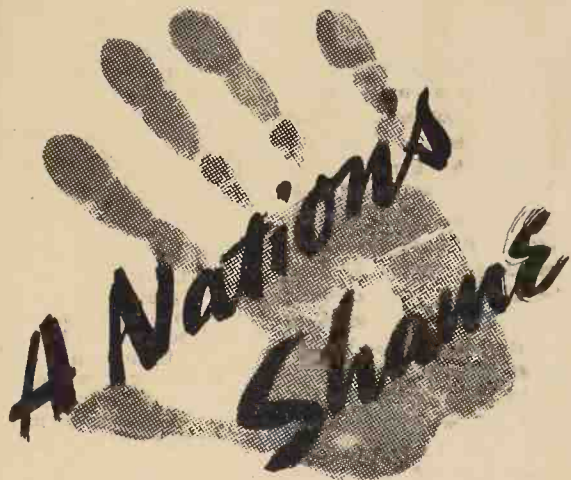
116 inquiries from one program might have had something to do with it!

WITH



IN BALTIMORE REPRESENTED BY HEADLEY-REED

WOR FIGHTS the WAR with TRUTH!



TONIGHT AT 9:30 ON WOR, HEAR A DEALER
ADMIT HIS MEAT MAY BE UNHEALTHY . . . AND SAY:
"LET THE CUSTOMER WORRY"

★ ★ ★ ★ ★

If you are a live, eating, paying, decent American—you will listen tonight to a shocking, frightening, enraging broadcast over WOR, pointing a finger of guilt at actual Black Market saboteurs. You will hear real, living double-dealers admit their guilt; admit that they are sabotaging the War and playing viciously with your health.

YOU WILL HEAR

- ☛ a man admit that his meat may be unhealthy
- ☛ a real bootlegger break down under OPA questioning
- ☛ a description of the filth in a slaughter house
- ☛ the actual questioning and sentencing of a bootlegger

THIS HISTORIC BROADCAST was made by the WOR War Services and News Division under the skilled direction of Dave Driscoll and John Whitmore. It is another of WOR's many public service broadcasts. Working with the Newark office of the Office of Price Administration of New Jersey, these men took their recording equipment into actual Black Markets in New York and New Jersey. They recorded what actually HAPPENED; they told what they actually SAW. This is not fiction. This is TRUTH.

AMERICANS . . . The OPA is uncovering and indicting Black Market racketeers day and night. They can't end this scourge alone. They need your help. **LISTEN TONIGHT.** If you clench your fists with rage at what you hear, WOR and your Country will be grateful.

TONIGHT AT 9:30, HEAR WOR FIGHT THE WAR WITH TRUTH

WOR

from The Herald Tribune of July 15

Here is one of a series of hard-hitting advertisements which WOR is running in the N. Y. Herald-Tribune.

Read it. It tells how WOR is fighting America's own Quislings. It shows one way in which WOR—arm in arm with *all* broadcasters — is . . .

1. Doing its bit to bring closer the day of Allied victory.

2. Stamp deep in the minds of millions of listeners radio's dramatic uniqueness as a realistic, stirring reporter of facts.

3. Building greater, more enthusiastic listening audiences for WOR's sponsors and their agencies at *all* times of the day.

WOR

. . . that power-full station
at 1440 BROADWAY, in NEW YORK

Los Angeles

By RALPH WILK

HERMAN BERNIE has booked Gregory Rateff on the Groucho Marx Pabst Blue Ribbon show, on July 24.

Jack Teagarden, currently playing at the Orpheum Theater, may remain in Los Angeles, as he has several deals pending with major studios.

Lloyd Brownfield was named director of Press Information for KNX and the Columbia Pacific network by D. W. Thornburgh, vice-president of CBS in charge of Pacific Coast Operations. Formerly assistant press chief, Brownfield replaces Andy Kelly, who resigned the post to assume management of Tom Fizdale, Inc., West Coast office. Neil McDonald, who headed the local Fizdale office, will be Brownfield's assistant.

Marguerite Wilson has been appointed priority coordinator of the Universal Microphone Co., Inglewood, Cal., in complete charge of that department which was formerly shared by Herbert Baumgarten, who is now supervisor of the newly established materials department.

Our selection of the week of the most photogenic non-professional—Claire Warns of the Bernie Milligan-Coy Williams publicity office.

Carlos Ramirez, South American baritone on the Ruggles-Astor-Auer program, is now active at work in his film, "Mr. Co-Ed." He's under contract at M-G-M.

The Muntz Car Company is sponsoring a new series of programs on KHJ Monday through Friday at 6:45-7:00 a.m., PWT, beginning July 19. Eddie Holden, radio comedian famous for his dialects, will be featured on the quarter hour series. The Raymond R. Morgan Agency placed the account.

George Riley, comedy highlight of the Gilmore Furlough Fun show over the NBC Pacific Coast network Friday nights, has been given an important role in the Warner Bros. picture, "Rhapsody in Blue," based upon the life of the late George Gershwin. Riley, a former vaudeville headliner, will play that kind of a role.

First donation for Kay Kyser's projected swimming pool for the rebuilding of wounded men at the U. S. Naval Hospital in Oakland came this week from the Henry Kaiser shipyards in Richmond, Calif. Wrote Kaiser to Kyser, "If you'll come over and talk to my men while you're here I'll donate \$1,500 for the pool." Kyser is heading a monster show on July 24 in cooperation with the City of Oakland to raise \$18,000 to build the pool for the hospital.

AVAILABLE

Young woman—10 years in radio—both network and small station experience—knows talent—music—script writing—producing—publicity—sales promotion—could be great help in radio department of agency because of knowledge of major networks. Write Radio Daily, 1501 Broadway, Box 721, New York City.



T.L.'s On Postcards . . . ?

● ● ● **TED COLLINS:** Your little henchman Sammy Schiff while swimming Sunday at Long Beach dragged in a 220 pound man who was going under but the man's wife soundly bawled Sammy out for not minding his own business. . . . **TED STREIBERT:** Special events man Tom Slater and the "better half" have presented the population with a brand new boy **ARTHUR HULL HAYES:** Jack Rourke, announcer on WAB's All Night programs is now narrating for Paramount Newsreels. . . . **ED JANSEN:** That one hour program KSFO sold to Hale Bros. Dept. Store brings forth the reminder that this same store which is launching its first major radio campaign was a pioneer in radio having started KPO in 1922 and operated it until sold to NBC. . . . **LEO REISMAN:** Xavier Cugat, recuperating at the Good Samaritan Hospital in Los Angeles, plans to return to the Waldorf for another engagement in the Fall. . . . **JOHN MCKAY:** One of your releases yesterday tells about Arthur Allen, who plays Dan'l Dickey in "Snow Village" having a collection of 154 flat holders while the irons themselves are used for bookends. . . . seems there was a scrap iron drive recently—or are they being saved for cats on the backyard fence? (Okay, we don't believe it either).



● ● ● **CARL VAN DOREN:** Bernard Dudley, announcer on the Philharmonic program, late of Hanover, N. H. and more recently of Jackson Heights, Long Island, is doing so well in Manhattan he moved to a Fifth Avenue address, no less. . . . **BILL THOMAS:** See where Milo Boulton, emcee of "We The People" is a partner in a Victory Garden. . . . Milo's partner is raising the stuff while Ye Emcee is busy "studying" a book on canning. . . . **MAJOR EDNEY RIDGE:** Hope you didn't take that peach-crop letter seriously. . . . that buck private I hear is no longer shining pots at la k.p.; will enter the g.i. finance school. . . . **MARJORIE SPRIGGS:** Now it's really a case of "long time no see or hear". . . . **JOHN ROYAL:** Jane Pickens' mama Patti Pickens will be guest of Mary Margaret McBride Thursday and will talk on home canning—not close harmony singing. . . . **JACK STECK:** Didn't want to miss that dinner engagement, but the excuse is really terrific. . . . **MARK WOODS:** That Blue Net sale is getting hot for a change, at least it's on tap once again as any minute. . . . **NELLIE REVELL:** Looks like that omission was the fault of the station, don't you think? **TOMMY RIGGS:** Two days before a thief broke into the home of Anita, your singing star, her father made a special trip to his insurance agent cancelling the theft policy and doubling the fire insurance.



● ● ● **MORRIS NOVIK** The jazz pianist, Art Hodes, who recently acted as WNYC disk jockey, is now touring New England with his own band. . . . **SGT. EZRA STONE:** Jack Kelk who plays "Homer" in "The Aldrich Family," is going to Hollywood in August for a screen test before returning to the program in the Fall. . . . **RUDY VALLEE:** Did you notice that Joan Davis on her Thursday night NBC show with Jack Haley, always kisses her script for luck—before the studio audience. . . . **GEORGE WASHINGTON HILL:** Jerry Wayne of the "All Time Hit Parade," has an offer from Michael Todd to appear in the forthcoming musical production "Mexican Hayride". . . . **MILTON BLOW:** Stunts like those Phil Baker pulled Sunday night on "Take It Or Leave It," i.e. putting the show in reverses always seem to have a good reaction, both in the studio and through the loud-speaker. . . . **ARTHUR KEMP** Aren't you due for another opus soon? Can't be that quit. . . . **PAUL KESTEN:** What's this about Ford Motors eyeing a musical on CBS once more; and why wouldn't the Philadelphia Orchestra be a national for the Detroit outfit!



—Remember Pearl Harbor—

Chicago

By FRANK BURKE

EVANS FUR CO., through the S Advertising Agency, is sponsoring Johnny Betts, song and chart artist, in a new quarter-hour weekly program on WMAQ for 13 weeks. Betts is being heard on Sundays 10:45-11 a.m., CWT. This makes the third WMAQ program sponsored by the fur company.

Carleton Smith, manager, Mehlon Glascock, sales manager, of WRC, Washington, and Har Gallagher, commercial manager WTAM, Cleveland, visiting headquarters last week.

Aldene Weber, secretary of Ryan, manager of NBC central division press department, has resigned to move to Denver, and will be succeeded by June Moser.

An innovation in the entertainment fare at the Blue Network's "Breakfast Club" was launched by Don McNeill last week when he introduced the Royal Air Force boys to two young ladies from Wichita and planned a day's outing for them in Chicago. Day's entertainment included visit to Riverview Amusement Park, Balaban & Katz Chicago Theater dinner in a Loop hotel and the evening performance of "Good Night Ladies" at the Blackstone. Stunt was staged weekly by McNeill as spontaneous feature of the broadcast on days when "stag" servicemen and girls are among the studio audience.

Robert C. Hartman, former WBBM continuity editor, has completed his "boot" training at Great Lakes and now has a rating as third class pet officer. Howard Lana, CBS station relations manager, central division celebrated his ninth wedding anniversary Thursday.

Alan Surgel, co-author of WBBM "This Is The Underground" is in New York gathering material for his factual series.

John Carey, WIND sales manager back from a New York business trip. Roy Rogers cowboy movie star who is doing record breaking business at the Oriental Theater currently made 13 radio appearance in Chicago the past week and is being groomed for a commercial show to follow Gene Autry's style of entertaining. Next week he plays at the Riverside Theater, Milwaukee and then goes to Hollywood to begin another picture for Republic studios.

MANPOWER

YES, WE BELIEVE WE CAN SUPPLY GRADED MANPOWER TO FILL ANY VACANCY IN YOUR ORGANIZATION.

CALL—FRANK McGRANN

POSITION SECURING BUREAU, INC. (Agency)

331 Madison Ave. (43rd St.), New York MURRAY HILL 2-6494

EST-ING

**See No Substantial Change
In Dominion Radio Set-Up**

(Continued from Page 1)

being prepared will be submitted in a few days. It will be a report of a different kind from that of last year which contained many strictures on methods and management and made numerous recommendations, all of which seem to have been carried out gradually in the meantime.

What is said of the new manager, Dr. J. S. Thomson, is favorable. A few days ago the Canadian Broadcasters Association presented a submission, indicating some apprehension as to their position in the light of the recommendations of the committee of last session. The last of these to be complimented was one calculated to bar privately owned "chains of several stations" without the comment of the CBC and the responsible minister.

Present Relations More Cooperative

The report, it is intimated, will commend the present relations between the CBC and the private stations which is more on co-operative than competitive lines and will concede the right of the latter to make research and to benefit from its results.

The Canadian shortwave station at Sackville, N. B. is regarded as a development of great advantage to the country and is also commended by the committee. The creation of a widened finance control in the CBC may be suggested.

The report is expected to contain a dozen paragraphs including some constructive recommendations without any of them being drastic.

A report from the Canadian Transport Department read to the Canadian House of Commons Radio Committee, said 1,728,880 receiving set licenses were issued in the fiscal year ended last March 31, and the gross revenue was \$4,187,667. After deducting commissions and cost of administration, the Canadian Broadcasting Corporation received \$3,667,340, or \$215,158 more than in the year before when the number of licenses was 1,053,391 less.

The CBC also received \$34,350 in

fees from private commercial broadcasting stations, bringing the corporation's total from licenses to \$3,701,690.

The average commission on sale of receiving set licenses was \$17.18, compared with \$17.22 the year before.

Administration costs were up \$25,861 due to higher salaries and additional staff to take care of the increased number of licenses issued.

Difficult to Keep Cost Low

Check-ups from returns made by dealers in radios and motor cars equipped with radios had resulted in 18,785 new licenses being issued last year, the report said.

Dr. Augustin Frigon, assistant general manager, said the CBC was doing its best to keep its total cost of the new shortwave radio station at Sackville, N. B., within the \$800,000 estimate, but it was difficult because of the higher costs of materials in wartime.

In granting an outlet to the Mutual Broadcasting Company in Toronto last August, Dr. Frigon said he did not think the CBC had given Mutual any "vested interests" because it did not own the station and the contract by which it obtained the outlet could be terminated by the CBC on 30 days' notice.

27 Stations Licensed

The mobile broadcasting units of the CBC, one in the United Kingdom, and several in Canada, were doing efficient work but the one in Britain was almost worn out, Frigon said.

The number of broadcasting stations licensed this year in Canada is: CBC 27 (including five shortwave licenses and 12 repeater licenses); university (educational) station licenses at a fee of \$50, two; and privately owned commercial stations, 85 (including eight shortwave licenses).

Information was filed with the committee by the CBC showing that the corporation paid \$787,000 to private stations last year for commercial advertising programs which they carried. The amounts received by individual stations ranged from \$52,000 to \$1,400.

Wynn Wright To Talk

Wynn Wright, NBC eastern division production director, will address the fifth seminar of the NBC-Northwestern University Summer Radio Institute at Evanston, Ill., today. He will discuss "Program Production."

In his talk, Wright will give Institute members a realistic picture of radio production problems with emphasis on the growing needs for a working knowledge of the commercial phases of broadcasting. He will point out that producing for radio is not "all art" but demands an understanding of the relations between advertising agency, artists and the mechanics of network operations.

Wright also will outline employment prospects in the production field, including those that are expected to develop with the advent of television.

Piano Quartet Returning

The First Piano Quartet, will return to WEAJ for a weekly half-hour program on July 25. New schedule calls for a Sunday 12 noon to 12:30 p.m. EWT period.

THIS LITTLE BUDGET

WENT TO

**WORL
BOSTON
MASS.**



AGENCIES

THE VELDEZ COMPANY, makers of Green Goddess perfume and a full cosmetic line, has appointed Harry A. Berk, Inc. to handle its advertising and publicity.

AGASH REFINING COMPANY, through Diener & Dorskind, is including radio in the campaign which will advertise its Royal Cook Salad Oil.

S. BARRET McCORMICK, director of advertising and publicity for RKO-Radio pictures, has indicated that radio will be added on their program of promotion.

ADVERTISING FEDERATION OF AMERICA has elected The Blue Network Co., Inc.; Deere & Co., Moline, Ill.; The "Evening Sentinel," Ansonia, Conn.; The Rock Island "Argus," Rock Island, Ill.; "The Timberman," Portland, Ore.; and the Westheimer & Co., St. Louis, to membership.

RUTHRAUFF & RYAN, INC. has been contacted by the savings banks of New York State to design a series of advertisements to discourage needless spending and to encourage savings in war bonds or the savings banks. In addition to newspaper ads to be used in all dailies of the state, women commentators and musical clocks on two radio stations here and five upstate will be used as commercial tie-ins with all government campaigns, supplementing themes used in newspaper advertising.

Eagle Buys KNX Show

Los Angeles—"Headline Builders," a series of 15-minute dramatized biographies of people in the news, will make its debut over KNX August 9 (8:15 to 8:30 p.m., PWT) under sponsorship of the Eagle Oil and Refining Co. The 52-week contract was placed by the Sholts Advertising Service through Ernest Bagge, KNX account executive.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

**Retail
Sales Up**

Sales Management magazine forecasts a 19.2% increase in Hartford's retail sales for August. Match this trend with an appropriate spot campaign on WDRC, Basic CBS, Hartford. Write Wm. Malo, Commercial Mgr., for availabilities.



**has a new HIT
HULLFROGS AND
MARINES**

Inductory broadcast date
will be announced next week.

G. E. Six-Month Profit Totals \$21,061,629

(Continued from Page 1)

cents a share for the same period last year.

Total earnings of employees for the first six months of 1943 amounted to \$227,000,000 compared with \$165,000,000 for the same period a year earlier, an increase of 38 per cent.

Net sales billed (representing shipments) during the first half of this year amounted to \$626,871,716 compared with \$412,383,825 for the first six months of last year, an increase of 52 per cent.

A dividend of 35 cents a share of common stock is payable on July 26, making a total of 70 cents a share in dividends for the first half of this year, the same as for the corresponding period last year. This will be the 184th dividend paid on the Company's common stock.

NEW BUSINESS

WHN, New York: Jacob Ruppert Brewery, 3 weeks spot anns., thru Ruthrauff & Ryan; Grape-Nuts Flakes, 13 weeks spot anns., Wednesday thru Sunday, Young & Rubicam; Consolidated Royal Chemical Corp., 13 weeks spots anns. for Krank's Shave Cream, Tuesday thru Sunday, Arthur Meyerhoff, Chicago; Folies Bergere, 13 weeks spot anns., Sunday thru Saturday, Aetna adv. agency; Empire Gold Buying Service, 12 weeks spot anns., thrice weekly, Harry Oppenheimer, N. Y.; Nedick's Stores, Inc., 26 weeks spots anns., Monday thru Saturday, Weiss & Geller; I. J. Fox, 27 station breaks, Sunday thru Saturday, Lew Kashuk adv.; United Artists Corp., spot anns. for "Victory Through Air Power," Foote, Cone & Belding.

KHJ, Los Angeles: Schwabacher-Frey & Co., 365 broadcasts, Monday thru Friday, 52 weeks, 36 and 100 words; E. K. Kemble, acct. exec.; Sparklets Drinking Water Corp. 104 broadcasts, 15 mins., Tuesday and Friday; Fulton Lewis, Jr., commentary transcription; Raymond R. Morgan Co.; Standard Brands, Inc., 190 broadcasts, 1 min. ETs, Ted Bates adv.; Taylor Auto Co., 13 broadcasts, half-hour Sunday, Elwood J. Robinson; Curtis Pub. Co.; spots 1 min. ETs and station breaks, McFarland, Aveyard & Co., Langendorf United Bakeries, Inc., 15 second anns., Ruthrauff & Ryan; McKesson & Robbins, Yedora, 75; Soretone, 45; 1 min. ETs, J. D. Tarcher; General Electric Co., thrice weekly, 100 words anns., Maxon, Inc.

WJJD, Chicago: Midland Auto Sales (used cars) Chicago, 15 minute newscasts, six weekly for 13 weeks; Wyman Gordon Co. (Ingalls Shepard Division, Chicago) seven 15 minute programs weekly for 13 weeks; Dr. LeGear Medicine Co. (farm remedies) St. Louis, three 15 minute periods weekly in "Supertime Frolic" for 13

PROMOTION

"Farm Question Box"

KOA, NBC station in Denver, and Western Farm Life Magazine, celebrated the 19th anniversary of the "Farm Question Box" program, Saturday, July 10. The special broadcast was the 911th weekly program. To augment the occasion, a huge birthday cake with nineteen candles was cut for participants of the program. KOA staff members and employees of Western Farm Life who took part in the program were: Rex Brown, KOA news editor; James H. White, editor, Western Farm Life; Henrie Miller, assistant editor; E. M. McKim, advertising manager of the farm paper, and Mrs. Mina Burke, home department editor of the magazine. Nearly 39,000 inquiries have been received by the "Farm Question Box" program during the 18 years of broadcasting. Over 9,000 have been answered on the program in that time. These inquiries have come from all parts of the United States. Inquiries also came from Canada and Old Mexico. Even today, it is not uncommon to get a question in the mail that comes from a farmer or rancher in Virginia, Minnesota or Washington. Most of the inquiries, however, come from Colorado, Nebraska, Wyoming, Montana, Utah, Idaho, New Mexico and Kansas.

Bonds Sale With Baseball

Buy a bond—get an autographed baseball.

Signaling the appearance of the Great Lakes baseball team in Fort Wayne for a game against the Shamrocks, WOWO, Fort Wayne, conducted a baseball question contest with winners being awarded six autographed baseballs. Prerequisite to entering the contest was the purchase of a bond through the station.

At the Great Lakes-Fort Wayne Shamrocks game many spectators entered the contest and the station sold \$2,500 worth of bonds. Instrumental in helping to sell the bonds were members of the Great Lakes team who autographed scorecards for added incentive. Marvin Conn, WOWO

Grant Park Concerts Has Schedule On Blue

Chicago—Six of the open-air concerts from Grant Park, Chicago, have been broadcast over the Blue Network on Saturdays, 1030-11:00 p.m., EWT. Edith Davis serves as commentator for the series.

Orchestral groups on the later broadcasts will be the Chicago Woman's Symphony Orchestra, July 24; Herman Felber's Orchestra, August 7; Chicago Symphony Orchestra, August 14; and the Rudolph Ganz Orchestra, August 28. The orchestra to be heard on July 31 will be announced later.

weeks; Wayne School of Nursing, Chicago, four 15 minute periods weekly in "Supertime Frolic" for 13 weeks; Wisconsin and Michigan S.S. Co., Chicago, 48 anns. and Perfection Gear Co., Harvey, Ill., anns.

Exploits Jap Sub

A total of \$72,025 dollars in war bonds were purchased in Dayton while the Jap 2-man suicide submarine was on exhibition in front of the Victory Bond Wagon. WHIO handled exclusively all radio promotion with spots a week ahead of time plugging the appearance of the sub aided by two quarter-hour special events shows originating on the catwalk along side the under-water craft while it was in Dayton. Don Wayne, WHIO announcer, told the listeners and spectators about the prize which was captured the day after the attack on Pearl Harbor by the U. S. Navy. The people crowded around the Japanese submarine to buy bonds or war stamps in order to get a look inside the sub.

Movie Trailer Advertisement

Current promotion of the news service of WSB, Atlanta, takes the form of a movie trailer at a downtown theater. The trailer presents WSB News Editor Add Penfield with an explanation of WSB's Big Four news wires—plus a shot of the station's first feminine announcer pointing out WSB's 16 daily news programs on a large blackboard. Penfield's message is changed each week.

WAAT Article

WAAT, Newark, N. J., came in for a plug in the June issue of "U. S. Defense Agent News" devoted to the activities of American newspaper boys. Station, recently, featured news boys in war stamp sales drive aimed at raising 800,000,000 ten-cent stamp sales among newsboys, and obtained the cooperation of "Henry Aldrich" and "Homer Brown" of the "Aldrich Family" program.

Two column photo and caption of the actors at the mike ran in the paper which has a circulation of approximately 500,000.

sportscaster, was at the public address system boosting the sale of bonds and giving details on the contest.

WDRC Releases Four-Page Multi-Color Program Folder

WDRC, Hartford, recently released a four-page folder in red, white, and blue, enhanced by an effective illustration layout of an eagle looking into the sky as six American pursuit planes fly in formation. The folder has been addressed to national, regional and local advertisers, citing statistics and an area map in the center spread. The back page is in a checker pattern, listing most products advertised on the WDRC outlet. . . . As a summer replacement for its four-man religious round table discussions each Sunday morning, WDRC now has a single minister discussing the affairs on the "Radio Voice of Religion" broadcast. The program is arranged by Educational Director Sterling V. Couch.

OWI Expected To For Disk Produ

(Continued from Page 1)

formerly handled by the Division of the Domestic Branch Overseas Branch. From five platters are made by OWI and overseas broadcast presentations on America and on affairs generally by various groups within this country—in foreign languages. These are cast to counteract propaganda effect that this nations mistreated minorities.

The elimination of the field left OWI without facilities to sustain this work. Although the seas Branch has prepared to some of it done on special ment. A number of broadcaster already signified their willingness to do the work however.

With the Color

ENSIGN J. SHERBURN HERBURN, was back in Albany, N. Y., lough recently before shoving foreign climes. While home he cast part of a game over WAB his old sidekick, Gren Rand.

—VVV—

ROBERT WOODBURY, traffic manager of WCCO, Minneapolis, for the past three years, has left to join the U. S. Army.

—VVV—

HAL SMITH and JACK H. PIAN, announcers at WIBX, N. Y., have joined the Air Corps.

—VVV—

SGT. CHRIS WOOD, JR., USMC, former NBC special events commentator and public relations representative for Will du Pont, is handling the Radio Department's Public Relations Section, European Procurement Division, U. S. Marine Corps, Philadelphia.

—VVV—

F. STANLEY NEWBERY, former vice-president and director of search for Ruthrauff & Ryan, has been promoted to the rank of Major in the U. S. Army Air Corps.

—VVV—

2ND LT. JAMES D. ROBEY, former radio actor, has been assigned to the War Department Office of Dependency Benefits in Newark, N. J. He will serve in the Security Office.

—VVV—

WILLIAM MORRE, formerly producer of the "Blondie" program, the William Esty agency, is now lieutenant (j.g.) in the U. S. Navy.

—VVV—

BOB LANNING, erstwhile member of the CBS publicity department, now yeoman, second class, in the U. S. Coast Guard.

—VVV—

CLEMENT E. BROOKS, former media department of N. W. Ayer & Sons, Inc., is now with the U. S. Army.

Garey Charges Misappropriation; Two Testify As Hearing Resumes

(Continued from Page 1)
 the Cox Committee Chief
 or. Garey tried to get
 to say that OWI should take
 work of the FCC's Foreign
 Intelligence Service. How-
 Hamlet said, if OWI had func-
 when the work of the FBIS
 ed, it would not have been
 for FBIS to do that work.
 ed that OWI gets "very fine"
 from FBIS.

et did confirm Garey's point
 eoval of four FBIS' employes
 North African theater had
 ed by Army authorities.
 these were placed under
 authority. It is reported here
 Army request was made by
 this country, unaware that
 Eisenhower had requested
 to be sent to North Africa
 content to have them there.

Hamlet in Disagreement
 et said also that he disagrees
 with a statement made
 months ago by FCC Chairman
 Lawrence Fly, before a House
 committee investigating draft defers-
 among federal workers, that
 es upon FBIS for all its in-
 of political trends abroad.
 ed also that there is some
 in the wire copy sent
 country daily by FBIS and OWI
 eight per cent, he said.
 explained, is because FBIS
 ssumes and analysis, while
 s complete broadcast texts.
 ridiculed the work of the
 ing Hamlet if he had read
 e analysis of enemy propa-
 ends prepared by FBIS.
 said he had seen only one
 of which point Garey sug-
 if you want to have some
 day, Mr. Hamlet, take
 noon off and read some of

Garey Sought 'Admission'
 gain, as with Fly ten days
 Garey tried in vain to get
 to admit to have told him
 which the witnesses de-
 ng. The OWI official re-
 admit that he had told Garey
 money could be saved by
 ing FBIS personnel, equip-
 funds to OWI. Saving
 affected only by sharp cur-
 of service, said Hamlet.
 let one committee member,
 Edward Wigglesworth, Massa-
 Republican, was amused by
 suggestion that OWI should
 the FBIS function. Wig-
 was a member of the
 appropriations Sub-committee
 s responsible in part for
 cut in the OWI budget
 n. He told RADIO DAILY at
 he supposed he ought to
 what had happened to OWI.
 aring opened with Garey
 to the record a lengthy
 of the career of Admiral
 C. Hooper, U.S.N. ret. for-
 Chief of Naval Communications
 a foe of the FCC. Garey

said he had intended calling Hooper
 to the stand but Hooper had been
 silenced by the Navy. After Garey
 read into the record many lengthy
 commendations of Hooper's work,
 Cox declared that he has heard it
 said that Admiral Hooper has con-
 tributed more to Radio than any
 man since Marconi. To which Garey
 agreed, as one expert to another, then
 pointed out that Fly's past experience
 made him only an "expert" ex-officio.
 Most of the session concerned itself
 with seemingly pointless testimony
 concerning the BWC, FBIS and the
 Radio Intelligence Division of the
 FCC. Garey stuck to his tactics of
 before, using witnesses mainly to
 corroborate his statements whenever
 they would rather than to present
 evidence themselves.

Garey Read Money Appropriated

Garey read into the record the
 sums of money appropriated for the
 FCC since its inception, showing that
 it has more than trebled during the
 past three years because of the Com-
 mission Wartime Activities. Appa-
 rently this was to be an impor-
 tant point because, following the
 publicity procedure outlined for the
 committee by INS Reporter Robert
 Humphries, Garey then asked a re-
 cess. To Garey's disappointment,
 members of the press refused to get
 excited about this point.

It was brought out also that BWC
 requires of employes, who work with
 it, an oath of allegiance and secrecy.
 Investigator Barger said he could find
 no legal authority for this oath but
 admitted that violation of it would
 be violation of the Espionage Act.

Casting about again for any point
 to damage the Commission, Garey
 charged that the FCC had been un-
 ethical in requiring payment from
 other government agencies for work
 done for those agencies by the FCC.
 He mentioned that about \$200,000 had
 been collected by the Commission in
 that way during the past year. This
 again is a common practice among
 government agencies with statutory
 authorization.

Barger Consulted Military Officials

Barger declared that he had con-
 sulted with Army and Navy officers
 and could report that they do not
 feel they need the FBIS' news ser-
 vice. He had examined replies to a
 questionnaire sent by the FCC to
 personnel of the 18 government
 agencies served by FBIS, to deter-
 mine the value of the service. Most
 replies were favorable to FBIS.
 Barger admitted, although some offi-
 cials said they would prefer to get
 the "raw stuff" and have their own
 analysis done for them.

Garey did not mention how much
 getting the "raw stuff" for each of
 these agencies plus having each
 analyze it separately would cost, al-
 though he said on several occasions
 that moneys appropriated for FBIS
 and RID were completely wasted.

Congressman E. J. Hart, New Jersey
 Democrat, asked Garey why the men

who had filled in these questionnaires
 could not appear to testify on their
 own behalf, at which point Garey
 complained that witnesses "tell us
 one thing, then say something else
 on the stand." Hart declared that
 witnesses are under oath when tes-
 tifying before the committee to which
 Garey replied, angrily, "They're not
 lying to us," meaning in private con-
 versation. (Witnesses before the com-
 mittee thus far, some of whom Garey
 was, by implication, calling liars, in-
 clude Harold E. Smith, Director of
 the Budget Bureau, Fly, FCC General
 Counsel Charles Denny, Hamlet and
 Barger. Generally he could have
 referred only to Fly and Hamlet).

Cox Learned a Lesson

Chairman Cox showed that he has
 learned a valuable lesson since the
 first public session two weeks ago,
 when he threatened to have FCC
 General Counsel Charles Denny
 ejected by the police because the
 latter wished to make a pertinent
 remark. Garey had been reading
 from the transcript of a star chamber
 examination made by a member of
 the committee staff of FCC Chief
 Engineer E. K. Jett, in which Jett
 admitted that a high ranking Naval
 officer had suggested that the FCC
 discontinue its direction finding work
 for the Navy, and that the Navy had
 better equipment for that work.
 Denny interposed—and successfully—
 that Jett was available to testify per-
 sonally and that the Committee could
 get a clearer picture of his views
 by calling him than by hearing 'ex-
 cerpts' from his conversation with
 committee staff members.

Garey Again Read Records

The final portion of the session saw
 Garey again reading documents
 rather than producing witnesses. The
 documents concerned the use of the
 FBI of \$415,000 appropriated last
 year by Congress for the FBIS for
 raises for commission employes
 working not only for the FBIS but for
 other parts of the commission as well.
 This was done according to a memo
 from Dr. Robert D. Leigh, FBIS chief,
 because recruiting of the authorized
 FBIS personnel was a slow job and
 salaries for these new workers would
 not have used up all the authorized
 funds. Dr. Leigh suggested the other
 use for these funds only a week after
 the money was appropriated, upon
 FCC representation that it was
 strictly for new FBIS employes.
 Commission employes had a "roman
 holiday" with these funds, said Garey.

He then quizzed Barger who had
 discussed this matter with two repre-
 sentatives of the Budget Bureau.
 Barger was told, he said, that the
 Budget Bureau representatives had no
 information regarding Leigh's sugges-
 tions, but in any event the Bureau
 would have no authority in the
 matter.

Had they been apprised, they said,
 according to Barger, they would have
 "frowned upon" Leigh's suggestions,
 but they added, all agencies and de-

Program Ideas

"Do You Speak English?"

"Do You Speak English?" Well,
 that's the new program on WINS,
 New York, heard Tuesday and
 Thursday evenings at 7:30 for 15
 minutes. Miss Evans, who is the
 narrator, and an announcer tour the
 city, in subways, buses, restaurants,
 etc., where they turn the mike on
 the people who unconsciously "mur-
 der" the English language. After
 each sequence, Miss Evans points to
 the common grammatical errors, then
 usually chides the announcer on his
 pronunciation.

Wisconsin Crop News

WHA, Madison, Wisconsin, an-
 nounces a series of ten special broad-
 casts, Thursday evenings at 7:30, to
 tell the story of Wisconsin's crops
 from fields to the fighting fronts.

WHA Players will enact scenes of
 progress and tragedy in the history
 of Wisconsin's top ten crops and de-
 pict what cheese, butter, dried milk,
 eggs, hemp, wool, etc., mean to fight-
 ing men and others in the war effort.

Furniture Store Complies With Station News Policy

Kurtz Furniture Company, sponsor
 of news summaries twice daily over
 WHK, Cleveland, Ohio, have con-
 sented to move their time up 15
 minutes to comply with station's
 policy of news every hour on the
 hour. Newscasts heard for the past
 four years at 12:15 p.m. and 4:15 p.m.
 will now be heard at 12 noon and 4
 p.m.... Sealy-Rest Mattresses has
 renewed its contract with WCLE,
 Cleveland. Show of recordings and
 E.T.'s, "Time For Music," goes into
 its third consecutive year in August.

Wright Field Band On WHIO

The new Wright Field dance or-
 chestra will be featured over WHIO,
 Dayton, in a special broadcast at
 9:45 p.m., EWT, Saturday, August 7.
 The dance aggregation includes men
 who played with Harry James, Benny
 Goodman, Teddie Powell and other
 name bands just a few short months
 ago.

partments of the government do like-
 wise.

Garey spent considerable time try-
 ing to put across the point that FBIS
 was not founded by executive order,
 nor by Congressional direction. It
 started on funds from the President's
 Emergency Fund (Barger is not sure
 this was legal) and was never voted
 into existence by Congress. Congress
 has, however, voted it funds three
 times.

The point didn't get over with the
 press, or even with the members of
 the Committee itself. Congressman
 Hart told RADIO DAILY that Congress
 would certainly have raised the issue
 if it was not satisfied that FBIS should
 be in existence and doing its work,
 and even Committee Chairman Cox
 said substantially the same thing.

The hearings will be resumed this
 morning at ten, and it is expected
 that they will last through the week.



Coast-to-Coast



RECENT innovation at WINS, N. Y., is its 8:30 to 9:30 a.m. zany show. Show is entitled "It," as no one can think of a name for it. Anybody who happens to be around takes part in the show, besides the regular cast of Hank Sylvan and his orchestra, Paul Sherman as emcee, and the Gruesome Threesome. Show and music are strictly ad lib.

KGVO, Missoula, Montana, joined other Montana stations last Saturday in the presentation of a full-hour broadcast from Helena, state capitol, under the auspices of the U. S. Navy. Program, titled "Avenge the Helena," was held as a tribute to the men who fought and died in the last heroic battle of the cruiser Helena. Navy and army personnel participated. Principal speaker was Honorable Sam C. Ford, Montana's Governor, and William A. Brown, prominent Montana attorney, was emcee.

Newest addition to the engineering ranks of WGST, Atlanta, Georgia, is William Davis Owens. With the advent of larger coffee stocks in America and lessening of retail sale restrictions, Southland Coffee Co. have returned to WGST with a six-month spot campaign for its Bailey's Supreme Coffee. Contract calls for five spots daily, six days a week.

Bob Curley, known for his record juggling on the morning session of the WSRR, Stamford, Conn., "1400 Club" has returned from a brief vacation to become sales promotion manager. WSRR has made arrangements with the OWI to make a three-minute transcription each week of local news of interest to the boys overseas. Bernard Anderson, former assistant engineer at WSRR, visited the station recently. He is stationed at Fort Bliss, Texas, doing radio work in anti-aircraft.

Five men of the merchant marine who had been aboard vessels which were torpedoed as they conveyed munitions abroad were interviewed on WTAG, Worcester, last week as the second in a series of programs to further interest in their branch of the service. Interviews were conducted by special events chief Bob Dixon at Fort Trumbull, New London, Conn., and was broadcast by delayed transmission.

WNAX, Yankton, South Dakota, came to the aid of a local newspaper recently. The "Press and Dakotan" ran into mechanical difficulty, broke down and could not finish the daily issue. Appeal was immediately made to WNAX, asking if anything could be done to get the story to subscribers. Station obliged with spot announcements and the following day, on completion of repairs, paper's issue carried big headlines thanking WNAX.

Bob Browning, WKNY, Kingston, N. Y. staffer interviews interesting people visiting the Catskill Mt. region. Last week's guest was Edmund Gillingham, summer resident of Woodstock, N. Y., and author of the "Gaunt Woman," recent Satevepost serial and best seller which is now being considered for a movie.

"Hall of Heroes," show dealing with the army's new Fletcher General Hospital at Cambridge, Ohio, was heard over WLW, Cincinnati, last Sunday. Included on the broadcast were the personal stories of five American soldiers who arrived in the United States very recently, all of whom are convalescing from injuries received in North Africa.

Swift's "Song Shop" is the new early morning "rise and shine" record program over WGY, Schenectady, N. Y., each a.m. from 6 to 7:30. Rod Swift, WGY, announcer, emcees the session which varies in tempo from swing to hillbilly stuff. Innovation of the "Song Shop" is the use of transcribed vocal time checks. A trio sings a "build-up" for the time signal, pauses while correct time is inserted and then completes the jingle.

Robert Cook has joined the WGBR, Goldsboro, North Carolina, staff as sports director. His nightly sports commentary is now being footed by the local Coca-Cola bottler. July 5 set a new record for a single day's billing at WGBR. Station had 48 fifteen-minute shows, five ten-minute features and three five-minute programs, plus regular participating features. Event was a special bond drive conducted by the station.

Eric James, newspaperman and writer, began a series of nightly news and war comment on WIBG, Philadelphia, yesterday. Programs, scheduled at 9:30, will be heard Monday through Friday. Jeff Scott is the newest announcing addition to WIBG. Station house band units have been christened: "The Rittenhouse Trio," "Five Men of Rhythm" and "Eric Wilkinson and His Music."

Appointment of G. O. Shepherd as general manager of WAYS, Charlotte, N. C., has been announced by the Inter-City Advertising Company, the controlling company, and Harold H. Thoms, active head. Shepherd resigned as manager of WORD, Spartanburg, S. C., to accept the position as head of WAYS. Prior to the position at Spartanburg he served for several years as general manager of WWNC, Asheville, N. C.

Larry Haeg's "Farm Journal" program over WCCO, Minneapolis, Minn., is now sponsored by the Pioneer Hi-Bred Corn Company, Des Moines, Iowa. Haeg is farm news editor and also director of agricultural resources of the OCD.

Special NBC "Business and War Information" program with Elmer Davis, Donald Nelson, Judge Vinson and Marvin Jones was piped into a special gathering of over two hundred local business men by WKY, Oklahoma City. A luncheon was served prior to the show.

WBT, Charlotte, N. C. pulled 3,400 letters in a novel promotion. Garnett Warren, who acts the part of Elmer Briarhopper on WBT's show "Briarhoppers," became the father of a baby boy. Mama and papa Warren couldn't decide on a name for him, so Papa asked "Briarhopper" listeners to decide, and offered ten dollars to the listener whose suggestion was selected. 3,400 answers came in, and the name "Larry Dean" was submitted by twelve listeners. The one whose letter was post-marked first received the dough, the other eleven got consolation prizes in the form of two pictures—one of mother and child, taken at the hospital, the other a composite of Papa himself in costume and "straight."

Bob Howard, of the Broadway show "Early to Bed" is guest starring today on Johnny Kane's "In Old New York" program over WBYN Brooklyn.

Roger W. Clipp, general manager of WFIL, Philadelphia, has announced station's acquisition of the special AP radio news wire through Press Association, Inc. Expanded news coverage will include Teletcripts and other features of the service as well as AP dispatches.

Two new voices have been added to the announcing staff of WINN, Louisville, Ky.—those of Stanley Trout and Lyle Reebe. Will Sales, Louisville diamond store, has bought the WINN 6 o'clock news, headlines and analysis, on a 39 weeks contract.

KEVE, Everett, Washington, has a new manager in the person of Margit Smout. Mrs. Smout replaces John R. Meves.

Col. Luther L. Hill, Chief of Staff of the Fifth District, Army Air Forces Technical Training Command, has been promoted from Lieut. Col. to full Colonel. Col. Hill is station manager of KSO and KRNT, Des Moines, on leave. Hill graduated from West Point in 1919.

Doris Tirrell, Boston organist, has been appointed staff organist effective today, Frank Bellizia, musical director, announced. Until now Miss Tirrell has been WEEI's music librarian. Sue Campbell, who has been with WEEI since September, 1942, has succeeded Miss Tirrell as music librarian.

Rackham Holt, author of the of George Washington Carver, appear as guest on the Mary H. program, WEAH, New York, today also be interviewed by Al on the Blue tomorrow. Way son, recently with the U. S., been added to the announc KSO-KRNT. Before his army he was announcing on KGLO, Ia. Meredith Griffin and J berry, both of Drake Univer, been added as announcers for too.

Kate Smith, whose noon commentary continues on is the author of a "True Stozine article "Why I Am Pr an American" in the Aug Kate has also written an ed the current issue of "The pocket-size magazine.

Howard Stanley has been succeed Lee Chadwick, who year has been promotion-pub for WTOP and publicity CBS there. Stanley is resign similar position on WINX, Was C., to assume his new posit August 1 when Chadwick is enter the armed forces.

Three Ziv Production Added By 39 S

(Continued from Page 1) Kingsport; WFBM, Ind; WKY, Oklahoma City; Dubuque; WTMA, Charleston; Baltimore; WROL, Knoxville; Chattanooga; WEEI, Boston; Washington; WGAR, C; WXYZ, Detroit; KSD, S; KRNT, Des Moines; WSB; WPTF, Raleigh; KSTP, S; WIOD, Miami; KOIL, Omaha; New York bringing total, than 70 stations. Series con quarter hours. Cast includes Kennedy, Jimmy Wallington, Beck, Larry Haines, Roger Maurice Tarplin, Lon Clark, Rooten, Richard Sanders, Al venson, Douglas Chandler.

Korn Kobbler transcribed se been added on the following: WGAU, Athens, Ga.; WCSC, ton; KOMO, Seattle; WSAY, ter; WROL, Knoxville; KRO ton; KLZ, Denver; WJHL, City, reports Frederic W. Z producers of this musical and show. Series includes Korn K orchestra. Alan Courtney as Stan Fritts and Charlie Way vocalists and Kay Lorraine, g uest with Redd Evans, ocarina and comedy star as guest.

"Eye Witness News" dra eye witness reports of A Press at-the-front correspond now on more than 150 stati additions are: KXYZ, R; KFDM, Beaumont; WCOV, M ery; WJHL, Johnson City, Seattle; WIBX, Utica.

1 9 4 3

BIRTHDAYS

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

July 20

| | |
|----------------|----------------|
| Jeddy Black | Muriel Brenner |
| Irving Fields | Murray Forbes |
| Harry Horlick | Art Jarrett |
| Henry W. Lange | Lucille Neil |
| Don Stevens | Jimmy Tansey |

'CC's Craven Testifies

Convenes Today House, Senate Bills

Washington—A meeting of the NAB Legislative Committee will be held here today for further consideration of the White-Wheeler Bill in the Senate and the Holmes Bill in the House. Both bills would provide for reorganization of the FCC and a redefinition of its powers.

F's New Business Includes Six Spot Accts.

Manufacturing Co., with two spots for sponsorship of WEAF, heads the listing of new accounts announced yesterday by William Tilenius, assistant manager. To promote its show polishes, Griffin Radio Hall's newscasts on Wednesday and Thursday, 8:30 to 8:45 p.m., 52 weeks beginning July 27, and Barnes' "Morning in Manhattan" programs on Mondays, Wednesdays and Fridays, 7:25 to 7:30 a.m., 52 weeks beginning July 26.

Kellogg Program Scheduled For Full Blue Net

Kellogg Company, Battle Creek, Mich., will become the sponsor of a daily program on the Blue Network beginning August 9, when a 15-minute broadcast in behalf of Gro-Pup will be launched on all Blue Networks. The program will be the first to promote a dog food on a national network, and the third show

S. R. O.
 Collins and other mischievous termites have taken over the station which hauls the WHIO, O., mobile unit to special and remote broadcasts—or some ill-willed listener has put it. Some time ago one of the seats caught on fire and the department had to be summoned. Now termites have eaten the frame work of the seats!

Long Ride
 KMOX, St. Louis, missed up on one letter in its 1936 mail-pull count. Manager Merle S. Jones recently received a note dated July 3, 1936, requesting certain information station had offered. Letter had been found in a box car near Springfield, Ill. Jones replied that he couldn't fill request, but would welcome visit from the patient writer.

Have Enough Disks Navy Tells Petrillo

Contrary to statements issued earlier this year by other government department heads, the U. S. Navy has all the phonograph records it needs for morale purposes, and has just discouraged an AFM project for increasing production thereof. Navy's attitude was contained in a letter sent to James C. Petrillo, president of the AFM, and is a reply to Petrillo's

Drew Pearson's Network Expanded To 111 Outlets

Raymond Spector agency has completed details whereby Drew Pearson for Serutan, will be heard on an expanded network of 111 Blue outlets. Currently the columnist is heard on 55 stations. New contract goes into effect Oct. 10, with the additional territory covered taking in the Southeast plus Florida, South-Central and the Southwest. Pearson is heard opposite Jack Benny at 7-7:15 p.m., EWT.

WNEW Musicians Yanked; Outlet Used British Records

Sheffield Adding Time On New York Stations

Sheffield Farms, through N. W. Ayer & Son, Inc., will sponsor two shows, starting August 10 and 11. The earlier one, "Missus Goes A Shopping," the John Reed King production on WABC, will carry the new sponsorship Tuesdays, Thursdays and

Admits 'Warning Of Secrecy' By Fly Although Not Under Any 'Pressure'; Garey Decries 'Confidential' Pall

Outlets Devise Means To 'Dress' Spot Anns.

Trend toward setting up tailor-made programs to accommodate the influx of spot business to maintain a sense of balance on the station schedule is fast getting around among the alert outlets which are anxious to stave off criticism about the acceptance of heavy spot schedules without losing the business. These station

Miles Laboratory Renews Lum 'n' Abner On Keystone

Miles Laboratory, Inc., renewed Lum and Abner on the Keystone Broadcasting System for the third consecutive year it was announced yesterday by KBS officials. Miles Lab moved into the secondary sales field (via transcription) in June 1941. The

New One Hour Show Set By RCA On Blue Network

New one-hour radio program titled "What's New," will be sponsored by RCA, it was announced today by David Sarnoff, president, who said that the contract has been signed

Washington Bureau, RADIO DAILY
 Washington—Commissioner T. A. M. Craven of the FCC appeared yesterday before the Special House Committee investigating the FCC. Craven reported that he had been "warned against" disclosing secret or confidential matters, adding that he had received no directive from the President. Although anxious to cooperate with Congress, Craven said, he could foresee that he might be asked some questions concerning

Carter Files Denial To FTC's Complaint

Washington—Carter Products, Inc., manufacturers of Carter's Little Liver Pills, and Street & Finney, New York advertising agency, filed a joint statement with the Federal Trade Commission denying that they disseminated false advertisements concerning their product or have made dis-

"Soldiers Of The Press" Being Extended By UP

United Press in response to requests from stations and sponsors throughout the United States and Canada has extended its transcribed program "Soldiers of the Press" for an addi-

What's Buzzin' Cuzzin

Recent ban on band remotes by Mutual to WSAY, Rochester, had Charlie Goodwin feeding five hours of music. A southerner, Goodwin substituted names of Confederate heroes, such as Robert E. Lee, Jeff Davis, etc. in place of the band leaders who usually announced. Goodwin received numerous inquiries by people who believed they were related.

(Continued on Page 3)

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(Continued on Page 6)

(Continued on Page 2)

(Continued on Page 2)



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

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

FINANCIAL

(Tuesday, July 20)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Net Chg. |
|-----------------|---------|---------|---------|----------|
| Am. Tel. & Tel. | 157 7/8 | 157 1/8 | 157 7/8 | + 3/8 |
| CBS A | 24 1/2 | 24 | 24 | - 1/2 |
| Crosley Corp. | 22 | 21 1/2 | 21 1/2 | - 1/2 |
| Gen. Electric | 38 7/8 | 38 1/2 | 38 3/4 | + 3/8 |
| Philco | 23 3/4 | 22 | 22 3/4 | - 1/8 |
| RCA Common | 11 1/4 | 10 7/8 | 11 1/8 | + 1/8 |
| RCA First Pfd. | 70 7/8 | 70 3/4 | 70 7/8 | + 1/8 |
| Stewart-Warner | 13 1/8 | 12 3/4 | 13 | - 1/4 |
| Westinghouse | 96 1/2 | 96 | 96 | - 1/2 |
| Zenith Radio | 35 3/4 | 35 | 35 3/4 | - 1/4 |

NEW YORK CURB EXCHANGE

| | | | | |
|------------------|-------|-------|-------|--|
| Nat. Union Radio | 3 7/8 | 3 7/8 | 3 7/8 | |
|------------------|-------|-------|-------|--|

OVER THE COUNTER

| | Bid | Asked |
|------------------------|--------|--------|
| Farnsworth Tel. & Rad. | 8 3/4 | 9 |
| Stromberg-Carlson | 11 3/4 | 12 1/4 |
| WCAO (Baltimore) | 21 | 24 |
| WJR (Detroit) | 27 1/2 | 29 1/2 |

NBC Sales Ups Costello To Succeed Gordon Mills

Ned Costello, formerly in NBC Spot Sales department, has been transferred to the network sales department to replace Gordon Mills who resigned to become business manager of Arthur Kudner's radio department. Costello came to NBC in June 1942 from Omara & Ormsbee, newspaper representatives. He is a native of Atchinson, Kansas, and entered the advertising field through the "Kansas City Star."

Stork News

Howard D. Leighty, engineer in Master Control at Don Lee, announced the birth of his first child—a boy, at St. Vincent's Hospital in Los Angeles, recently. The baby has been named Howard David, Jr.

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



Carter Files Denial To FTC's Complaint

(Continued from Page 1)

paraging statements concerning the drug "Calomel" and other laxatives. Street & Finney prepared and placed all advertisements used by Carter Products at the time the FTC made the complaint.

The complaint alleged that Carter's Little Liver Pills is an ordinary cathartic or laxative and that, contrary to representations, the preparation has no therapeutic action on the liver and is not a competent or effective treatment for any disease or condition of the liver under whatever name designated; that it does not regulate the digestive processes that one will awaken feeling "full of pep" or "ready for a big breakfast"; and that it will not influence the flow of liver bile so as to enable one to over-eat or over-indulge in "good times" without experiencing the ordinary discomforts resulting therefrom.

The complaint further alleges that the preparation is not, as represented, a competent or effective treatment for such symptoms or manifestations as headache, sluggishness, listlessness and coated tongue and will have no greater value in the treatment thereof than the temporary relief afforded by an evacuation of the bowels.

The answer denies that any of the representations are false and states, in part:

"Carter's Little Liver Pills possess excellent laxative or cathartic properties . . . stimulate the flow of bile into the duodenum and it is a well known fact even among laymen that relieving constipation will also cause the symptoms to disappear . . ." asserting the claim that Carter's Little Liver Pills is a competent, effective treatment to relieve such symptoms, manifestations or conditions by relieving the cause thereof, that is, the condition known as constipation, and by stimulating the flow of bile.

With respect to the allegation that the respondents have disparaged the drug "Calomel," the answer denies they have claimed it is a "harsh, drastic, dangerous" laxative. As to the allegations that their advertisements fail to reveal the harmful consequences that may result from use of Carter's Little Liver Pills and that the preparation is an irritant laxative and potentially dangerous when taken by persons suffering from symptoms of appendicitis, the answer enters a denial and asserts that the labeling of the pills and their advertising contain all the cautionary words or phrases which the Federal Trade Commission has any authority to require.

"Soldiers Of The Press" Being Extended By UP

(Continued from Page 1)

tional 13 weeks, according to Walter Rundle, UP promotion manager. This third extension of the original 13-week series will bring the series to its first birthday in November with a total of 52 weekly 15-minute transcriptions. It is currently scheduled by over 500 stations in North America.

New One Hour Show Set By RCA On Blue Network

(Continued from Page 1)

with the Blue Network for the premiere on Sept. 4 over 158 stations from Maine to Hawaii. The show will be broadcast on Saturdays 7-8 p.m., EWT. Don Ameche, star of radio and screen, will be master of ceremonies.

The theme of the performance will be a weekly kaleidoscopic broadcast of "What's New" throughout the world—in news, science, sports, theater, films, music, art, education, books, agriculture and the home. In fact, anything new and important will qualify for a place on this program designed to keep listeners up-to-the-minute on the world's latest developments in all activities.

Eye-witness and first-hand reports will be featured. New songs, new artists, new heroes, new wonders will qualify to give the program a fast pace. Timeliness will be the keynote of the 60 minutes, as radio skips from New York to Hollywood, and to other places at home and abroad where something new is to be micro-phonied.

"This program covering a broad scope and possessing a challenging theme will afford splendid opportunity from week to week to reveal radio as a new and modern art form at its best," said Sarnoff. "With variety in talent and always something new, the aim in showmanship will be to present a timely performance of interest to listeners of all ages. We will draw upon the latest in radio art technique and in science to make this a program of high quality entertainment for Americans in all walks of life."

Miles Laboratory Renews Lum 'n' Abner On Keystone

(Continued from Page 1)

move by Miles in 1941 started the emphasis on the smaller stations according to KBS which is today reflected in advertising appropriations made by Lever Brothers, Sterling Drug and General Foods in the secondary area.

In a survey made by Keystone it was revealed that cities of 50,000 and under are capable of producing large markets for advertisers and recent events show that advertising funds are being reallocated to prevent congesting key points.

The survey shows that cities of 50,000 and under produce \$20,655,756,000 or 49% of all National Retail Sales; \$5,314,867,000 or 53% of all National Retail Food Sales; \$735,449,000 or 47% of all National Retail Drug Sales. Cities of 20,000 and under deliver \$16,155,250,000 or 38% of all National Retail Sales; \$4,225,291,000 or 42% of all National Retail Food Sales; and \$555,602,000 or 35% of all National Drug Sales. Towns of 2,500 and under supply \$7,255,094,000 or 17% of all National Retail Sales; \$1,986,710,000 or 19% of all National Retail Food Sales; and \$205,971,000 or 13% of all National Retail Drug Sales.

In viewing the situation for the fall Keystone reports considerable activity.

COMING and GOING

A. D. WILLARD, JR., general manager WBT, Charlotte; A. E. JOSCELYN and KAUFMAN, WCCO, Minneapolis general manager and director of sales promotion activity, respectively, visiting CBS radio department.

HENRY JEROME and his orchestra toington, D. C., to play for the next five at the Roosevelt Hotel and broadcast via CBS nine times weekly.

FRANK SINATRA to Washington, D. C. appear in a special concert with Wash National Symphony Orchestra, July 25.

FRED A. PALMER, WCKY, Cincinnati director; SAM H. BENNETT, KMBC, City, Mo.; HARRY H. BUCENDAHL, KOIN, land, Ore. manager, visiting CBS stations.

B. A. McDONALD, sales manager of inghouse Stations, Inc.; C. S. YOUNG and HERBERT MASSE, sales manager of Boston; JACK De RUSSY, new sales manager KYW, Philadelphia, visitors to NBC spot sales.

L. M. SEPAUGH, manager of WSLI, Miss., visiting CBS station relations.

WALLACE A. WALKER, manager of Jacksonville, Fla., expects to leave Friday.

NORMAN BROWN, WSUN, St. Peter, Fla., leaves Friday for a trip to Chicago before returning home.

Sheffield Adding Time On New York Station

(Continued from Page 1)

Saturdays, 8:30 a.m. Quarter show is recorded. The second part starting August 11, will be an hour long half hour on WOR, 9:30-10 p.m. starring Peter Donald in a which will use both records and talent. Gimmick is to identify voice or text or song. When possible live guests will be presented. Bookings are for 52 weeks. Commercial will plug all the sponsors' products.

98%

on WITH!

The largest drug chain in the Baltimore area places 98% of its radio money on WITH.

Follow the leader! . . . that's good business.

WITH



IN BALTIMORE

REPRESENTED BY HEADLEY-REED

AFM-WNEW In Dispute Over British Records

(Continued from Page 1)

reportedly imported from England for Martin Block's "Make-A-Ballroom."

Notice, in form of telegrams, sent by William Feinberg, executive secretary of the Local, to Pitt, leader of the house band, Miss Bernice Judis, managing editor of the station. Pitt was said to withdraw his men and to appear at the station after until given further notice by union. Reason—"non-union made discs." Wire to Miss Judis, in addition to charging the station with non-union made platters, stated the musicians could not return to the station had given the union notice to refrain from using more of non-union made discs.

Last week the station first reported acquisition of new records of the latest song hits after an hour and half broadcast of the "Ballroom" Thursday evening. Discs are regular fifty cent sellers bought at the counter, and were made by English orchestras including Messrs. Bert Ambrose, and others. Transportation of the platters, it is said, is not in violation of the pact between the British Musicians' union and the AFM, as released here last week.

At that time the British musicians tried to back the Petrillo ban by demanding its members to refrain from making records of transcriptions that were to be exported to the United States.

It is reported that at that time several British musicians had been approached to make productions for the United States consumption, but had turned down the offers. By the Music and Musical Performers' Protection Act of 1925, musicians in the United States had to give written consent to making records, to sanction reproduction. Held, however, that this applied only to masters. Records used in the "Ballroom" were regularly pressed in England.

When news of WNEW's new source of records spread, Miss Judis reported being inquiries from stations all over the country. Tapping the British source, she explained, was another example of the station's alertness and initiative.

Petrillo, in the past eleven months of his recording ban, has often cited the "Ballroom" program as an example of what he was trying to do. "Ballroom" was one of the most successful disc-jockey programs commercially speaking. Station has become one of the most profitable of indies for its operation with profits falling within the first ten months to the highest income group stations in the country. Disc-jockey program has now spread over the entire country.

No official statement was offered by the station management or Martin Block, who it is understood, would consider the discs as "non-

PROMOTION

WISN Retailer Relations

That WISN, Milwaukee, Wisconsin, has done a good job in promoting public relations between druggists and Milwaukee citizens is indicated by the testimonial dinner recently given the station by the Milwaukee County Pharmacists' Association. Party was the occasion of the first anniversary of the "Know Your Druggist Better" show, a program designed to sell the listener on the services offered by the neighborhood druggist. Show, which was conceived a year ago by Gaston W. Grignon, station's general manager, is written and produced by the WISN staff, who, along with Grignon, were guests of honor at the banquet. Speakers were lavish with their praise for the work Grignon and his staff have done, and the program printed for the occasion contained a reprint from "The Wisconsin Druggist" entitled "Gaston Grignon and WISN," the story of Grignon's career up to the present time.

"Newcomer's Picnic"

KDYL, Salt Lake City, Utah, staged a huge newcomers' picnic recently in one of the city's parks. Picnic, which was for the benefit of 50,000 newly-arrived war workers from other states, was handled in the manner of a large convention. Out-of-staters registered at booths for their particular state. Salt Lake Council of Women assisted in handling registrations.

Myron Fox, publicity director of KDYL, arranged for ten hours of continual entertainment, including five military bands and orchestras, and the KDYL orchestra and artists. Handled in conjunction with local newspapers, station received publicity and art work in papers three weeks in advance. Affair was climaxed by an "opportunity contest" which gave the out-of-state winner an appearance over the NBC network.

Okay Compromise Scale For Arrangers, Copyists

Compromise plan for increase in scales covering arrangers and copyists, staff and free lance, among music publishers, was approved by the board of directors of AFM Local 802. Local, originally, sought a straight 15 per cent increase in negotiations which opened recently, though contract runs to September. Publishers, through MPPA, countered with the offer that the increases jump 10 per cent the first year, and another five per cent the second year in a two-year deal. WLB approval will complete the deal.

Union expects, soon, to start negotiating for a five per cent increase in legit and picture theaters. Union, last year, had received a 10 per cent upping, approved by the WLB, but had originally asked for 15.

"Hour of Melody" Ads

Extensive promotion is being done on the new "Hour of Melody" show being sponsored by Hale Brothers Department Store over KSFO, San Francisco. Store started off by running full page newspaper ads in San Francisco and Oakland, calling attention to the program, its format and purpose, and listing in their entirety the musical selections for the first three programs, tying in their ads harmoniously.

Thereafter, they are running from one to three announcements in their full page and double truck merchandising ads, calling attention to the time of the program and the station. In addition to this, they carry, in at least two of the leading San Francisco and Oakland newspapers, their entire program on the radio page each day.

Every counter, elevator and conceivable window and traffic point in their store mentions the program itself. In addition, their mailing pieces which go to customers all carry an imprint regarding their "Hour of Melody."

IBEW-WCCO Strike Moved Until Aug. 11

Minneapolis—Strike notice filed by the International Brotherhood of Electrical Workers, AFL, on behalf of six radio announcers at WCCO has been set aside until August 11 and a temporary agreement has been reached. The notice was filed while contract negotiations were still going on between A. E. Joscelyn, WCCO general manager, and the IBEW representative.

The agreement is now awaiting approval of the IBEW office in Washington and the legal department of WCCO and the Columbia Broadcasting System. Temporary truce was achieved when Minnesota State Labor Conciliator James L. Kelley intervened. Point still in dispute is a clause inserted by the IBEW representative. In effect, the clause under dispute ties the WCCO announcers contract in with union contracts covering not only WCCO technicians at the eight Columbia owned stations.

All other points specifically concerning the announcers at WCCO had been negotiated satisfactorily by both parties.



An *Idea*
became a **SHOWMANSHIP PROGRAM**

Radio listeners can tune in at any time to **RADIO NEWSREEL THEATRE** and hear a complete news broadcast.

For 2 full hours, from 6:00-7:00 A.M., and from 11:00 P.M.-12:00 MID*, a twelve-minute summary of the latest news is continuously repeated.

It is never too late to listen to **RADIO NEWSREEL THEATRE**... or to sponsor this "idea" program of proven success.



Dial 1050

*SPONSORED — IN ITS 2nd YEAR FOR OLD GOLD

W H N
NEW YORK

Los Angeles

By RALPH WILK

WALTER WINCHELL, who on Sunday moved his "Jergens Journal" to KECA at 6:00 p.m., will be heard in a repeat broadcast over KFI at 11:00 p.m., PWT each Sunday night. Winchell program here moved the early broadcast to KECA after being heard for many years on KFI. "Chamber Music Society of Lower Basin Street," becomes a KECA feature on the same day, broadcast from 6:15 to 6:45 p.m., and Jimmie Fidler's program of Hollywood comment goes on the air at 6:45 p.m., PWT.

George Burns and Gracie Allen started on a two-week camp tour covering Army and Navy stations, according to Hollywood Victory Committee, and Dale Evans is set for a three-week Texas tour starting Aug. 1. Burns and Allen opened at Camp Callen, then play the San Diego Destroyer Base, Camp Pendleton, San Diego Naval Air Station, Camp San Luis Obispo and Santa Maria Air Field.

William Lawrence, producer of the Screen Guild Players movie dramas each Monday night, is compiling a book of hitherto untold anecdotes about show people. Lawrence was a newspaper editor, columnist and magazine editor before radio claimed him.

Newest home-owner in the cast of NBC's "Those We Love" is Announcer Dick Joy. He's just purchased a new home in Burbank, a popular suburb of Hollywood and Los Angeles.

Monday marked the start of a new "I Love A Mystery" serial thriller. It will be "The Graves of Whamperjaw," a murder mystery laid in the badlands of Texas.

Harry W. Flannery, CBS commentator, reports the latest slogan coming from Germany says, "Enjoy the War—the Peace will be Worse."

FCC Grants WTAW License On Separate Band Full Day

Washington — FCC yesterday granted modifications of the licenses of WTAW, College station, Texas, and KTBC, Austin, Texas, to permit the former full daytime operation on the 1,150 band, rather than sharing with KTBC. The latter station was authorized to shift its frequency from 1,150 to 590, with full time, one kilowatt day and 250 watts night.

HELP

IF YOU ARE HAVING DIFFICULTY FINDING THE RIGHT PERSON FOR ANY VACANCY IN YOUR ORGANIZATION—CALL

FRANK McGRANN

POSITION SECURING BUREAU, INC.
(AGENCY)

331 Madison Ave. (43rd St.), N. Y.

MURRAY HILL 2-6494



Jerry Lester At Bat . . . !

(Written one hot afternoon (yesterday) in Green Valley, U. S. A. in cool-aberration with Bob Marko and producer Larry Berne).

● ● ● THINGS I NEVER KNEW TILL NOW: How to write a column THINGS I ALWAYS KNEW: How to lift a column MY GIRL FRIDAY SPEAKS TO AFRICA: Frank Sinatra called up last night and started a record collection. Wants to know if he can get one of Bing Crosby singing "That Old Black Magic." Post card from "One Man's Family." They want to know how to get in touch with Henry Kaiser Minerva Pious and John Brown, telephoned this a.m. (morning), re: the Allen and Benny deal. They claim that Lincoln freed the wrong slaves Telegram from Bob Hope, "I used the above gag on my program two years ago." Referred him to Jimmy Saphier who handles you both. That's all the correspondence. Payroll due, so will you please see Friday, Saturday? SOUNDS IN THE NIGHT: Heard at the Rainbow Trout Room at the Fulton Market: The only reason he became an agent is he wanted to see how the other ten per cent lives Heard in the powder room at Hubert's Museum: See that girl on his arm? He bought her a dozen roses. You ought to see what he bought for the girl on his mind Heard in the Mayfair room at Duffy's: Archie speaking, "Duffy ain't here."

★ ★ ★

● ● ● SEEN AROUND TOWN: Orson Welles walking arm in arm down Fifth Avenue with Orson Welles In a CBS studio, Frank Sinatra swooning at sight of Perry Como At 53rd and Broadway, Charlie Martin offering George Hill a Philip Morris Lois January, talking with Fredric March and Marty May about a new radio show in October, called "Around the Calendar." The Landt Trio with the Andrews Sisters, and Six Hits and a Miss on their way to see "We The People" Arch Oboler locking himself in the basement of El Morocco, writing a new show called "The Plot to Overthrow Norman Corwin" MANHATTAN VIGNETTE: She was the third girl from the left in X show. The show ran as you remember X weeks. John (of course that's not his real name) was backstage every night, and at least one of the matinees every week. He did so want to get married. Gertrude (of course that's not her real name) and she's still third from the left, was admired by every Tom, Dick and Harry, but let's be honest she wanted only John. Honest John she called him (Recognize the story yet?) Came the day of the reckoning March 15. Now we find out John wasn't so honest. Montage: Pay the money. I ain't got it. Pay the money. I ain't got it. Pay the money. I ain't got it. P. S. Gertrude had the money. But as is usual in such cases it was too late. And now every visitor's day you can see John, third from the left, and Gertrude back with every Tom, Dick and Harry.

★ ★ ★

● ● ● OPEN LETTERS TO CLOSE FRIENDS: OPEN POSTCARD: Dear Miriam Hopkins: You will be the first guest star in my news CBS series beginning Sunday night July 25, at seven o'clock. I think you'll have a good time, because we're going to do a satirical sketch on the relationship between the modern boy and girl. See you at rehearsal. Thanks a millyun COLLECT TELEGRAM: Dear Fred Uttal: Please stop telling people that I'm going to be an actor on the Fred Uttal show. Remember, dear boy, if announcer get fresh with Jerry Lester, Jerry Lester get fresh announcer SECRET MEMO TO JERRY LESTER: Dear little volcano. I've known you longer than anyone else. I realize that you're exuberant, full of life, and very gay, but make this a point, always to remember. Don't try to get laughs at the expense of somebody else's feelings. Don't ever forget the people who are doing their part to help people remember you.

★ ★ ★

—Remember Pearl Harbor—

Chicago

By FRANK BURKE

MRS. ELLIOTT ROOSEVELT, the Texas State Network Worth, seen lunching yesterday, Merritt R. Schoenfeld, sales manager of the Blue Network, at the Hotel.

Henny Youngman, guesting "Breakfast Club" show on the being scouted by several agencies interested in comedians for shows. One show, which will be late in Hollywood, will feature a number of picture names as well as a comedian-emcee.

Jack Robbins, Jr. in the uniform of a private, in town to handle the plugs of "This Is the Army" production slated for early release.

Virginia Verril, singer, joined cast of "Hep Hep Hurray" WGN tainer featuring Bob Trendler and orchestra.

Gracie Fields passed through Chicago yesterday en route from the Coast to New York. Understood to be en route to England where will entertain the armed forces.

Mutual sending out invitation to Chicago premiere of "Mutual's Krome Presentation" at the Hotel July 29 at 4 p.m.

Neal Smith of WCOL, Columbia town with Mrs. Smith, for a few on agency and network rounds.

WLS "Dinnerbell" program emanate from the International Chick Convention in Chicago and tomorrow with Art Page directing. Show will be heard at the Palmer House from 12 to 1 p.m.

CBS Appoints Seigal To Head Photo Division

Walter I. Seigal, formerly assistant manager of the CBS Photography Division, has been named manager of the division, it was announced today by George Crandall, director of CBS Press Information. Seigal came to Columbia in November, 1938, and previously had been a freelance photographer. He was made assistant manager of the CBS Photography Division in 1938 and held that position until his appointment as manager.

He replaces Michael J. Fish, who has resigned from the network to start a motion picture studio in Hollywood.

Stork News

A daughter, Kathy, has been born to Dr. and Mrs. William B. Silblatt. The mother is radio actress Mildred Robin who has played "Second Husband," CBS's "School the Air" and other productions. She will return to the profession shortly.

AMP has a new HIT BULLFROGS AND MARINES

Introductory broadcast date will be announced next week.

QUEST-ING

FRAWLEY, for Lum... (NBC, 9 p.m.)

OLSON on Jerry Cooper's... (WOR-Mutual, 8 p.m.)

SEN and CHIC JOHNSON... (8 p.m.)

AR HOOVER, speaker on... (Blue, 1 p.m.)

D STOWE with John Van... (Blue, 5 p.m.)

LES COBURN on "Cavalcade... (NBC, 8 p.m.)

RA BRITTON, screen star... (Tuesday 8 p.m.)

BERLIN on "We the... (WABC-CBS, 7:30 p.m.)

HOUSTON PETERSON and... (Sunday WABC-CBS, 8 p.m.)

LODER on "Stars Over... (WABC-CBS, 8 p.m.)

Flippen Takes Over Battle Of The Sexes

Monday, July 27, NBC's "Battle of the Sexes" (9:00 p.m., EWT), takes over... Flippen as emcee in place of Ed O'Keefe.

Clark Succeeds Dewey

Clark has been appointed to succeed Dewey Long as manager of the LW Chicago office.

ANNOUNCERS

Experienced announcers wanted by mid-west channel station; submit complete background details immediately. If you're not a top name, don't write.

RADIO DAILY, Box 719, 5th B'dway, N. Y. C.

Have Enough Disks Navy Tells Petrillo

(Continued from Page 1) offer, made to Elmer Davis, head of OWI, several weeks ago, to cut gratis all the records needed for entertainment of the armed services provided the juke boxes wherein they were to be played, removed the tee box. Text of the Navy letter of July 17, addressed to Petrillo, follows:

"Your letter of July 6, 1943 addressed to the Secretary of the Navy concerning a proposal for furnishing professional services of members of the American Federation of Musicians for the purpose of making phonograph records for the recreation and entertainment of Navy personnel has been referred to this bureau.

"It is recognized that the supply of phonograph records available on the existing commercial market is necessarily limited by shortage of critical materials involved in the manufacture of such records. However, Naval personnel are acquiring phonograph records in sufficient quantity to meet the recreational and entertainment needs. Any plan duplicating present facilities, in view of current shortage of materials, would not appear to be essential to the all out prosecution of the war effort.

"Please be assured that your offer of the services of members of the American Federation of Musicians in the interest of Naval personnel is none the less fully appreciated. Signed R. A. Koch, Capt. U. S. N. (Ret.) Special Assistant to the Chief of Bureau of Naval Personnel."

Third Kellogg Program Sked For Full Blue Net

(Continued from Page 1) sponsored by Kellogg on the complete Blue Network.

The news broadcast will be heard Monday through Friday at 11:30 a.m., EWT, from New York following "Breakfast at Sardi's," with a live repeat at 1 p.m., EWT, for the 13 Pacific Coast stations of the Blue. A second Blue Network news broadcaster will do the repeat broadcast, which will originate in San Francisco and will be specially designed to meet the news interests of the public in this area. Kenyon & Eckhardt, New York, handles Gro-Pup advertising for Kellogg.

Featured commentator on the new Kellogg show will be Gilbert Martyn, staff announcer of the Blue Network, and Paramount newsreel commentator, who will be heard on the program beginning Monday, August 16. The first five broadcasts for Kellogg beginning Monday, August 9, will be handled by Don Gardiner, also a staff announcer with the Blue.

Before joining NBC in 1938, and the Blue in 1942 when the two networks severed connections, Martyn was with the Crosley Radio Corp. in Cincinnati, as announcer and producer.

Other programs sponsored by Kellogg on the complete Blue Network are "Breakfast at Sardi's" for Pep, Monday through Friday, 11:15 to 11:30 a.m., EWT, and "Breakfast Club" for various cereals, Monday through Thursday, 9:45 to 10 a.m., EWT.

WEAF's New Business Includes Six Spot Accts.

(Continued from Page 1) Birmingham, Casueman & Pierce, inc., placed the orders.

The RCA manufacturing Co., through Rutanair & Ryan, inc., has signed contract with WEAF for a series of 100 one-minute announcements on four different programs, Mondays through Fridays, as follows: Pat Barnes, "Morning in Manhattan," 7:15 to 7:30 a.m.; Ralph Dumke's "Two-Minute Man," 8:15 to 8:30 a.m.; Bob Stanton's "Rhyne & Knytm," 12:15 to 12:30 p.m.; and Jack Arthur's "Family Time," 6:00 to 6:15 p.m.

S. A. Schenorr & Co., has placed a contract with WEAF through Rutanair & Ryan, inc., for 50 one-minute announcements, Mondays through Fridays, on Bob Stanton's "Rhyne & Knytm" program and Jack Arthur's "Family Time." Rutanair & Ryan, inc., placed the order, effective August 9, for Savarin Corée.

The New York Telephone Company has renewed its contract with WEAF for announcements in Jack Arthur's "Family Time," effective, August 5, for 13 weeks. Batten, Barton, Durstine & Osborn, Inc., placed the account.

To promote its feature film "Victory through Air Power," United Artists Corp., is participating in Mary Margaret McBride's daily program on WEAF, 1:00 to 1:45 p.m. Foote, Cone & Belding, Inc., is the agency.

WMAL Signs Wismer For Redskins' Games

Harry Wismer, football announcer for the Blue Network, has been signed by WMAL, Washington, D. C., to cover the Redskins' National Professional League football games next fall, it was announced this week by Kenneth H. Berkeley, station manager. Wismer was selected by the Blue last season to handle its coast-to-coast football broadcasts.

In addition, he broadcast the Sugar Bowl game, as well as the professional world championship game between the Redskins and the Chicago Bears.

MBS Appoints de Castro To Executive Staff

Alien J. de Castro, who has been connected with broadcasting sales and development for a period of more than 10 years, will become a member of the executive staff of the Mutual Broadcasting System about August 1, according to an announcement made today by Miller McClintock, president. de Castro has currently been associated with the Blue Network and formerly was with the Columbia Broadcasting System. The appointment was predicated upon present Mutual plans.

Specifically, McClintock announced the organization in the Mutual Broadcasting System of a Latin American Bureau, which he described as an organization established for the purpose of analyzing commercial and marketing problems of common interest between the United States and all of the Latin American countries.

With the Colors!

SAMUEL R. ROSENBAUM, president of WFIL Broadcasting Co., Philadelphia, has been commissioned a Lieutenant Colonel in the United States Army Special Reserve for Service in the Division of Military Government of Occupied Territories.

LT. JACK THORNQUEST (j.g.), formerly national sales manager of WING, Dayton, Ohio, is completing training at the Armed Coast Guard Center new New Orleans, La.

RICHARD GRAHAM, head of the legal department at NBC has joined the Naval Reserve as a Lieutenant (j.g.). Sidney Strotz has named Don Tatum as his successor.

WALTER KANER, director of publicity and special feature broadcasts at WLIB, Brooklyn, N. Y., reported at Fort Dix on July 17 for active duty in the radio division of the Army Signal Corps, in which he had been a member of the Enlisted Reserve.

SIDNEY SCHECHTMAN, news editor at WINS, New York, was inducted into the Army on July 12. He leaves for Camp Upton on August 2. Schechtman has been on the WINS news desk for a year, and with the station for two and half years.

LORING KNECHT, announcer and news editor of KFYZ, Bismarck, North Dakota, became the first man to volunteer for the armed forces from the Meyer Broadcasting Co. when he reported for induction at Fort Snelling, Minnesota, last week.

LATEST REPORT received from Africa from 1st Lt. John Hoagland, former Blue Network salesman, encloses a snapshot of him with his P-40 fighter plane, called the "Blue Goose II." Johnny explained that "Blue Goose I" had been shot down between the lines in Africa. He had to "run for it" and was picked up by a New Zealand armored unit which rescued him under shell fire.

WENR Blue Points For a Chicago shoe chain WENR produced 10 times as many sales as were expected! WENR is Chicago's Basic Blue Network Station. 50,000 watts on a clear channel, 890 k.c. Represented nationally by Blue Spot Sales.

Craven Testifies At FCC Hearing As Garey Decries 'Confidential' Pall

(Continued from Page 1)

matters held to be confidential. He would testify on these matters only if the Committee itself assumed full responsibility and directed him to do so.

Under questioning by Attorney Eugene L. Garey, Committee counsel, Craven admitted his "warning" had come from FCC Chairman James Lawrence Fly, but added that he would not term it "pressure, or anything of the sort." Fly told him, he said, that he had heard Craven was cooperating with the Cox Committee. He had no desire to instruct Craven but merely pointed out that he regarded as important to the welfare of the country the preservation of the security of confidential and secret matters. Craven, saying he did not wish to be held in contempt of Congress, admitted under Garey's prodding that he did not consider some of the matters to which Fly referred as, in fact, so confidential that they should not be revealed before the Cox Committee in whose competence and good faith he believes.

Garey Cries 'Obstruction'

When Craven gave his statement, Garey appeared to be greatly surprised and again raised the cry of obstruction—that the FCC and other parts of the Government are hindering Congress in its proper task. Actually, it is doubtful that Craven's statement came as much of a surprise to him. He had been in frequent consultation with the Commissioner, as he himself admitted later, and before Craven took the stand yesterday Garey called him out of the room to confer for a few minutes, holding up the hearing. When, later, Committee Chairman Cox told Craven the Committee was directing him to answer all questions, and assured him nothing in the nature of military secrets would be asked of him, Cox read from a lengthy statement.

The hearing opened in its usual vein, with Garey holding the floor for two hours without bothering to call a single witness. He discussed the Army's reported desire to have several FCC employees leave North Africa last spring. Admitting that they had been invited there by the Army, Garey declared the FCC saw in the Army's request an opportunity to increase its prestige to "fold itself in the cloak of the flag as an essential war agency."

He produced correspondence between the FCC and the War Department concerning the North African matter, and declared that the "confidential" label on them was "hokey." The letters were from Fly to Secretary of War Stimson, from Undersecretary of War Patterson to Fly and finally from Fly to Patterson. The letter from Patterson to Fly had been labeled confidential by the War Department, and it was after that, that the FCC stamped the other correspondence "confidential." This information was offered by FCC Gen-

eral Counsel Denny and passed by hurriedly by Garey. Chairman Cox charged "they're at this practice of trying to cover up again," and ordered Garey to put the letters in the record. Later he changed his instructions and directed that they not be read.

Cox then, unable to his righteous indignation, asked of Garey whether this (the holding of certain information as confidential) "is not mutiny against the authority and power under which the Committee operates?" To which Garey replied that all Congressional Committees are likewise hindered these days. Cox's next line was a question as to whether all agencies were doing it, in which Garey replied that all were doing it insofar as they can get away with it.

Garey then returned to reading OWI definitions of "confidential," secret and restricted information, which he said were not binding upon Congress. The definitions were "from Harvard," he said, and bear all the earmarks of Harvard.

Cox then chimed in to say he "can't believe Congress would want this Committee to lie down and accept this sort of treatment from the bureaucrats here in Washington." Nothing asked, he said, is in reality confidential or in the nature of a secret which must be kept for war reasons. Rep. Miller, Missouri, another committee member, then suggested that this practice might result in "legislative paralysis." To which Cox, newest member of the "One Per Cent Club" in the House declared that it will mean Government by chance rather than by design, and spoke briefly on the duties of Congress in a Democracy. (The "One Per Cent Club" includes all those poll-tax Congressmen elected by the votes of one per cent or less of the people in their district. Cox's tiny vote in the last election entitles him to membership).

Garey then turned to another story—that of newspaper subscriptions entered by the Commission. Funds for this purpose—aside from trade and technical papers—was limited by Congress last fall to \$50 yearly so that the Commission now subscribes only to the Baltimore "Sun," the New York "Times," the Philadelphia "Record" and the "Wall Street Journal." Prior to this limitation, however, Garey said 95 papers had been coming to the FCC on subscription.

He asked Committee Investigator Harry S. Barger about these, and was told by Barger that the Atlanta "Journal" went to Commissioner C. J. Durr, the Fresno "Bee" to Commissioner Ray Wakefield, the Greenville "News" to Nick Cureton, head of the FCC Service Section, and the "Houston Post" to Commissioner Paul Walker. Durr's office later denied that the Atlanta paper had been delivered there. They pointed out

also that Durr is not from Georgia, and has a personal subscription to a Birmingham (Alabama) paper. Birmingham is his home.

Garey said also that the New York "Times" was delivered to the office of Chairman Fly, "my Wall Street associate." Commission sources verified this adding that it goes from Fly's office to the Commission Information Office and is routed through the agency. Garey added sneeringly that the list included also one copy each of the "Daily Worker" and that illustrious New York paper, "PM," (RADIO DAILY recalled at this point finding current copies of the "Daily Worker" in the offices of the Cox Committee every time a visit was made to that Committee).

From this matter Garey turned to a memo from FBI Director J. Edgar Hoover submitted through the Attorney-General. Hoover pointed out that the FBI does not make extensive use of the facilities of the FCC's Foreign Broadcast Intelligence Service, nor of its Radio Intelligence Division but added that the relatively small number of requests made by FBI for service had been filled by the FCC sections and indicated no dissatisfaction with the manner in which these requests were filled. He pointed out also that the FBI furnishes the FCC with more information than the FCC furnishes FBI.

Cox Compliments FBI's Hoover

Here Chairman Cox interjected for no apparent reason that Congress thinks highly of Hoover and would like to give him the medal of honor. Congressman Edward J. Hart of New Jersey, apparently wondering why this was mentioned asked, "Mr. Fly didn't block that, did he?" To which Cox replied that Fly has little influence with Congress.

When Garey pointed out that FBI employs 149 radio operators and trainees at lower salaries—his point apparently being that they are paid less than technical personnel at FCC, although salaries for the latter have not been brought out—Cox went off on the same tack, saying that "some people wouldn't mind working for the FBI for nothing."

It was here that Craven came to the stand, and for nearly an hour Garey questioned him in an effort to building up his prestige as a radio authority, and that of Admiral Stanford C. Hooper.

In the few pertinent exchanges before the hearing was adjourned until this morning Craven said he was in frequent disagreement with the Commission, but believes his colleagues to be sincere men. He said also that he suspected the FCC was open to "outside pressure" prior to 1937, and that he, a Naval officer, does not believe the chiefs of staff are trying to usurp civil power in their demand of last winter and that all military radio work be done by the military rather than by the FCC.

Outlets Devise Method To 'Dress' Spot Accounts

(Continued from Page 1)

excess feel that with proper planning, spot advertising can be presented in as good taste as otherness.

WMCA, one of the stations the subject considerable thought, purposely set up three periods—morning, afternoon and evening—commodate spot accounts. It has inserted two, one-hour shows under the helm of Lawrence, 12-1 p.m., and 8-9 that five, ten or quarter-hourments might be sold in the morning hours, 10-11:30 a.m. "Little Show" serves the same pose.

Ray Nelson, new program production assistant at WOR, cautions the trend toward tailor-made reductions. On his own station, the "WOR News Theater" which consists of five-minute units together because they are all a cast style, to comprise a quarter show for purposes of rating, which really was styled to moderate spot sales. Another development on station's part to styling of spot announcements placement of commercial after songs and before the actual program so that there is greater resemblance with network commercial placement. Despite official condemning NAB of five-minute programs, Nelson explained that changing conditions in the industry occasioned increased spot business would bring that unit of programming into its own if handled properly, he said, which were live spot announcements will have a great care in programming to keep their audiences.

Vocational Radio Course For Canada Sanatorium

Montreal—Through the work interest of Montague B. Elkin of London, England who died Monday at Mountain Sanatorium, Hamilton, radio instruction may become a permanent part of the educational offerings of sanatorium patients. A former BBC radio engineer, Elkin went to Mountain sanatorium as a patient in February, 1939, and began instructing fellow patients in radio work. He prepared two textbooks on radio theory and radio practice. The instruction aided several patients in obtaining employment on being discharged from the institution.

Movie Reviews On WOV

Building its evening English-speaking schedule, WOV will inaugurate new ten-minute movie-review program, tomorrow, 6:15-6:25, EWT weekly airing by Peggy Lloyd, who also conducts an early bird show on the station at 7 a.m. daily. Show is dubbed, "Reviewing the Movies" with Peggy Lloyd.

THE EXECUTIVE WHO STOPS TO THINK . . .



Knows that "10% for War Bonds isn't enough these days"

Workers' Living Costs going up . . . and Income and Victory Tax now deducted at source for thousands of workers . . .

Check! You're perfectly right . . . but all these burdens are more than balanced by *much higher FAMILY INCOMES for most of your workers!*

Millions of new workers have entered the picture. Millions of women who never worked before. Millions of others who never began to earn what they are getting today!

A 10% Pay-Roll Allotment for War Bonds from the wages of the family bread-winner is one thing—a 10% Pay-Roll Allotment from each of several workers in the same family is quite another matter! Why, in many such cases, it could well be jacked up to 30%—50% or even more of the family's *new money!*

That's why the Treasury Department now urges you to revise your War Bond *thinking*—and your War Bond *selling*—on the basis of *family incomes*. The current

War Bond campaign is built around the family unit—and labor-management sales programs should be revised accordingly.

For details get in touch with your local War Savings Staff which will supply you with all necessary material for the proper presentation of the new plan.

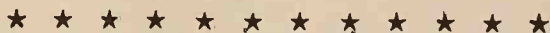
Last year's bonds got us started—*this year's bonds are to win!* So let's all raise our sights, and get going. If we all pull together, we'll put it over with a bang!

This space is a contribution to America's all-out war effort by

RADIO DAILY



you've done your bit
... now do your best!





Coast-to-Coast



TODAY's guest on the WOR Martha Deane show will be John J. Flaherty, noted "on-the-scene" author, who will tell stories and anecdotes from his new book, "Inside the F.B.I." Tomorrow's guest is Skippy Homier, young boy actor who has risen to fame this year in the play "Tomorrow the World."

WPAT, Paterson, N. J., has moved to larger quarters in the WPAT building at Church and Broadway, Paterson.

Charles L. Kelly, New York, and Norman Rose, Washington, D. C., have been added to the announcing staff of WQXR, New York. Kelly was formerly associated with several southern stations and with FM W47NY, New York. Rose also appears on CBS' "Radio Reader's Digest" and "Bright Horizons." He is also on the OWI Overseas shortwave broadcasting staff.

Mary Hardwicke, English tennis champion, gave an exhibition tennis match over the air recently with Mary Mason, director of the WRC, Washington, D. C., "Home Forum."

Nick Scourby, formerly of the NBC staff, is now an announcer at WEED, Rocky Mount, N. C., having recently completed the employee training course given by NBC.

Recent guests at WGL, Fort Wayne, Indiana were Claude Stroud and Mark L. Moody. Stroud is one of the Stroud Brothers acrobatic team, and is now stationed at Baer Field. He was interviewed by Paul Roberts. Moody is the photographer of the film "Ravaged Earth" and was in town in conjunction with a showing of the picture. Rosemary Stanger interviewed him. Visiting at WOWO-WGL recently were Lee B. Wailes and Walter Evans, president and vice-president of Westinghouse Radio Stations, Inc.

In a special broadcast recently Bill Moshier of KIRO, Seattle, Washington, presented awards to the three winning counties in the KIRO Farm Forum 4-H Club Enrollment Competition. Moshier instituted the idea of the competition last February on the Farm Forum show to encourage more youngsters to lend their time and efforts in the Battle for Food. Trophy will revolve from year to year.

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|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|
| 1943 | | | | | | | | | | | | | |
| BIRTHDAYS | | | | | | | | | | | | | |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 |

July 21

Art Franklin
Allyn Joslyn

Elsie Hitz
Fulton King

Ellen Ankrom, secretary to general manager Merle S. Jones of KMOX, St. Louis, is spending her vacation in Chicago as is Sylvia Carlie, secretary to Wendell B. Campbell, assistant general manager. Mary Neal Zinser, secretary to Blaine Cornwell, KMOX producer, and Genevieve Cox, of the continuity department, are off to the Ozarks for their vacations.

Rebecca Grey took over recently for Marjorie Dennis on the "Among Us Girls" show over WAPI, Birmingham, Alabama, while Marjorie went vacationing. WAPI took part in a big Army Air Force show at Birmingham recently, in connection with the Shangri-La stamp drive. Station picked up Sgt. Gene Autry's regular Sunday show from the Municipal Auditorium, and WAPI's Jimmie Willson exceed the whole shebang, which included many other features.

The highlight of the "Music from Mouth" broadcast on WAAT, Jersey City, Sunday, was the presentation of an autographed baton used by Salvatore Deellsola, guest conductor of the post band, to the person buying the greatest number of war bonds during the program.

WGY, Schenectady, N. Y., has inaugurated a newspaper series of broadcasts under the title "Extra! Extra!" Every Friday, in narrative, dramatic episodic interviews the story of an Eastern New York newspaper is told. The series was inaugurated with an address by Arthur T. Ross, editor of "Editor & Publisher." The first newspaper saluted was the Amsterdam (N. Y.) "Evening Recorder." The publisher, Gardiner Kline, and his managing editor, Earl O. Stowitt, and city editor W. B. Maroney, took part in the first broadcast. The second program told the story of the Gloversville (N. Y.) "Leader-Republican" while the third presented the Glens Falls (N. Y.) "Post-Star."

"Your American Red Cross," a program about the activities of the organization, was heard July 15 over KECA, Los Angeles, in the first of a series on Thursdays. News, drama and interviews augments the story of the American Red Cross.

New announcers at WLS, Chicago, are Joe Rockhold, who returned to the WLS staff from KXEL, Waterloo, Iowa, and Lew LaMar, transferred to the mike from the production department. Herb Howard, former production manager of WNAX, Yankton, S. D., has joined the WLS production staff.

Representative Will Rogers Jr.'s impressions of the Congressional session just completed are being presented over WLIB, Brooklyn, N. Y., this evening by news commentator Clifford Evans. Material for the broadcast was garnered several days ago in an interview with Rogers in Washington, D. C.

John Rhys Evans, Jr., recently in charge of publicity and promotion for KOMO and KJR, Seattle, Washington, has joined his former colleague, Al Schuss, at KEVR, Seattle. Evans takes over the job of commercial manager.

WBNX, Bronx, New York, has a complete staff of interpreters. Station acts as a clearing house for the dissemination of war and government news for the foreign-born and foreign speaking American citizens, and letters received by WBNX weekly request information in Spanish, Greek, Norwegian, Yiddish, French, German, Ukrainian and other languages, including Gaelic.

Sale of one and three-quarters hours of music nightly and fifteen minutes of news mornings to Parti Pak, beverage company, has been announced by KSFO, San Francisco. Show, aired from 7 to 9 p.m. is entitled "Music in the Air." Newscast will be heard from 9 to 9:15 a.m.

Several people are missing from the WHIO, Dayton, Ohio, scene this week. Bud Baldwin, early morning announcer and promotion man is off to the country for fishing and swimming. Henry Lange, musical director, and his wife are in New York, doing the town. Jerry Swank, assistant chief engineer, is vacationing in parts unknown. Back from summer sojourns are Charlotte Cordonnier, program department secretary and Louise Sowers, of the commercial department.

BBC's Stephen Fry, in charge of programming of broadcasts from England to United States, will make two special guest appearances of WLW, Cincinnati, this Saturday. On both appearances he will explain the significance of the England-to-WLW series of programs initiated recently. Fry is currently connected with the New York office of the BBC. He and his assistant, Rhoda Magid, are the liaison between WLW and the BBC London office in setting up broadcasts from England.

New York stations taking part in today's celebration of the 113th anniversary of Belgium's independence are WQXR, WBYN, WLIB and WNYC. WPAT Paterson, New Jersey, will also participate.

Late afternoon "Memory Lane" program over WDRG, Hartford, Conn., has been expanded to include a program preview of the night-time schedule. A specially-written section highlights all the CBS and local shows for the evening, supplementing the day-long series of short spots now being used to call attention to featured programs daily.

Louis Saiff, Jr., commercial manager of WWNW, Watertown, N. Y., has returned to his desk after spending his annual vacation at his summer home on Lake Ontario. The American Chiclé Com-

pany has purchased 210 transmitters and announcements on WWNY to provide service.

WMFF, Plattsburg, N. Y., back two former directors "Happy Dairy Party" reception. Ralph Provost, former part visited the station, and L. Morrison, flying fortress bomber, dropped in while home on furlough following active service.

It would seem that KSAL, San Diego, is a post-grad school for radio from Kansas State College. Station opened in 1937 at least eight K-Staters have worked there. Streusch, Emma Lou Bireline and Strotkamp are still with the station. New musical show on KSAL, San Diego, by Banfield Sweetheart Lard, formerly Banfield Sweethearts, namely manager Al Thompson and continuing Connie Cochran.

WCCO, Minneapolis, mob was used recently in connection with the visit to the Twin Cities of wounded heroes of the present war who made a tour of the defenses in that area. Joe Ferris, public relations director of Northwest Airlines, requested the use of the unit as a public address system when the women spoke to the war workers at various plants.

Dancers Fred Blair and Dorothy currently at the night club Rioban. He is Adrienne Ames interviewees "Gloom Dodgers" show today over N. Y.

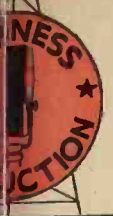
Rosenblum Service

Funeral services for David Rosenblum, 55, were held at his home here yesterday. Rosenblum was former treasurer and general manager of the New York "Post" and vice-president of the National Broadcasting Co. and later also treasurer of the American Jewish Committee, and for many years was a leader in Jewish philanthropies and the Zionist movement.

He was graduated from Harvard College in 1908 and entered the business field in 1910. He became vice-president of NBC in December 1935 and assumed the additional post of treasurer in 1935. He left NBC in 1936 and retired from the business field in 1941.

LaGuardia ETs for OWI

Mayor Fiorello H. LaGuardia made an electrical transcription of the Office of War Information commemorating the Independence of Belgium to be celebrated throughout the United Nations on numerous networks and independent stations throughout the country.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



14, NO. 15

NEW YORK, N. Y., THURSDAY, JULY 22, 1943

TEN CENTS

Cox Berates FCC Actions

AAA Suggestions Offered To Stations

Washington Bureau, RADIO DAILY
Washington—Although AAA officials still undecided about points "tag" order on AAA employees this week as a result of personal insistence that no part of appropriation for the agency be for public information account it was plain that the broadcast will receive far less help from AAA personnel (at state and local levels) than before. Farm program directors have
(Continued on Page 3)

Tele Statement Played Up By Press

Washington Bureau, RADIO DAILY
Washington—Director of RCA's television division Ralph R. Beal, RCA's director that television for use would be ready "immediately after the war," received considerable space yesterday in various newspapers. Home receiving sets in many desired size with screens up to twenty-four inches in size will be available to purchasers, Beal said, "within the shortest space required to re-convert the sets."
(Continued on Page 5)

Italian-Americans Record OWI At WINS Studio

Washington Bureau, RADIO DAILY
Washington—The WINS studios were filled with distinguished guests when a group of Italian-American radio personalities and OWI's prominent Italo-American staff made transcriptions of their own personal messages to the OWI people which the OWI will broadcast to Italy. The guests, identifying themselves by name and address, concluded with some Italian vilification.
(Continued on Page 2)

Avalanche

Washington Bureau, RADIO DAILY
Washington—The American Legion's drive for records for Fighting Men received its largest single contribution Wednesday evening via John Harmon, WOR announcer, who gave a two hour show at the Capitol Theater, charging old records at a price of admission. House records only 882, but 5,000 records were recounted indicating an average of over four disks per patron.

Old Home Week

An inhabitant of Charlotte, N. C. checked into the Ambassador Hotel last night before last and ambling into the bar for a long bit of Collins went goggled-eyed when he saw the other customers. They were: Bill Schudt, Jr., Lincoln Dellar and A. E. Joselyn, former WBT station managers—plus A. D. Willard Jr. now holding the WBT fort. Yeh, the surprised denizen of Charlotte ordered a round.

Chi. AFA Wins Award Re Announcer Status

Chicago—AFRA won its first board arbitration case in the Chicago area yesterday when a board of three members voting two-to-one ruled that Paul Brentson WBBM-CBS announcer, was entitled to commercial rates on broadcasts of Esso news for Socony Vacuum Oil Co. from April 4, 1941 to Sept. 19, 1942. AFRA contended that inasmuch as Brentson is a full-time announcer.
(Continued on Page 2)

AFM-WNEW Meet Today On Strike Situation

James C. Petrillo, president of the AFM, executives of Local 802, and of WNEW will meet this afternoon, 2 p.m., to confer on the strike at the station called late Tuesday afternoon because the station has been featuring imported records from England. AFM here has termed such records "pirated."
(Continued on Page 2)

Mutual Completes Personnel Of Three Committee-Groups

J. L. Fly Among Guests On "For This We Fight"

James Lawrence Fly, chairman of the FCC, Walt Disney and Francis S. Harmon, executive vice-president of the War Activities Committee of the Motion Picture Industry, will join Sat., July 31, in a discussion of "The World of Sight and Sound" during the NBC Inter-American University program.
(Continued on Page 2)

Charges Radio "Lives In Mortal Fear" As Commission Uses Licensing Power To Destroy Freedom of Speech

"Canteen" Coffers \$200,000 From Radio

Washington Bureau, RADIO DAILY
Washington—That the Radio Industry "lives in mortal fear" of the FCC and that the Commission is using its licensing power to destroy free radio and free speech was charged yesterday by Chairman Eugene E. Cox of the House Select Committee investigating the FCC. Cox declared that "information" was obtained from a source that the "Canteen" has received \$200,000 from radio stations.
(Continued on Page 2)

Tetley Soup Mix Expands Coverage on Blue Network

Joseph Tetley & Co., Co., Inc. announced yesterday that they have added 35 stations to their Blue Network hook-up for Isabel Manning Hewson's "Morning Market Basket" for Tetley Soup Mix. For the past year, the program has been carried on only 15 stations.
(Continued on Page 2)

NBC Signs 5-Year Pact For Rose Bowl Games

Rose Bowl games will be carried exclusively by NBC for the next five years if war conditions permit them to be played, Bill Stern, NBC Sports Editor, announced yesterday.
(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—That the Radio Industry "lives in mortal fear" of the FCC and that the Commission is using its licensing power to destroy free radio and free speech was charged yesterday by Chairman Eugene E. Cox of the House Select Committee investigating the FCC. Cox declared that "information" was obtained from a source that the "Canteen" has received \$200,000 from radio stations.
(Continued on Page 2)

WCPO Drops Baseball, Boosts Audience 52%

After carrying baseball for 15 years and suddenly dropping it this year with dire foreboding, WCPO, Scripps-Howard outlet in Cincinnati found that the station afternoon audience rose 52.7 per cent during May and June via Hooper ratings, according to Mort Watters, vice-president and general manager of the station. These figures are compared to that of the previous year.
(Continued on Page 2)

WOR Participating Shows Garner Four New Clients

WOR's participating programs garnered four new contracts and a renewal this week. The "Food and Home Forum," conducted by Dr. Walter H. Eddy, led the parade with two new contracts.
(Continued on Page 3)

Real Stuff

Making the most of a bad situation, KFXJ, Grand Junction, Colo., recently not only aided Federal authorities by helping to calm people who heard the noise when two carloads of explosives caught fire but also managed to get a library of battlefront sound effects. Engineer recorded the bombardment from downtown studios—three blocks from the disaster.



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JOHN W. ALICOATE : : : Publisher

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

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

FINANCIAL

(Wednesday, July 21)

NEW YORK STOCK MARKET

Table with columns: Am. Tel. & Tel., CBS A, CBS B, Gen. Electric, Philco, RCA Common, RCA First Pfd., Stewart-Warner, Westinghouse, Zenith Radio, NEW YORK CURB EXCHANGE, OVER THE COUNTER, Farneworth Tel & Rad., Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit). Includes High, Low, Close, Net Chg., Bid, Asked.

Tetley Soup Mix Expands Coverage on Blue Network

(Continued from Page 1) several months the "Market Basket" has been a testing ground for the product on a 10-station Blue Network hook-up. Outstanding sales results were responsible for the expansion to 45 stations, according to the client. Duane Jones Co. is the agency.

Chi. AFRA Wins Award Re Announcer Status

(Continued from Page 1) auditioned the show that he came under the category of a commercial rather than a staff announcer. The station had classified him as a staff announcer doing routine duty.

WSAN To Headley-Reed

B. Bryan Musselman, vice-president and general manager of WSAN, Allentown, Pa., recently appointed Headley-Reed Company their exclusive national representative effective immediately. Station operates with 500 watts on 1470 kc. and is affiliated with the Red and Blue Networks.

NBC Signs 5-Year Pact For Rose Bowl Games

(Continued from Page 1) Director, announced yesterday. The contract which goes into effect January 1, 1944, was signed yesterday by Sidney N. Strotz, vice-president in charge of NBC's Western Division, and representatives of the Pacific Coast Conference, the Rose Bowl Committee and the Pasadena Tournament of Roses.

Stern and Ken Carpenter, the widely known Coast announcer, who have collaborated on these broadcasts since 1936, will continue to cover the gridiron classics. NBC has carried the Bowl games since 1927.

With the aid of radio, the annual Rose Bowl game has come to be regarded as one of the top sporting events of the year. In turn, the games have helped to build network radio into a national institution. Two months after NBC was organized in November 1926, the broadcast of the Rose Bowl game over a nationwide hook-up immediately proved the immense value of a national network to a local independent station.

J. L. Fly Among Guests On "For This We Fight"

(Continued from Page 1) of the Air's post-war planning series, "For This We Fight," broadcast at 7:00 p.m., EWT.

Disney plans to explain for the first time on "For This We Fight" the details of a significant new use he has found for cartoon movies in the field of education. His latest film, based on "Victory Through Air Power," is itself a documentation of Disney's contention that motion pictures have an important role in education.

Harmon is assistant to Will H. Hays and executive vice-chairman of the film industry's War Activities Committee. He is a former assistant attorney general of Mississippi, an editor and a publisher and president of the National Council of the YMCA.

John Cowles Quits As Aide To Lend-Lease Director

Washington Bureau, RADIO DAILY Washington—John Cowles, President of the Minneapolis "Star Journal and Tribune" and vice-president of the Iowa Broadcasting System, has resigned his post as special assistant to Lend-Lease Administrator E. R. Stettinius, to return to Minneapolis. It was announced yesterday. He had been with Lend-Lease since January, and been in North Africa and England for the Government since then.

Cowles is a brother of Gardner Cowles, Jr., President of the Des Moines "Register and Tribune" and head of the Iowa Broadcasting System, who resigned last month as OWI Domestic Director. "Look" magazine is also owned by the Cowles Bros.

Wedding Bells

George Johnson, staff announcer at WCCO, Minneapolis, was married recently to Lucille Kenny of Hibbing, Minn.

WCPO Drops Baseball— Boosts Audience 52%

(Continued from Page 1) same months in 1942 and out-distance any other audience gain made by the outlet. Last year in addition to WCPO, WSAI and KWRC also carried baseball.

Whether this was a general trend in sports audiences being down, or whether listeners in general to baseball have been overestimated, has not been fully determined by WCPO. Waters, who is in town conferring with agency men, also pointed out that the difference in carrying baseball and the gains in dropping it are indicated by the fact that the station's morning gain was 37.8 per cent and night time 10.3 per cent. While the greater gain was expected normally in the afternoon the figures were far in advance of expectations.

Watters also stated that apparently listeners are more in favor right now of important war and other news which the station did not want to discontinue for baseball. News is given both on the hour for full resume and lesser amounts on the half hour, by WCPO which is unaffiliated.

"Canteen" Coffers \$200,000 From Radio

(Continued from Page 1) salaries to the Theater Wing and contributions from the radio audience made up the difference above the sums paid by Corn Products.

Moneys received is used to keep "canteens" running for servicemen in various parts of the country and stars are "drafted" from all branches of the entertainment world, some 250 having been heard the past year by Roger White producer. In addition to the guest stars, Raymond Paige's orchestra is heard with Bert Lytell as emcee. Ira Ashley is director.

Agency handling the account is C. L. Miller.

Prominent Italians Record For OWI At WINS Studio

(Continued from Page 1) lage of their forebears, they told their relatives and friends across the sea what America is fighting for; and how Italians may achieve their own liberty along the lines of a full, Jeffersonian democracy by laying down their arms to welcome the forces of liberation.

Included among those here to make recordings of their messages were:

Justice Ferdinand Pecora: Mrs. Enrico Caruso; Judge John J. Freschi; Justice Louis A. Valentine; Justice Felix C. Benvenza; Francis X. Giaccone; Reverend Bonveture J. Filitti and Dr. Peter F. Amoroso.

AFM-WNEW Meet Today On Strike Situation

(Continued from Page 1) ings as non-union made inasmuch as there is no international reciprocal agreements between the British and American musicians unions to cover such productions.

COMING and GOING

MAX L. ARONS, chairman of the Trial of Local 802, leaves for a two-week tomorrow, to Kenoza Lake, N. Y.

BEN GRAUER en route to Mobile, Ala. "War Workers' Salute" at launching of type of Victory ship to be broadcast on Blue Friday, 8:30 p.m., EWT. Grauer will be plane in time to make his NBC broadcast Saturday as umpire of "Babe Ruth In" and as moderator of "For This We Fight."

RICHARD STARK back from vacation at Chester, Vt., in time for his "Life Can Be Tiful" and "Right to Happiness" broadcasts.

A. D. WILLARD, Jr., general manager WBT, Charlotte; A. E. JOSCELYN, general manager of WCCO, Minneapolis, left last night.

HAROLD E. FELLOWS, general manager WEEI, Boston, in town.

F. C. SOWELL, general manager of Nashville, here visiting.

JOHN MAYO, Associated Recorded Service, left last night for Chicago.

BEN SELVIN, vice-president of ARPS, last night for a quick trip.

FRED BROKAW, general manager of H. Raymer Co., to Chicago.

ROBERT ENOCH, station manager of Oklahoma City, in town all week.

WILLIAM T. LANE, station manager WAGE, Syracuse, calling on NBC.

DALE ROBERTSON, general manager WARM, Scranton, here on social calls and news at NBC.

BRUFF W. OLIN, Jr., general manager WKIP, Poughkeepsie, around town on business.

ROY MAYPOLE, Marine Corps., formerly the WABC program department, in town on business at CBS quarters.

Sales- ON TAP!

A great Brewery of Maryland uses more time on WITH than on any other station... by a wide margin.

Do they know what they're doing? And how!

WITH



IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

Local's Committees Personnel Completed

(Continued from Page 1)

station groups, meeting in New York several times each year. The following are the names of the committees:

Executive Advisory Program
The committee will meet here in New York on July 26, 27 and 28 to develop plans for the Fall and Winter season. The committee consists of the following who will confer with Miller, president, and Adolph, network program manager:
P. Schreiber, WGN; Van C. Work, Don Lee Network; Jules H. H. Jr., WOR; C. M. Hunter, Cleveland; Linus Travers, Network.

and Merchandising Committee

GROUP

St. Louis, Mo. Robert Convey
Washington, D. C. William Dolph
Rock Island, Ind. Les Johnson
Kansas City, Mo. Don Davis
J. Schilling
Golden-Salt Lake City A. Glasman
G. C. Hatch

GROUP

Salina, Kans. Robert Laubengayer
Owen Balch
Dallas, Tex. Charles Jordan
Raleigh, N. C. Fred Fletcher
Jacksonville, Fla. Robert Feagin
The Steubenville, Ohio John Laux

GROUP

Central Broadcasting John Boler
Gainesville, Fla. Garland Powell
Grand Junction, Colo. Rex Howell
Columbus, Miss. Robert McRaney

Program Committee

GROUP

St. Louis, Mo. Robert Convey
John Tinnea
Washington, D. C. William B. Dolph
Kansas City, Mo. Don Davis
Indianapolis, Ind. O. J. Keichner
Omaha, Neb. Marie Maher
Cincinnati, Ohio Ken Church

GROUP

Dallas, Tex. Charles Jordan
Fort Worth, Tex. Eugene Cagle
Raleigh, N. C. Fred Fletcher
Louisville, Ky. C. L. Harris
Lexington, Ky. Ted Grizzard
New Orleans James E. Gordon
Atlanta James A. Davenport
Jacksonville, Fla. Robert R. Feagin
Canton, Ohio Felix Hinkle
Golden, Salt Lake City A. Glasman
George C. Hatch
Toronto, Ontario A. E. Leary

GROUP

Gainesville, Fla. Garland Powell
Central Broadcasting John Boler

GROUP

Mexico City Antonio Rojas

Station Service Committee

GROUP

Kansas City, Mo. John Schilling
Columbus, Ohio John Moses
Harry Hoessley
Golden-Salt Lake City George Hatch
Rock Island, Ill. Les Johnson

GROUP

Lexington, Ky. Ted Grizzard
Springfield, Mo. G. Pearson Ward
Elmira, N. Y. Dale Taylor
Canton, Ohio Felix Hinkle
Don Network William B. Huffman
Central Broadcasting John Boler
Don Clayton

GROUP

Grand Junction, Colo. Rex Howell
Gainesville, Fla. Garland Powell
Columbus, Miss. Bob McRaney

GROUP

Mexico City Antonio Rojas

PROMOTION

WLS Invasion Maps

Don Kelley, promotion manager of WLS, Chicago, reports that the invasion maps offered WLS listeners for ten cents each continue to find eager acceptance. Kelley states that 35,000 were distributed over a 20-day period, and after the invasion of Sicily increased demand forced the station to order another 15,000, raising the total number distributed to 50,000.

Map, prepared by the station's news department, contained eleven individual maps, pictured 13 possible invasion routes, showed the location of U. S. troops all over the world, and included a "map of the future," showing air distances and possible future air routes.

WFOY "Jr. Reporters"

Some time ago WFOY, St. Augustine, Florida, staged a "Junior Newsreporter" contest as a promotion stunt for its United Press news service. Interest ran so high, and competition so keen, that two contestants were declared winners.

The "WFOY Junior Newsreporters," aged thirteen and fourteen, take turns presenting a 15-minute UP summary each Sunday afternoon at 2:30. Station broadcasts a schedule of 112 news shows weekly.

Tomlinson So. Amer. Tour To Cover 17,000 Miles

Edward Tomlinson, Blue Network's advisor and analyst on inter-American affairs, yesterday started on the first leg of his 23rd annual visit to the other Americas, an eight-week, 17,000 mile tour of the countries and island republics to the south of us. Traveling entirely by air, Tomlinson will delve into the defenses, wartime changes and political situations in each of the countries visited, continuing his regular Saturday and Sunday broadcasts over the Blue Network while en route. He also will gather material for a series of articles he will write for "Collier's Magazine" on his return.

The "Unofficial Envoy to the other Americas" will fly first to San Juan, Puerto Rico, speaking with military and government authorities and touring Caribbean defense areas. He also will stop at Martinique, recently welcomed into the Allied fold, and then strike out for the Amazon rubber regions of Brazil. He plans to spend some time in the ancient city of Manaos and visit the famous Ford rubber plantation to see the newest developments and experiments in the production of domestic rubber.

Tomlinson also will stop over in Natal, Brazil, seeing something of the great naval and air activities in that vital area, and then continue on down to Rio de Janeiro for a first-hand study of Brazil's war effort. While there he plans to visit the German section, the Rio Grande Do Sul in southern Brazil.

Visits in Argentina, where he will

WTIC's Chimes

WTIC, Hartford, supplanted the customary long dash signifying the beginning of a new hour with three musical dots and a dash, the Morse code letter "V", symbolizing victory. Irwin Cowper, of the WTIC sales, was reminded of the idea while listening to a recording of the Beethoven Symphony in "C" Minor, directed by Arturo Toscanini.

In view of the heroic significance of the letter "V", Paul W. Morency, general manager, decided that there could be no more fitting time to use it on WTIC than now.

"Mystery Chef" Tieups

Two-way promotion taking advantage of the enormous audiences available to a radio program and a motion picture, both of which have been extensively publicized, was initiated this week by the "Mystery Chef," co-operative program aired daily on the Blue Network.

"Mystery Chef," who has built up audience through his use of recipes requiring few or no ration points, featured two recipes contributed by Katina Paxinou, the Greek actress who plays the part of Pilar in "For Whom the Bell Tolls."

Radio's First Casualty Posthumously Decorated

Radio's first casualty in the present war, Ensign Thomas A. McClelland, former KLZ, Denver, chief engineer, who was killed in action at Pearl Harbor December 7, 1941, was posthumously awarded the order of the Purple Heart.

AP Signs WFIL

Philadelphia—Roger W. Clipp, vice-president and general manager of WFIL, has announced the expansion of station's news coverage to include AP news. WFIL is adding AP to its present news facilities, including INS, direct wires from the "Philadelphia Evening Bulletin," and its list of Blue Network analysts and commentators.

study new political developments, and Chile, will end the southward sweep of Tomlinson's tour. After that he will turn back north, stopping again in South America's principal cities for chats with government officials, business leaders and the man in the street.

Tomlinson's tentative broadcast schedule follows: July 24 and 25, San Juan, Puerto Rico; August 7, 8, 14 and 15, Rio de Janeiro; August 21 and 22, Buenos Aires, Argentina, or Montevideo, Uruguay; August 28 and 29 and September 4 and 5, Rio de Janeiro; September 11 and 12, San Juan, Puerto Rico. He is heard Saturdays at 9:15 p.m., EWT, and twice on Sundays—at noon, EWT, and at 7:15 p.m., EWT.

Four AAA Suggestions Offered To Stations

(Continued from Page 1)

been notified by Wallace Kadderly, chief of the Department of Agricultural Radio Service, that all state and county committeemen and their employees—including community committeemen—may no longer (1) issue news releases, (2) furnish prepared scripts or transcriptions for broadcast or appear on radio programs themselves. The latter restriction applies when they are off duty as well as on duty.

They can continue to answer queries regarding AAA activities. Kadderly suggested that broadcasters may work in these ways:

1. Ask committeemen questions, and quote their replies.
2. Request from an AAA office the names of farmers whose operations would qualify them to broadcast on specific subjects. (They have complete operational data on all farms.)
3. Use AAA officials from Washington on your broadcasts, either transcribed or in person.
4. Look to the state extension service for informational material on the AAA program. Extension service in Washington is notifying state extension directors that extension will be in charge of disseminating AAA information on state and county levels.

WOR Participating Shows Garner Four New Clients

(Continued from Page 1)


new sponsors. Best Foods, Inc. for Force and Presto is using the Forum for 13 weeks, through Arthur Kudner Inc. is the Agash Refining Corp. for Royal Cook Salad Oil. The contract, for 52 weeks, was handled through Deiner & Dorskind. Both contracts have already started.

Bessie Beatty also has a new sponsor, Hi-V Vitamin Corp., who will sponsor her for 26 weeks effective July 26. Applied Merchandising Inc., handled the contract.

Another new contract, for 52 weeks, is the Griffin Manufacturing Co., Inc., for Griffin shoe polish, which will use "Peegen Prefers," effective July 26, the contract was handled through Birmingham, Castleman & Pierce.

The renewal is by the Maggi Company for Maggi Seasoning and Maggi Bouillon Cubes which will use Alfred W. McCann's Pure Food Hour for another 11 weeks. The contract, effective July 19, was handled through Needham & Grohmann, Inc.

THIS LITTLE BUDGET WENT TO WORL BOSTON MASS.



WTBO
Cumberland, Md.

Los Angeles

By RALPH WILK

ORIGINATING a new kind of song-request program on KLX Al Jarvis, emcee of "Record Performance," is asking listeners who request numbers to tell the person, situation or incident of which that song reminds them. Most of the letters, says Jarvis, are written by women whose husbands are fighting overseas.

Harry W. Flannery, CBS commentator, is on the closing lines of a play written in collaboration with Elmer Harris, noted New York dramatist for the past 25 years, author of such shows as "Johnny Belinda" and "Saints and Sinners." Fall production is planned.

West Coast listeners to Nelson G. Pringle's early-morning news program were treated to another of the Columbia Pacific Network newsman's "scoops" on the war world.... a description of official RAF pictures showing bomb damage to German industrial cities. Pringle, who broadcasts for General Mills, was given special permission to report on the photographs after attending a private showing of enlarged "target pictures" at the invitation of Royal Air Force officers now touring this country.

Red Skelton's gag writer, Wilkie Mahoney, has left for San Luis Obispo on vacation. The humorist has put in a steady stint with Red for the past six months, first on "I Dood It," and then on "Whistling in Brooklyn." Mahoney will visit his parents in San Luis Obispo and spend some time on his ranch near San Miguel.

George Riley, comedy star of the Gilmore Furlough Fun show, and Helene Heller returned to Hollywood after playing a camp show at Santa Anna. Riley was the emcee of the show.

Jack Sharpe returned to Hollywood from San Francisco after arranging for plugs on the National number, "Is It Madness," by Bernie Wayne and Ben Raleigh.

Barbara Mayer, one of the first feminine apprentices to join the KNX-CBS sound effects staff, graduated to the post of senior sound effects engineer. Miss Mayer, trained by Sound Chief Al Span, will now take her regular turn on network shows in the "noise-making" corner.

Charlie Ruggles, Mary Astor and Carlos Ramirez who are heard with Mischa Auer each Thursday on CBS set a new record recently when they appeared in San Francisco for a shipyard war bonds rally. They spoke and entertained for three shifts of workers: the graveyard at 4 a.m., the day workers at noon and the swing shift at 8 p.m.

AMP has a new HIT BULLFROGS AND MARINES

Introductory broadcast date
will be announced next week.



The Commentator Speaks . . . !

(And John McKay should be happy about the whole thing.)

● ● ● **SAYS H. V. KALTENBORN:** Since radio carries the great responsibility of keeping America informed swiftly and accurately on war news, it is logical to ask how has it met this obligation. Under what restrictions, under what policies does American radio operate in wartime? Is radio censored? Yes, radio is censored. Just as every medium of communication—press, magazines, motion pictures—is subject to supervision and censorship. . . . Withholding information "which might be of aid to the enemy" is the key to wartime censorship. Troop movements and production figures are restricted from all news media. In this respect, radio censorship is no different than press censorship.



● ● ● Radio, as all other media of American opinion, has a tradition of freedom of speech. The tradition is in its infancy, but it is there. . . . Radio is jealous of its freedom. But there are some peculiarities of radio which have necessitated special restrictions. To deal with these special problems, a radio division was set up in the Office of Censorship under Byron Price. It is significant to note that the head of the radio division, J. Harold Ryan, is a veteran broadcaster and was selected only after a special poll taken among leading radio executives. . . . Radio's particular problems stem largely from the fact that radio programs can be heard by enemy ears outside this country. Radio could not assume that what was right for the press was equally right for broadcasting. Radio waves cannot be censored at our borders in the same fashion as telephone, cable, radiogram and mail transmissions.



● ● ● Because radio transcends frontier control, it was necessarily placed under stricter supervision than the press. . . . Together with representatives of the broadcasting industry, the Office of Censorship drew up a Code of Wartime Practices for American broadcasters. . . . This Code establishes specific do's and don'ts for their guidance. News material is carefully considered in the light of the provisions of the Code. . . . Freedom from governmental censorship has been one of the chief characteristics of American radio. The broadcasters accept wartime limitations as necessary. We have learned to accept restrictions on our civil liberties in order that these liberties may be preserved.



● ● ● But these curtailments have been made in the democratic tradition. The provisions of the Code were worked out by the radio industry in friendly collaboration with the Government. The Code is enforced by a member of the broadcasting profession. Our Government has not imposed arbitrary restrictions. Instead, it has made the broadcasters virtually their own censors. . . . As editor and broadcaster, I am deeply grateful for the Administration's jealous defense of free speech on the air.



—Remember Pearl Harbor—

Chicago

By FRANK BURKE

GENEVIEVE SULLIVAN, Wagoner Iowa, girl whose five sailors went down on the "Juneau," will be a guest on the Network "Breakfast Club," ton 9-10 a.m., EWT. Miss Sullivan recently joined the WAVES, has assigned to recruiting in the area.

Bill Stern of NBC in town to the golf tournament at Tam O'Shanter and to do his Saturday night work broadcast from here.

Two women from the studio ence will try to outdo each other the new art of applying hosiery during the comico-quiz-tion of the "Blue Frolics," Mon 3 p.m., CWT, over the Blue Network.

Mrs. Raymond Jeffers, wife of public relations director of the U.S. Seeds Agency, out of the hospital recovering from a recent operation. James Beloungy will replace B. Falknor as general division chief.

ing engineer for the CBS, with headquarters at WBBM, Chicago, effective immediately. Falknor has been named a major in the Army.

Artists from WLS Artist Bureau will play 161 bookings in the west this season, George Ferris announced yesterday.

Don Kelley, WLS sales promotion manager, now the proud father of two daughters. His second, Kathleen, was born earlier this week.

Agnes Alexander of WBBM has been promoted to CBS assistant service manager, Western Division.

Danny O'Neill is new staff announcer on WBBM and has been teamed with Judy Starr as guest artists on "Victory Matinee," Saturday, 3:15 p.m.

Six WGN employees on vacation this week are William A. McGuire, sales manager; Fred Levings, publicity; John Bernhom, studio manager; Bob Sibold, engineering; Mary Deavitt and Muriel Joy.

Stork News

A seven-pound son was born to Mr. and Mrs. Larry Rosen at the Beth Israel Hospital, New York. The father is associated with Maurice Speiser, attorney for NAACP.

MANPOWER

YES, WE BELIEVE WE CAN SUPPLY GRADED MANPOWER TO FILL ANY VACANCY IN YOUR ORGANIZATION.

CALL—
FRANK McGRAN

POSITION SECURING BUREAU, INC.
(Agency)

331 Madison Ave. (43rd St.), New York

MURRAY HILL 2-6494

QUEST-ING

MAL RATHBONE on the Sealtest program today (NBC- 9:30 p.m.).

MR JONATHAN WAINWRIGHT, Lieut. Gen. Wainwright, on "The Air Force" today (CBS, 10:45 p.m.).

RODIE TRINKLER, skating champion "Stars on Ice" on "Woman's Page" Monday (WJZ, 1:15 p.m.).

WILL PICKENS, mother of Pickens, on Mary Margaret McLeod column today (WEAF 1).

REEMELVIN J. HAAS, Minnesota colonel in the Marine Corps; **RICHARD C. WILSON**, UP correspondent; **HENRY J. TAYLOR**, UP correspondent and author of "The Motion"; and **JOHN MACDONALD**, N. Y. "Times" Washington correspondent on "American Forum of the Week" (Mutual, 8 p.m.).

ROBERT BENCHLEY, author on Jack Carson's show today (CBS, 9:30 p.m.).

LET. COMM. ROBERT MONTGOMERY, U. S. N. R., film star, with an Uncle Doren on "The American Express Sunday" (WABC, 3 p.m.).

BERGE TOBIAS, film star, **PAUL TRISTERS**, singing proteges of Uncle Don, on the U. S. Treasury Department's "Saturday Night Song" (WOR-Mutual 10:15 p.m.).

JOE LEMUEL Q. STOOPNAGLE, Chamber Music Society of Lower Manhattan "Street" Sunday (Blue, 9:15 p.m.).

ETHEL REICH, 13-year old native Vienna, Austria, makes debut on "The Kids" show Sunday (Blue, 7:30 p.m.).

ENIE TOUREL, mezzo-soprano, on all-Ravel "Invitation To a Concert" program Tuesday (WABC-CBS, 9:30 p.m.).

INA DARNELL and **RAY MILNER** on "Once Upon A Honeymoon" Monday (WABC-CBS, 10:30 p.m.).

AVAILABLE IMMEDIATELY

Experienced young woman, college grad., 6 years publicity, agency, radio-background, and newspaper reporter. Top references. Wants interesting job. Box 723, Radio Daily, 1501 Broadway, New York City.

NEW PROGRAMS—IDEAS

World Peace Series

As a public service feature to help listeners to a "better understanding of the world in which we live," KROW, Oakland, California, has scheduled a series of programs dealing with the problem of world peace, each Tuesday at 9:45 p.m.

Sponsored jointly by the Carnegie Endowment for International Peace and the World Wide Broadcasting Foundation, the transcribed broadcasts present discussions by prominent American citizens who are authorities on world problems.

Recruiting Ship Remote

Special half-hour broadcast from the WAVE Recruiting Ship located in the streets of Watertown, N. Y. was carried over WJNY recently. The recruited, in charge of Lt. Jane Adams, took part in a round table

Beal's Tele Statement Played Up By Press

(Continued from Page 1)
radio manufacturing industry from war to peace production."

He made it clear, however, that he thought there was room for both sound broadcasting and television, just as the telegraph and the telephone have pursued parallel successes in common usage.

"Unquestionably, television receiving sets will be within the range of the average pocketbook," Beal said, "and we expect to be able to do a good job of programming without too many awkward growing pains."

He added that the "imponderables" of labor and raw material costs in the post-war period made it impractical to name the price range of receiving sets at this time.

War Cuts Television Tests

About 5,000 television receiving sets now are in use most of them within the range of New York transmitters, Beal stated, and a good many scattered throughout California. The Pearl Harbor attack occurred in the fifth month of a six months' commercial television test, and war exigencies have cut television broadcasting from a minimum of fifteen hours weekly to four.

Among the feasible facts about television in the post-war period, Beal included the following:

A network of automatic monitor stations will be employed to relay television's images and sound from a central transmitting tower to any desired distance. Thus a planned relay from New York to Washington could be extended to any part of the country.

Action and sound can be relayed from a fixed stage—outdoors or indoors—and from easily handled portable equipment. (The "stunt" of transmitting an aerial picture and sound during an airplane flight over New York city has already been accomplished.)

Recent sensitivity improvements in the iconoscope eye of the television

WTAG's "Keep 'Em Flying"

New patriotic show, dedicated to a fighting American from Worcester County has been introduced on WTAG, Worcester, Mass.,. Entitled "Keep 'Em Flying," program salutes a local hero serving Uncle Sam, outlining his life and career and relating the story of his accomplishments in the service.

Musical numbers are slanted to the patriotic theme and heard thus far have been the stories of an Army Air Corps engineer, a member of the Merchant Marine, and an army nurse who supervised all army nurses in Australia. Program is aired three times weekly from 9:30 to 9:45 a.m., EWT.

discussion from the studios of WJNY and made personal appearances on the stage of a Watertown theater.

AFM-Transcriptions Ruling By War Labor Board Seen

Washington Bureau, RADIO DAILY
Washington—Washington is still awaiting a decision from the War Labor Board on its willingness to adjudicate the AFM-Transcription Companies differences. No word has been received from the Board since the public session nearly two weeks ago when the Board heard arguments pro and con its taking the case. There is apparently great doubt in the minds of board members as to whether the ban may properly be considered a strike, or a labor dispute.

WLB information officials insist that a decision will be rendered in a short time. Opinion as to what that decision will be seems to be about equally divided here.

Interviews English Farm Head

John Cassels, director of agriculture for Durham County, England, was interviewed last week by Larry Haeg on his "Farm Journal" program over WCCO, Minneapolis. Cassels, who acts as food production officer for northern England, is in the United States to study our agricultural methods.

camera will make it possible to relay action scenes without any special lighting.

The "image" or action picture received in the home is fairly flat as to depth but is sharply etched on the screen and eighteen persons have comfortably gathered in an average-sized room to watch a program on an eight by ten screen.

Using the best technics of the stage, sound broadcasting and the movies, a television show can depart from a fixed stage and bring in a scene from another location.

After the television broadcast of black and white images, plus sound, to a large section of the nation, the next normal development will be three-dimensional and color television.

AGENCIES

JAY HARRISON, advertising manager of Golden Brand Food Products Co., Philadelphia, makers of Cream Wipt Salad Dressing, announced the appointment of J. M. Korn & Co., Inc. to handle its advertising. The appointment is effective immediately.

LATHAM OVENS, script writer at Erwin-Wasey for the past two years, resigns this week to fulfill free lance radio and fiction commitments. While with Erwin-Wasey, Ovens served as writer-consultant to the War Manpower Commission, handling writing of all scripts and air-shows. Prior to his association with the ad agency, Ovens was staff-scripter and chief comedy writer for WLW, Cincinnati, and was comedy writer for Joe Penner and other network comics.

MALCOLM HOWARD, advertising firm of Chicago, recently was appointed agent for the Chicago American League Baseball Club. Arthur M. Holland is the account executive. Other new products accounts recently acquired by Malcolm Howard are Comfort Products Co.; makers of Comfoot Foot Balm; and the Consolidated Hair Goods Co., makers of Fij-Oil Soapless Vegetable Oil Shampoo and other beauty products.

EVERETT W. HOYT, president of Charles W. Hoyt Company, Inc., announces the addition of Allan C. Gottschaldt as account executive. Gottschaldt was recently executive vice-president of Glaser-Gottschaldt, Inc. of Boston, and formerly headed his own organization, Gottschaldt-Humphrey Inc., Atlanta.

FRITZ BLOCKI, radio producer at Kenyon & Eckhardt, is moving to J. Walter Thompson where he will work on the RCA show.

Special Inducements

Believing the way to a woman's heart, as well as a man's, is through her stomach, WTAG, Worcester, Mass., is promoting its early morning "Hi Mom" program in appetizing fashion. Mothers are invited to the studio to take part in the show and, following their participation, are served doughnuts and beverages.

KTLZ
DENVER
CBS
Denver's
FRIENDLY
STATION
20th in U. S.
IN
'42 DRUG
SALES
Representative
The Katz Agency, Inc.

Cox Berates FCC Action

Says Commission Muffles Radio's Free Speech

(Continued from Page 1)

comes to me daily by letter and by word of mouth saying that broadcasters big and little" are afraid of the Commission.

Committee Counsel Eugene L. Garey added that the FCC is also destroying freedom of the press. He later explained that he meant by this that newspapers which own radio stations are afraid to print stories unfavorable to the Commission. (A partial check on editorial comments shows that newspapers owning radio stations have been stronger generally in their opposition to the new network rules than other papers.)

Commissioner T. A. M. Craven was on the stand all of yesterday, charging with constant repetition that many aspects of commission procedure and organization need improvement. Craven admitted ignorance on a surprisingly large number of important matters of Commission business. The Commission is dominated by its chairman, he said but added that he was not censuring the present chairman, James Lawrence Fly, for this state of affairs. It prevailed before Fly came to the Commission he said, and continues because the other members of the seven-man Commission do not assert themselves sufficiently. Craven himself, he said, has maintained his independence.

Craven Surprised by Disclosures

The hearing opened with Garey quizzing Craven regarding FBIS employees in North Africa, a matter on which the Commissioner said he had little information. Craven added that he was surprised by the disclosures made by the Committee this week concerning the Army's alleged desire to have the FBIS men removed from North Africa. He admitted, however, that the Commission had in meeting authorized the sending of four men to North Africa. He did not know that these men had been acquired while there was a staff, which Garey said, included 27 men. Although it was customary for the chairman to handle many administrative details without seeking authority for each step from the full Commission, Craven thought the augmentation of the North African staff to this extent should have been brought to the Commission's attention. It was not disclosed whether these people are working on a fulltime basis, nor how great a sum their salaries amounts to.

Regarding the North African situation, Dr. Robert D. Leigh FBIS head, revealed yesterday that the FBIS personnel had been requested by Gen. Dwight D. Eisenhower and were attached to the Army's Psychological Warfare Unit. Arrangements were made, he said, by General McClure, Chief of Military Intelligence abroad,

and General Metajka, Chief Signal Officer abroad.

"As recently as June 3, 1943, Major-General Strong approved maintenance of an FCC liaison editor in North Africa, and the other personnel supplied by FCC to the Army and to OWI remain on duty there," said Dr. Leigh.

"In brief, we were asked to lend personnel to the military in an emergency because we had people who were skilled in the broadcast monitoring operation. They are still there doing that work. In the emergency, we sent them without raising the immediate question of paying their salaries. When later we raised that question the War Department decided that OWI should pay their salaries and the transfer was made. We are proud of the organizing job which was done and we refer the committee to those who have observed it, for confirmation of this judgment.

Following Letters 'Not Secrets'

"These letters, which have not been classified as secret, confidential, or restricted by any government agency, sufficiently show that FCC personnel were sent to North Africa at the request of and in cooperation with high Army officials:

"1. Urgent cablegram from FCC London to FCC Washington, November 19, 1942, stating that the American Army is requesting aid from the London Bureau of FCC in establishing monitoring in North Africa.

"2. Letter from Major-General George V. Strong, Assistant Chief of Staff, G-2, to James Lawrence Fly, December 21, 1942, stating 'We strongly recommend that the service's coverage be extended, as proposed, at the earliest possible date.'

"3. Letter from Wallace Carroll, OWI, American Embassy, London, to FCC in London, December 24, 1942, summarizing Telegram from General Eisenhower requesting prompt advice as to when FCC personnel will leave for North Africa."

He released full copies of the messages briefed above.

Fly Asked to Be Heard

In the record of the hearings on yesterday, Congressman Cox made the following statement:

"Mr. Fly, the Chairman of the Federal Communications Commission, has according to press reports, been insisting that the Commission be given opportunity to put its position on record as regards complaints made against it. You will recall we had Mr. Fly up here about ten days ago and he refused to talk. So the Committee has called you (Commissioner Craven).

"I am not conscious of ever having an opportunity to testify before your Committee on any of the various matters coming within the scope of the resolution adopted by the Congress to investigate the Commission. On my one brief appearance before the Committee I was called upon to produce one file of the Board of War Communications.

"I cannot but reiterate the im-

portance of the full Committee giving to me and the Commission a prompt hearing on the charges which the Committee has made public. I stand ready at any time to appear before the Committee and I again want to urge that I be given the full and complete opportunity to be heard at an early date. I shall await your advices."

Asked to "Be Frank"

The session was marked with frequent urging by Garey that Craven "be frank," with Craven shooting back that he wants to be frank, "but I also want to be fair." It was uncertain whether Garey was meeting with more opposition than he had expected to from Craven, or whether Craven was merely trying to impress the Committee. Although he frequently qualified his answers, he did not fail to "come through" and give Garey the answer he insisted upon in more than one or two occasions.

Craven was questioned frequently about the amount of work which Chairman Fly takes upon his own shoulders. Craven thinks the chairman does entirely too much, but feels that the responsibility rests with the other Commissioners for failing to insist upon their prerogatives. Fly should not be criticized for this circumstance, he said, pointing out that it prevailed before Fly came to the Commission. Craven said he thinks Congress should define the powers and duties of the Chairman and all members of the Commission. Craven agreed that Fly is the dominant member of the Commission, and usually has his way. "He's no Mr. Milquetoast" said Craven, adding that Fly should be criticized because he has a vivid personality and a strong will. Here Garey declared the implication is that "I hoped they'd come along with me more often; they're not as strong as Mr. Fly."

Quizzed Craven on London FBIS

Garey then quizzed Craven regarding details of the London FBIS office. Craven said establishment of the office was voted by the full Commission, but he did not realize there was as large a staff in London as Garey reports there is. Although Garey tried to get him to say the augmentation of the staff was not authorized by the Commission, Craven said it may have been brought up at a meeting which he did not attend, or that he may not have been paying attention to the matter when it did come up.

He then said under questioning that he knew of no constitutional authority for the FBIS, but had voted for it because of the war emergency and the fact that the Commission had equipment and personnel to do an important work. Craven later added that the President did request that FCC intercept foreign broadcast and furnish material from them to him and to the state department, but he knows of no formal order creating FBIS. Then he asked why, if Congress did not approve, or if FBIS was illegal, but Budget Bureau and the

Garey Adds, P Owning Outle Apprehensiv

Congressional Appropriations committees had not objected to its existence.

Garey not to be discouraged, asked, "It is not unusual for you to do things for which it is authority, is it?" To which he replied that he agrees with the Supreme Court obviously.

At Garey's insistence Craven said he does believe the man usurped to handle many of which Craven feels the full Commission should have handled. He felt the situation unsatisfactory, said, and has tried unsuccessfully to rectify it. Here Garey produced a lengthy memo dated November 1938 in which Craven made suggestions regarding Commission procedure. Craven declared it had marked this memo "confidential" but now "declassifies" it.

Memo Outlines Duties

The memo contained an outline of specific duties for Commissioners in various Commission departments. Included seven resolutions calling Commissioners to exercise independent judgment, observe civil rules, etc., all called for memoranda to the Commission to resolve to do their oath of office required to do. When it was revealed that these resolutions had been tabled, a newsman declared, "Tabled? I punched the guy in the nose if he been a Commissioner."

All this took place before Fly came to the Commission, it was brought out, and Craven reiterated his opinion that Fly cannot be blamed for the complaints contained in the memo. Chairman McNinch was at the Commission then and, it is recalled, refused to approve a trip to London for Commissioner Craven at FCC expense shortly before the filing of the memo.

Committee Chairman Cox declared here that McNinch was sent to the FCC "to clean up the Commission" and recalled the Connery Resolution to investigate the Commission. One member of the Commission supported the resolution that McNinch (George Henry Payne), Cox recalled and added that he had opposed in the Rules Committee "and contributed at least in part to the committee's having passed it over." He had staunchly defended McNinch, bitterly attacked Payne for "irresponsible utterances and unfounded charges."

Craven declared he had had differences with McNinch and that McNinch had offered to "go along" with Craven on engineering matters. Craven would "give McNinch a proxy" on matters of policy. Craven refused, he said, and went to Congress with the story, and was then an investigation of the matter would be held soon.

1943 RADIO ANNUAL

**CONTAINS
A COMPLETE
LIST OF
SPORTS
COMMENTATORS
AND
THEIR WORK
DURING 1942**

PAGES 809-816



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plus the next 260 issues of RADIO DAILY (full year's subscription).*



Coast-to-Coast



NEWSMEN John K. Purcell and announcer Park Simmons, who have been absent from WTOP, Washington, D. C., for several months due to illness, returned to the studio this week... Eugenia A. Eylman has joined the WTOP staff as secretary to Kenneth L. Yourd, assistant director, CBS Washington... Thirty boys from the local YMCA will visit studios of WTOP tomorrow. Studio will devote "Top Tune Time" to them, and as special guests they will participate in the program. Tour is part of YMCA summer program of visiting places of interest.

First in a series of broadcasts by the National Association of Manufacturers on WAAT, Newark, N. J., to start this Saturday, will present Dr. Charles Copeland Smith, whose subject will be "Our Forgotten Asset." Broadcast will be heard at 7:45 p.m., EWT.

"True Story Magazine" has purchased a schedule of five-minute programs on KROW, Oakland, Calif. Account was placed through Raymond Spector Co., New York... For the purpose of acquainting the people of Oakland with the huge cannery labor problem, KROW broadcast the meeting and program presented by the California Cannery Association recently. Held at the Civic Auditorium, show featured screen and radio stars, city officials, and service men.

Ken Powell and George Willard have joined WOR, New York, announcing staff, replacing Scott Douglas and Eric Norman who resigned. Willard worked previously on Mutual outlets KHJ, Los Angeles, and WGN, Chicago. Powell's career includes announcing and producing jobs at KDKA, Pittsburgh, Pa., WESG-WENY, Elmira, N. Y., WGY, Schenectady, N. Y., and other stations.

Ray Edwards, announcer and promotion manager at WNLC, New London, Connecticut, is at present enjoying his annual vacation. Subbing for him are Bill Fidler, of Philadelphia, and Bill Van Alstyne, formerly of WHN, New York, and WDRC, Hartford, Conn... Six New England governors participated in a special broadcast of a discussion on "New England at War" which was originated for Mutual by WNLC. Execs met in New London to discuss New England's part in winning the war.

More than 12,000 persons turned out at Omaha, Nebraska, Elmwood park to hear the WOW entry in the barber shop quartet contest and to join in a community sing. WOW quartet was made up of four announcers—Lyle DeMoss, Thomson Holz, Tom B. Chase and Ray Olson—accompanied by Don Larson. For the competition they sang a medley of old favorites. Winners have not yet been announced.

"Radio Racket" is the appropriate title of show recently inaugurated over WEDC, Chicago. Insane clam-bake is written, produced and aired by three radio fanatics: Larry Wayne, Herb Graham and Marshal Perelman. Show consists of everything from cooking hints to poetry.

Additions to the WINS, N. Y., announcing staff include Quentin Gulliver, Ted Mallie and Steven Garrett. Gulliver moved over from WOV and before that was with WNAC, Boston. Mallie comes to WINS from WPAT, Paterson, N. J. and Garrett from WBYN, Brooklyn, N. Y... WINS night news editor, George Finney, and his recent bride are taking a combined honeymoon-vacation.

Recent addition to the Homemaker's programs heard every week day a.m. over KXOK, St. Louis, Mo., is a Saturday series which alternately brings to the mike the ministers, priests and rabbis of metropolitan St. Louis. New series is an effort to acquaint St. Louis residents with all their churches and also factions as an aid in the war-time trend back to religion... Bruce Barrington, former KXOK news editor and now a Major in the Army, was home on leave after two years of steady duty. Station staff turned out for picnic supper and swimming party in his honor.

"I Want a Baby" is the title of a new radio serial now in script and production preparation by George Lowther, who also writes and directs the "Superman" series. This will be Lowther's first solo writing-producing venture in the adult daytime serial field. Show will be designed primarily for femme radio audience. Leads are now being auditioned. Meaning of title remains a mystery, but Lowther says it's not a health program.

James D. Shouse, Crosley vice-president in charge of broadcasting, presented WLW-WSAI, Cincinnati, artists with War Bonds recently for their artistic job of lettering the names of 68 former employees of WLW-WSAI-WLWO now in the Armed Forces. Name plates were placed on the servicemen's plaque in the lobby of the station.

Returning to Fort Wayne on a brief furlough this week was Corporal Edward C. Koops, former production manager of WOWO-WGL. Cpl. Koops entered the Air Forces in September 1942. He has received the Order of the Purple Heart and the Air Force Valor award for bravery in action.

Hal Moon, for the past two months news editor of KGVO, Missoula, Montana, has resigned from station's staff, effective August 1, due to ill-health. His successor has not yet been selected... Ragna Phelps, chief accountant of KGVO, is vacationing at Glacier National Park... "Calling All Women," KGVO participating show, has been shifted to 11:45 a.m., across the board. Change was necessitated by addition to station's schedule of General Food's "Joyce Jordan, M.D." at 1 p.m. daily.

Cast from WAPI, Birmingham, Alabama, entertained at a recent local Kiwanis Club meeting. Show was emceed by Jimmie Willson. Broadcast of an all-girl baseball game by Henry Vance, discussion of "What Women do with Their Idle Time" by Marjorie Dennis and Louise Holloway, and special stunts by Joe Rumore and Clint Blakely rounded out the program.

Harvard University School of Business Administration is showing an interest in station promotion. School wrote to WNAX, Yankton, S. D., recently asking for a copy of the recent "Neighbor Lady" brochure plus other data, same to be used in merchandising lectures conducted by the school.

Dramatic ceremonies as 22 aviation cadets were sworn into the Army Air Force recently from the stage of a Worcester, Mass., theater were covered by WTAG. Handling the mass induction broadcast was Bob Martin, of the station's special events staff. Program was aired to help publicize the current campaign being conducted by the Army Air Corps in principal U. S. cities to secure more recruits.

Hartford, Connecticut, minister who has just returned from an extensive tour through bombed portions of England will make his first public report on the trip over WDRC this Sunday afternoon. Rev. Russell Clinchy, pastor of Center Church, represented American Church groups on his tour.

During its six months on the air, the WGY, Schenectady, N. Y., "Hired Hand Exchange" was able, through cooperation with the U. S. Employment Service, to fill 45 per cent of all the employment requests received. Total of 716 request, 407 for farm help and 309 for farm jobs were received between January 1 and June 30. Helpers were found for 145 farmers and 168 jobs were found for individuals seeking employment, a total of 316 placements.

WING, Dayton, Ohio, played host to the city last Sunday when it sponsored the Summer Concert presented in the Dayton Municipal Shell at Island Park.

Ken Joseph, formerly of WOL, N. Y., and WPAT, Paterson, N. J., has joined the announcing staff of Woodside, N. Y... Meade Davidson, whose "It Became His Week" is heard Sundays at 9:30 p.m., WWRL, is taking leave of the summer. Davidson continues, on his 10:05 p.m. broadcast days through Fridays.

Al Bland, WCKY, Cincinnati, relations director, is again this member of the Cincinnati Redmittee to promote the city's baseball game for the Army Navy Relief Funds... More members and friends of the Cincinnati U. Journalism Club and Ladies' Club feted Olive K. WCKY women's commentator, birthday. Party was a surprise crowd "walked in" on her morning broadcast.

WTRY, Troy, N. Y., sports announcer Roy Shudt, made a recording of from the Troy area—chatter about on for the boys overseas. Disk went to San Francisco and shortwaved Pacific area. Yesterday Shudt wrote two letters telling him that the broadcast had been heard and how much town news was appreciated.

Gail Smith, program director of WSRR, Stamford, Conn. has returned from two weeks' vacation... WSRR 7:45 to 8 a.m. local news is now sponsored by the Springdale Bank & Company... George Sarvinas, Stamford furrier, has increased the "of the Week" show from three times a week... John Lindvall, pastor of the Stamford Gospel Temple, has started a new Sunday noon series over WSRR.

Ed Obrist, program director of Philadelphia, received a recording by three Philadelphians now serving in the U. S. Army and stationed at Petersburg, Florida. As it was impossible to play the disk on the air, he wrote the mother of each lad, inviting her to stop in at the studio to hear her voice.

"Funny Money Man" Show Adds 10 More Stations

Six new Canadian stations and new additions in the United States have brought the coverage of "Funny Money Man" to a new peak. Beginning its third year, the syndicated live show continues to pay listeners for ridiculous odds and ends such as watermelon seeds and corn plants. Although usually heard 15 minutes daily, many stations now sold "Funny Money" as a night time variety show with orchestra and other featured performers.

Latest addition to the staff is P. Davis who will supervise the show. Show is syndicated by Allen A. Radio Productions.

| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| 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 |
|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|

July 22

Joe B. Carrigan Albert Handke
Shirley Howard Audrey McGrath
Dad Pickard

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

24, NO. 16

NEW YORK, N. Y., FRIDAY, JULY 23, 1943

TEN CENTS

FCC Hearing Recesses

Denying Charges, Gives Official Praise

Washington Bureau, RADIO DAILY
Washington—FCC Chairman James Lawrence Fly yesterday denied charges by Cox Committee Counsel George L. Garey that he had authorized the employment of 27 persons in Africa by the Commission's staff without clearing with the full commission. "The statements are false," said Fly.

"In the first place," the FCC Chairman pointed out, "The Commission has been cleared by the full commission."

Public Service Shows Scheduled By Mutual

The public service programs have been scheduled by Mutual. In cooperation with the government, and to stimulate increased production of war supplies, the network will offer a special "Bomber Day" program tomorrow at 2:15-2:30 p.m. There will be a presentation of bomber wings to the Army Air Force, a brief talk on power and victory, and music by the Camp Grant band and chorus.

(Continued on Page 5)
Buy More War Bonds and Stamps

Magazine Firm Debuts With Two Web Programs

M. J. Magazines Inc., one of the nation's largest comic book publishers, made their debut into the radio business, with two-and-a-half hours a week on two major networks. L. M. Silberkleit is the publisher of the M. L. J. group and John L. Water is the editor-in-chief in charge of the scripting.

A new company was formed to produce the programming.
(Continued on Page 5)

Both Good, But . . .

There's many a slip in a slip switch, as the engineer at WOS, Columbia, S. C., discovered last week. Station carrying Blue City Mutual shows, fed through Jack Armstrong instead of picking up "Superman" as scheduled. Announcer caught mistake in time to listeners to hear "Jack Armstrong." Jack Armstrong, Jack Armstrong—No, it's Superman!

Interference

Petrillo's recording ban is interfering with BBC's attempts to promote Anglo-American good will. Many of the BBC transcriptions offered to American stations contain musical bridges and dubbings which are a violation of the ban if used here. BBC has been removing them, but finds its style distinctly cramped.

WLB Assumes Role In AFM-Recording Ban

Washington Bureau, RADIO DAILY
Washington—The War Labor Board decided yesterday to take jurisdiction over the AFM-Recording Companies' dispute, although it has apparently not yet decided whether it was a strike. Its full explanation of the decision is expected this week-end or early next week.

The decision to take the case was unanimous and the first move will be to appoint an investigator, or to (Continued on Page 2)

Agency-Network Sued Over 'Blind-Date' Program

Several law suits have been started against Benton & Bowles Advertising Co., and NBC claiming ownership of the three-week old Net show, "Blind Date," it was reported yesterday by an official of the ad firm. The show, sponsored by Maxwell House Coffee (Continued on Page 2)

Commons Radio Report Asks Full Power Boosts For CBC

Francis Joining WINX As Promotion-Press Head

Washington—Gardner Francis, public relations counsellor of this city, will succeed Howard Stanley as director of promotion and publicity for WINX. Stanley shifts to a similar spot as promotion manager for WTOP and publicity director for CBS in Washington. Francis, former Baltimore (Continued on Page 4)

Investigation To Resume in New York; Cox Observes Commission's Secrecy Need No Longer Be Maintained

"Church Of The Air" Sets August Schedule

Complete August schedule of CBS' "Church of the Air" has been completed. Two services being asked for broadcast each Sunday, the early one at 10-10:30 a.m., EWT; the later one from 1:00 to 1:30 p.m., EWT. Full listing follows: August 1—Early program Dr. S. C. Eastvold, president of Pacific Lutheran College, Tacoma, Washington. Later program: Catholic (Continued on Page 3)

Paralysis Report Via Air With Neville Miller Talk

Radio will be used for the first time in the 10-year history of the National Foundation for Infantile Paralysis to present the report on its annual fund raising drive. Basil O'Connor, president of the Foundation (Continued on Page 2)

Willkie-Gov. Bricker Set For WJW Cleve. Premiere

Cleveland—WJW moving from Akron to this city, and one of the very few to start anew since the war, will debut in this city August (Continued on Page 4)

Washington Bureau, RADIO DAILY
Washington—Although the current series of public sessions of the House Select Committee investigating the Federal Communications Commission drew to a close here yesterday until August 9, it was moved that a subcommittee of the House Select Committee, composed of Rep. Edward J. Hart, New Jer-

Settle WNEW Strike Re British Records

Musicians' strike against WNEW, New York, was settled late yesterday when the station agreed to discontinue use of any recordings made since the AFM ban had been instituted last August. Ten musicians under Merle Pitt returned to work this morning. Agreement was reached in a conference attended by Miss Bernice Judis, (Continued on Page 2)

UP High-Speed Wire Extended To Southwest

United Press processed radio high speed wire has been extended on a full twenty-four schedule to New Mexico and Texas it was announced yesterday by Al Harrison of the (Continued on Page 2)

Rather Rural

When Bartlett Roblnson, leading man on NBC's daily radio serial, "Portia Faces Life," couldn't get to the greener pastures of the country because of the OPA crackdown on pleasure driving, he did the next best thing. At his Greenwich Village Apartment Bartlett decided to build a picket fence, a wading pool and a huge sand pile on the roof.



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FINANCIAL

(Thursday, July 22)

NEW YORK STOCK EXCHANGE

| Am. Tel. & Tel. | High | Low | Close | Net Chg. |
|-----------------|---------|---------|---------|----------|
| CBS A | 158 1/4 | 157 5/8 | 157 5/8 | - 1/4 |
| CBS B | 23 7/8 | 23 7/8 | 23 7/8 | - 1/8 |
| Crosley Corp. | 24 1/8 | 24 1/8 | 24 1/8 | + 5/8 |
| Gen. Electric | 21 3/4 | 21 3/4 | 21 3/4 | + 1/4 |
| Philco | 38 3/4 | 38 1/2 | 38 1/2 | + 1/8 |
| RCA Common | 23 3/4 | 23 | 23 | + 1/4 |
| RCA First Pfd. | 11 1/4 | 11 | 11 | - 1/8 |
| Stewart-Warner | 70 1/2 | 70 | 70 | + 1/8 |
| Westinghouse | 13 1/8 | 12 7/8 | 13 | + 1/8 |
| Zenith Radio | 95 7/8 | 95 | 95 3/4 | + 1/4 |
| | 36 3/4 | 36 | 36 1/2 | + 1 |

OVER THE COUNTER

| | Bid | Asked |
|------------------------|--------|--------|
| Farnsworth Tel. & Rad. | 8 7/8 | 9 1/8 |
| Stromberg-Carlson | 12 | 12 1/2 |
| WCAO (Baltimore) | 21 | 21 1/4 |
| WJR (Detroit) | 27 1/2 | 29 1/2 |

Stork News

Mrs. Ernest de la Ossa gave birth to a daughter, Donna, seven pounds and eleven ounces yesterday at the New York Infirmery for Women and Children. Ernest de la Ossa is the personnel director at NBC.

THE DETROIT AREA NOW SOARS TO A NEW HIGH

—and this live-wire station keeps pace with a new high in retail time sales, a new high in program interest, a new high in primary coverage!

CKLW

5,000 WATTS DAY and NIGHT
800 Kc.
MUTUAL SYSTEM

Settle WNEW Strike Re British Records

(Continued from Page 1)

managing director of WNEW; James C. Petrillo, president of AFM; William Feinberg, executive secretary; Harry Suber, treasurer, and Max L. Arons, chairman of the Trial Board, of Local 802 which has immediate jurisdiction of the station.

In settling the strike, Miss Judis offered, also, to pay the musicians their full salaries covering the two days of the strike which was called late Tuesday afternoon.

Strike resulted from the station's having supplemented its recordings with a new load of platters purchased over the counter in England by a friend of Martin Block, conductor of the "Make Believe Ballroom" program. Discs were made by English musicians of the latest American songs which have not been recorded here since August 1, 1942.

Union points out that had it permitted WNEW to get by with the imports, effect of its ban would weaken readily, for there would be nothing, then, to prevent stations throughout the country from making similar purchases and thus keep their stocks replenished. Immediate action taken by Local 802 in behalf of Petrillo would probably be followed by other locals in areas throughout the country should other stations go through with the imports anyway.

Paralysis Report Via Air With Neville Miller Talk

(Continued from Page 1)

tion, will deliver the report over NBC Friday, July 30, at 10:45 p.m., EWT. O'Connor not only will give the totals achieved by the fund drive, but also will tell how this money is being used to combat infantile paralysis, with emphasis on epidemics now raging in several states.

Neville Miller, president of the National Association of Broadcasters and chairman of the Foundation's 1943 National Radio Division, will introduce O'Connor, who will speak from New York. Miller will speak from Washington.

Mainstays of the Foundation's annual drives are the "March of Dimes" campaign and the "President's Birthday Ball," a series of simultaneous dances held for the benefit of the Foundation all over the country on January 30, President Roosevelt's birthday.

Agency-Network Sued Over 'Blind-Date' Program

(Continued from Page 1)

via Benton & Bowles is heard over WEAf. Red Thursday nights 8-8:30 n.m. EWT. originally was heard over KELO. Sioux Fall, South Dakota. But since its major network debut, "everybody and his uncle have been claiming ownership," said Walter Craig head of B&B's radio department.

According to Craig at least seven law suits have been instigated by reputed originators of the show against

UP High-Speed Wire Extended To Southwest

(Continued from Page 1)

United Press. Stations using the UP radio wire under long term contracts are located in Lubock, Clovis, Roswell, Carlsbad, Amarillo, Weslaco, Corpus Christie and Midland. The extension of the radio wire into Southwestern United States goes as far as Albuquerque, New Mexico.

Stations that have contracted for the UP wire service beginning Aug. 1 are WISR, Butler, Pa., and WOSH, Oshkosh, Wis. Scheduled to start at a later date are WRLC, Toccoa, Ga., WHEB, Portsmouth, N. H., KWYO, Sheridan, Wyoming and KRJF, Miles City, Montana.

It was also reported by UP that the staff of the Charleston, W. Va., bureau has been increased to handle a complete regional W. Va., hook-up. This regional network enables UP to give the state complete regional coverage. It is operated on a 24-hour basis on the high speed wire.

These regionalized networks which are the result of UP long range planning also include Nebraska and South Dakota.

As an added feature to UP subscribers the radio wire now carries "Names In the News." This feature highlights a central figure in the day's news and presents along with his recent achievements a personalized biography for color background.

WLB Assumes Role In AFM-Recording Ban

(Continued from Page 1)

name a Tri-Partite Panel, to probe the recording ban and the circumstances surrounding it, to decide whether the action is a strike, or what it is. The case is without precedent before the Board.

If the Board finds a strike does exist, its past actions would indicate that it must order the men back to work pending settlement of the dispute. This was essentially what the transcription companies asked at the hearing two weeks ago.

Actually the decision to take the case was made early this week but the War Labor Board tried to keep it secret—even going so far as to have its information office deny that the decision had been made. Such a denial was made as late as Wednesday when a reporter who thought he had the story, tried to get it confirmed. The Washington "Post," however, ran the story yesterday morning without confirmation, and the WLB Information officials have since admitted the truth of the "Post's" report "off the record." They insist that announcement will be made on the week-end or early next week.

the ad firm and one against NBC. The show is owned by Joe Floyd a theater owner in Sioux Falls who in turn passed it on to Tom Wallace Radio Productions for placement. The Wallace outfit contacted the Bernard Schubert office who before placing it with Benton & Bowles had it auditioned by the Ted Bates Advertising Co.

COMING and GOING

ALEC MacDONALD, sales manager of Schenectady, visiting NBC station relations

BOB GREENBERG, sales promotion of Cleveland, leaving today after a visit to

HUGH TERRY, manager of KLZ, Denver on his way to the plateau city in the Rockies

HAROLD E. FELLOWS, general manager of WEEL, Boston, arrived in the New England today.

HAROLD R. KRELSTEIN, commercial manager of WMPMS, Memphis, visiting the Blue

JAMES MILNE, manager of WELI, New Haven in town at the Blue.

KEITH KIGGINS, vice-president in charge of the Blue, leaving today for a vacation at the Adirondacks.

WM. SCHUDT, JR., CBS eastern field manager, and J. G. Gude, CBS station relations manager, left today for a short business

JUDITH CORTADA, trade news editor of the Blue, leaving today for a vacation on the coast of Maine. George Schirer will fill the void during the interim.

OWEN LATTIMORE, JR., Pacific director of the Overseas Branch of OWI, is in Los Angeles to confer with NBC officials on the "The Play Story." Lattimore, an authority on the OWI is heard on the program regularly.

JERRY LESTER has returned from a week tour of Eastern Army camps to start his variety show on CBS to be heard each Sunday at 7 p.m., beginning July 25 when Mr. Hopkins will be his guest.

WALTER KANER, director of public relations special feature broadcasts for WLIB, Brooklyn left town for the duration as he reported active duty at Camp Dix.

H. GOLDFARB, Goldfarb-Mirenburg & Val and manager of Woody Herman and his orchestra, is on his way to Chicago where he will appear at a Chicago theater.

A MERCHANT Knows!

WITH has more retail accounts than any other station.

Merchants here know you can do a grand job with WITH in Baltimore.

WITH



IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

Radio Report Advises Full CBC Power Boost

(Continued from Page 1)

as by the CBC be exercised fairness." Committee recalled the last recommendation was made for increased power for the corporation's ability to take advantage of rights under the Havana Agreement. This evidence had been presented indicating there might be a danger of the full use of channels assigned to Canada. "We believe that the corporation should safeguard channels and, if necessary, consider increasing the power of all stations to the limit of the agreement," the report said. The Committee noted that many recommendations of the committee had been carried out. We believe that such changes have worked out to the betterment of the nation and also the listening public," the report said.

Committee Endorses CBC Action

The Committee endorsed the action of the CBC in setting up a pension plan. The Committee said evidence heard placed news broadcasts of importance among CBC programs. "The financial arrangement whereby use is made of the Canadian Broadcasting and the British United Press news-gathering agencies is one of our Committee approves." The Committee favored the continuation of programs, presenting different viewpoints in matters of public interest. The financial statement showed the corporation to be "in a splendid position," entirely free of capital indebtedness. The Committee recommended that the corporation engage the best engineering advice available to meet changes and improvements anticipated in technical development.

Wilson and Cuff of Dumont Address Television Meeting

Nelson, who is supervising the Dumont shows on Tuesday nights, led a series of experimental television programs run by WOR in cooperation with DuMont Television, and the American Television Company at the Hotel Capitol yesterday. Cuff, who is not only running the oldest series of television programs in existence but also is in charge of the commercial program elements at DuMont, also, addressed members and guests. The close of the speakers' roster was a general discussion of television effect, its position in the post-war construction period and other topics were prevalent at the meeting.

WIP has a new HIT BULLFROGS AND MARINES

Introductory broadcast date will be announced next week.

Fly Denies Cox Accusations As He Cites Official Praise

(Continued from Page 1)

has never had more than a total of fifteen persons connected with its work there. All of them were assigned to the Psychological Warfare Branch of the Army in North Africa. For that matter, the Commission has had no other employees there in any capacity." Garey had declared there were 31 FCC employees in North Africa.

"Of the 15, only five are regular employees of the Commission," said Fly, "and their transfer to North Africa was authorized by the full Commission in meeting assembled. The remaining ten were people who were living in the area and who were recruited locally to assist temporarily in the clerical and other detailed work connected with the monitoring unit. They were paid at rates ranging from \$10 to \$100 per month. These local people were hired by the Commission's staff in North Africa and the Psychological Warfare Branch of the Army through the good offices of the Department of State."

Fly Cites Documents

Characterizing Cox Committee Counsel Eugene L. Garey and Chief Investigator Harry S. Barger as "Edgar Bergen and Charlie McCarthy," Fly loosed several documents and letters designed to refute charges by Garey that the FCC's Foreign Broadcast Intelligence Service and Radio Intelligence Division are "useless." It appears "more than ever demonstrably clear," said Fly, "that the Cox Committee is operating completely in accordance with the Vortex Rules—that is, they throw unsubstantiated charges in the headlines then preclude the Commission from any opportunity to be heard."

With more than a score of reporters on hand, Fly was seeing to it that the Commission did get a hearing from the press. He was surrounded by high FCC officials directly concerned with the FBI's RID and other departments.

"Today it was charged before the Cox committee that the Commission's Foreign Broadcast Intelligence Service (FBIS) is not performing a valuable function. To meet this charge, the Commission tendered the Cox committee two letters received from war agencies using FBIS material, giving an appraisal of its value. The Committee refused to accept the letters for the record," Fly declared.

"They bear the signature of such persons as General Strong and General Lee of the Military Intelligence Division, Rear Admiral Turner of Office of Naval Operations, Elmer Davis of the Office of War Information, Nelson Rockefeller, Coordinator of Inter-American Affairs, Breckenridge Long, Assistant Secretary of State, and John Winant, American Ambassador to England."

Quoting from the letters, Fly continued, "Thus the war department finds FBIS reports contain 'very valuable information' and are 'of sub-

stantial value from a military standpoint' and 'strongly recommends that the Services coverage be extended'.

"The Navy department considers that the service rendered is 'well adapted to its needs' and 'extremely useful and important'; and that the material received has 'considerable value in sometimes giving inadvertent notice of operation'.

"The director of the Office of War Information says 'your service (FBIS) constitutes a major source of information on what is happening in Germany, Italy and occupied countries' and 'without the service supplied by the FBIS, the OWI could not function'.

"The Department of State reports that the FBIS is 'a most valuable addition to our Foreign Intelligence and our Ambassador to England asks that the Service be furnished to the Embassy, American Armed Services and missions attached to the Embassy so that the Embassy 'could swiftly and adequately inform Army, Air and Navy services here (in England) in any period of active operations when enemy radio reports might prove vitally important'.

"The Coordinator of Inter-American Affairs reports that 'every phase' of the Services work 'has been of great assistance to us'.

"Of particular importance, in view of the almost complete drying up of ordinary sources of news from Japan and Japanese occupied territories is the information obtained from radio broadcasts. The office of Strategic Services say that 'without the monitoring service of the FCC our knowledge of current events in Japan would be meager, and that the various reports of FBIS are found 'indispensable' to the work of its Far Eastern section. Similarly the Far Eastern Division of the Board of Economic War are makes 'very extensive use of the economic information' provided by FBIS.

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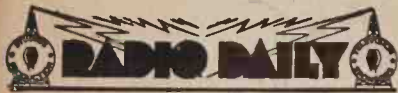
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WORLD
BOSTON
MASS.





Vol. 24, No. 16 Fri., July 23, 1943 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

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

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FINANCIAL

(Thursday, July 22)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Net Chg. |
|-----------------|---------|---------|---------|----------|
| Am. Tel. & Tel. | 158 1/4 | 157 5/8 | 157 5/8 | - 1/8 |
| CBS A | 23 3/8 | 23 1/8 | 23 1/8 | - 1/8 |
| CBS B | 24 1/8 | 24 1/8 | 24 1/8 | - 3/8 |
| Crosley Corp. | 21 3/4 | 21 3/4 | 21 3/4 | + 1/4 |
| Gen. Electric | 38 3/4 | 38 1/2 | 38 1/2 | - 1/8 |
| Philco | 23 3/4 | 23 | 23 | + 1/4 |
| RCA Common | 11 1/4 | 11 | 11 | - 1/8 |
| RCA First Pfd. | 70 1/2 | 70 | 70 | - 1/8 |
| Stewart-Warner | 13 1/8 | 12 7/8 | 13 | + 1/8 |
| Westinghouse | 95 7/8 | 95 | 95 3/4 | - 1/4 |
| Zenith Radio | 36 3/4 | 36 | 36 1/2 | + 1 |

OVER THE COUNTER

| | Bid | Asked |
|------------------------|--------|--------|
| Farnsworth Tel. & Rad. | 8 7/8 | 9 1/8 |
| Stromberg-Carlson | 12 | 12 1/2 |
| WCAO (Baltimore) | 21 | 21 1/4 |
| WJR (Detroit) | 27 1/2 | 29 1/2 |

Stork News

Mrs. Ernest de la Ossa gave birth to a daughter, Donna, seven pounds and eleven ounces yesterday at the New York Infirmary for Women and Children. Ernest de la Ossa is the personnel director at NBC.

Settle WNEW Strike Re British Records

(Continued from Page 1)

managing director of WNEW; James C. Petrillo, president of AFM; William Feinberg, executive secretary; Harry Suber, treasurer, and Max L. Arons, chairman of the Trial Board, of Local 802 which has immediate jurisdiction of the station.

In settling the strike, Miss Judis offered, also, to pay the musicians their full salaries covering the two days of the strike which was called late Tuesday afternoon.

Strike resulted from the station's having supplemented its recordings with a new load of platters purchased over the counter in England by a friend of Martin Block, conductor of the "Make Believe Ballroom" program. Discs were made by English musicians of the latest American songs which have not been recorded here since August 1, 1942.

Union points out that had it permitted WNEW to get by with the imports, effect of its ban would weaken readily, for there would be nothing, then, to prevent stations throughout the country from making similar purchases and thus keep their stocks replenished. Immediate action taken by Local 802 in behalf of Petrillo would probably be followed by other locals in areas throughout the country should other stations go through with the imports anyway.

Paralysis Report Via Air With Neville Miller Talk

(Continued from Page 1)

tion, will deliver the report over NBC Friday, July 30, at 10:45 p.m., EWT. O'Connor not only will give the totals achieved by the fund drive, but also will tell how this money is being used to combat infantile paralysis, with emphasis on epidemics now raging in several states.

Neville Miller, president of the National Association of Broadcasters and chairman of the Foundation's 1943 National Radio Division, will introduce O'Connor, who will speak from New York. Miller will speak from Washington.

Mainstays of the Foundation's annual drives are the "March of Dimes" campaign and the "President's Birthday Ball," a series of simultaneous dances held for the benefit of the Foundation all over the country on January 30, President Roosevelt's birthday.

Agency-Network Sued Over 'Blind-Date' Program

(Continued from Page 1)

via Benton & Bowles is heard over WEAJ. Red Thursday nights 8-8:30 n.m., EWT. originally was heard over KELO. Sioux Falls, South Dakota. But since its major network debut, "everybody and his uncle have been claiming ownership," said Walter Craig head of B&B's radio department.

According to Craig at least seven law suits have been instigated by reputed originators of the show against

UP High-Speed Wire Extended To Southwest

(Continued from Page 1)

United Press. Stations using the UP radio wire under long term contracts are located in Lubock, Clovis, Roswell, Carlsbad, Amarillo, Weslaco, Corpus Christie and Midland. The extension of the radio wire into Southwestern United States goes as far as Albuquerque, New Mexico.

Stations that have contracted for the UP wire service beginning Aug. 1 are WISR, Butler, Pa., and WOSH, Oshkosh, Wis. Scheduled to start at a later date are WRLC, Toccoa, Ga., WHEB, Portsmouth, N. H., KWYO, Sheridan, Wyoming and KRJF, Miles City, Montana.

It was also reported by UP that the staff of the Charleston, W. Va., bureau has been increased to handle a complete regional W. Va., hook-up. This regional network enables UP to give the state complete regional coverage. It is operated on a 24-hour basis on the high speed wire.

These regionalized networks which are the result of UP long range planning also include Nebraska and South Dakota.

As an added feature to UP subscribers the radio wire now carries "Names In the News." This feature highlights a central figure in the day's news and presents along with his recent achievements a personalized biography for color background.

WLB Assumes Role In AFM-Recording Ban

(Continued from Page 1)

name a Tri-Partite Panel, to probe the recording ban and the circumstances surrounding it, to decide whether the action is a strike, or what it is. The case is without precedent before the Board.

If the Board finds a strike does exist, its past actions would indicate that it must order the men back to work pending settlement of the dispute. This was essentially what the transcription companies asked at the hearing two weeks ago.

Actually the decision to take the case was made early this week but the War Labor Board tried to keep it secret—even going so far as to have its information office deny that the decision had been made. Such a denial was made as late as Wednesday when a reporter who thought he had the story, tried to get it confirmed. The Washington "Post," however, ran the story yesterday morning without confirmation, and the WLB Information officials have since admitted the truth of the "Post's" report "off the record." They insist that announcement will be made on the week-end or early next week.

the ad firm and one against NBC.

The show is owned by Joe Floyd a theater owner in Sioux Falls who in turn passed it on to Tom Wallace Radio Productions for placement. The Wallace outfit contacted the Bernard Schubert office who before placing it with Benton & Bowles had it auditioned by the Ted Bates Advertising Co.

COMING and GOING

ALEC MacDONALD, sales manager of W Schenectady, visiting NBC station relations.

BOB GREENBERG, sales promotion of Cleveland, leaving today after a visit to

HUGH TERRY, manager of KLZ, Denver on his way to the plateau city in the Rockies.

HAROLD E. FELLOWS, general manager of WEEL, Boston, arrived in the New England today.

HAROLD R. KRELSTEIN, commercial manager of WMPJ, Memphis, visiting the Blue.

JAMES MILNE, manager of WELI, New Haven in town at the Blue.

KEITH KIGGINS, vice-president in charge of the Blue, leaving today for a vacation during the Adirondacks.

WM. SCHUDT, JR., CBS eastern field manager, and J. G. Gude, CBS station relations manager, left today for a short business trip.

JUDITH CORTADA, trade news editor of Blue, leaving today for a vacation on the coast of Maine. George Schirer will fill the vacancy during the interim.

OWEN LATTIMORE, JR., Pacific director of the Overseas Branch of OWI, is in Los Angeles to confer with NBC officials on the "The Page Story." Lattimore, an authority on the OWI, is heard on the program regularly.

JERRY LESTER has returned from a tour of Eastern Army camps to start his variety show on CBS to be heard each Sunday at 7 p.m., beginning July 25 when Milton Hopkins will be his guest.

WALTER KANER, director of publicity special feature broadcasts for WLIB, Brooklyn left town for the duration as he reported active duty at Camp Dix.

H. GOLDFARB, Goldfarb-Mirenborg & Volk and manager of Woody Herman and his orchestra, is on his way to Chicago where Herman will appear at a Chicago theater.

A MERCHANT Knows!

WITH has more retail accounts than any other station.

Merchants here know you can do a grand job with WITH in Baltimore.



IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

THE DETROIT AREA NOW SOARS TO A NEW HIGH

—and this live-wire station keeps pace with a new high in retail time sales, a new high in program interest, a new high in primary coverage!

CKLW

5,000 WATTS DAY and NIGHT 800 Kc. MUTUAL SYSTEM

Radio Report Advises Full CBC Power Boost

(Continued from Page 1)

...by the CBC be exercised fairness." Committee recalled the last recommendation was made for increased power for the corporation's stations to take advantage of rights under the Havana Agreement. This evidence had been presented indicating there might be a danger of the full use of channels assigned to Canada. "We believe that the corporation should safeguard channels and, if necessary, continue increasing the power of all stations to the limit of the agreement," the report said. The Committee noted that many recommendations of the committee had been carried out. "We believe that such changes have worked out to the betterment of the corporation and also the listening public," the report said.

Committee Endorses CBC Action

The Committee endorsed the action of the CBC in setting up a pension plan. The Committee said evidence heard placed news broadcasts of importance among CBC programs. "The financial arrangement for use is made of the Canadian Broadcasting and the British United Press news-gathering agencies is one of our Committee approves." The committee favored the continuation of programs, "presenting different points in matters of public interest. The financial statement showed the corporation to be "in a splendid position," entirely free of capital indebtedness. The Committee recommended that the corporation obtain the best engineering advice available to meet changes and improvements anticipated in technical equipment.

Nelson and Cuff of Dumont Press Television Meeting

Nelson, who is supervising the Dumont shows on Tuesday nights, will lead a series of experimental television programs run by WOR in cooperation with DuMont Television, and the American Television Society at the Hotel Capitol yesterday. Cuff, who is not only running the oldest series of television programs in existence but also is in charge of the commercial program elements at DuMont, also, addressed members and guests. In the close of the speakers' rosters, a general discussion of television effect, its position in the post-war construction period and other topics were prevalent at the meeting.

MP has a new HIT BULLFROGS AND MARINES

Introductory broadcast date will be announced next week.

Fly Denies Cox Accusations As He Cites Official Praise

(Continued from Page 1)

has never had more than a total of fifteen persons connected with its work there. All of them were assigned to the Psychological Warfare Branch of the Army in North Africa. For that matter, the Commission has had no other employees there in any capacity." Gary had declared there were 31 FCC employees in North Africa.

"Of the 15, only five are regular employees of the Commission," said Fly, "and their transfer to North Africa was authorized by the full Commission in meeting assembled. The remaining ten were people who were living in the area and who were recruited locally to assist temporarily in the clerical and other detailed work connected with the monitoring unit. They were paid at rates ranging from \$10 to \$100 per month. These local people were hired by the Commission's staff in North Africa and the Psychological Warfare Branch of the Army through the good offices of the Department of State."

Fly Cites Documents

Characterizing Cox Committee Counsel Eugene L. Garey and Chief Investigator Harry S. Barger as "Edgar Bergen and Charlie McCarthy," Fly loosed several documents and letters designed to refute charges by Garey that the FCC's Foreign Broadcast Intelligence Service and Radio Intelligence Division are "useless." It appears "more than ever demonstrably clear," said Fly, "that the Cox Committee is operating completely in accordance with the Vortex Rules—that is, they throw unsubstantiated charges in the headlines then preclude the Commission from any opportunity to be heard."

With more than a score of reporters on hand, Fly was seeing to it that the Commission did get a hearing from the press. He was surrounded by high FCC officials directly concerned with the FBI's RID and other departments.

"Today it was charged before the Cox committee that the Commission's Foreign Broadcast Intelligence Service (FBIS) is not performing a valuable function. To meet this charge, the Commission tendered the Cox committee two letters received from war agencies using FBIS material, giving an appraisal of its value. The Committee refused to accept the letters for the record, Fly declared.

"They bear the signature of such persons as General Strong and General Lee of the Military Intelligence Division, Rear Admiral Turner of Office of Naval Operations, Elmer Davis of the Office of War Information, Nelson Rockefeller, Coordinator of Inter-American Affairs, Breckenridge Long, Assistant Secretary of State, and John Winant, American Ambassador to England."

Quoting from the letters, Fly continued, "Thus the war department finds FBIS reports contain 'very valuable information' and are 'of sub-

stantial value from a military standpoint' and 'strongly recommends that the Services coverage be extended'.

"The Navy department considers that the service rendered is 'well adapted to its needs' and 'extremely useful and important'; and that the material received has 'considerable value in sometimes giving inadvertent notice of operation.'

"The director of the Office of War Information says 'your service (FBIS) constitutes a major source of information on what is happening in Germany, Italy and occupied countries' and 'without the service supplied by the FBIS, the OWI could not function.'

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Los Angeles

By RALPH WILK

ART GILMORE has replaced Pedro De Cordoba as narrator on "Pacific Story," which is heard over NBC, Coast to Coast.

Frank Ford, NBC sales promotion manager, is vacationing. During his absence, his assistant, Anne Joseph, is handling the chores.

Henry Schacht, agricultural director of KPO, has returned to San Francisco after delivering a lecture at the NBC-UCLA radio institute here.

John Loder was this week's guest star on the Hollywood Radio Theater program directed by C. P. MacGregor and heard over KNX.

Jimmy Cash, tenor balladeer who was "discovered" by Gracie Allen last year, has been re-signed as singing star of Columbia's "Burns and Allen" show when it resumes Tuesday night airings in August.

KNX-CBS newscaster Bob Anderson has joined the ranks of radio voices making records for entertainment of troops overseas. He has completed the first of a transcribed series called "Personal Album," informal chattering and tossing of quips with singing star Phil Regan.

Ken Arms, long time with Universal Microphone Co., has been promoted from assistant supervisor of department 3, days to night supervisor in the same department.

Willkie-Gov. Bricker Set For WJW Cleve. Premiere

(Continued from Page 1)

29. New Blue Network outlet of 5,000 watts is owned by William M. O'Neil. Many of the leading Blue Network shows will be brought to Cleveland for that day and a special program has been arranged for one of the large Cleveland Auditoriums. Wendell L. Willkie and Governor John W. Bricker, two of the leading Republican candidates for the 1944 nomination have been asked to give the people of the country their views on national issues as part of this first Cleveland program, O'Neil revealed.

Special interest is attached to this new station in radio circles because the General Tire & Rubber Company, headed by William F. O'Neil, father of WJW president, owns the Yankee network in New England.

The younger O'Neil is transferring WJW from Akron where he still owns Mutual network facilities. The FCC has not yet ruled as to whether O'Neil will be permitted ownership of the Akron station.

"To Nite" From CARNEGIE HALL TINY HILL Management FREDERICK BROS. MUSIC CORP. New York Chicago Hollywood



An Actress Offers Suggestions!!!

(Inge Adams, a typical radio actress currently on "Kitty Foyle" discusses the question of "How To Get Into Radio," as it applies to acting.)

Hardly a day, even an hour, passes but somewhere the question is asked, "How do you get into radio?" Unfortunately there is so much mis-information about this subject that it seems advisable to correct many false impressions. I do not pretend to pose as an expert on the subject but I have learned a good many things by actual experience and contact with producers and directors, actresses and actors... First there is no set of rules or regulations to guide the newcomer. We all know cases of actors or actresses who have stepped into a leading role within a few days after reaching New York. And I may add that these are the terrible exceptions that encourage others who do not have talent or experience to try their luck. We cannot judge by their example... I think the first requisite is experience, either in dramatic school, stock, road companies, or on smaller radio stations. Several audition directors in New York City will not hear an actor unless he or she is able to show some kind of theatrical background covering at least a year.



Let us assume that Sue Jones has had such experience. The first move is to apply at the offices of the four major networks for a general audition. However, patience must be exercised at all times for audition appointments. Her next concern should be the material for her audition... Directors warn against too much versatility. Only if she can do any dialects extremely well should she include them... The next step is auditions at the advertising agencies. Here again use patience... There is nothing to stop her from trying to contact directors of programs but here again I believe she will find that she will make very little progress. These directors are extremely busy people who cannot possibly see every Sue.



Let us assume now that Sue has had all her general auditions and has passed them which is no easy matter. At one agency she may be placed on the casting list; at another she may be marked "not enough experience" and advised to come back in a year. However, in this hypothetical case Sue has been unanimously "ok'd" by her auditioneers. What next?... If she has a good audition record she will find that the networks making appointments for her to meet their directors. It's up to her to sell her intelligence and her ability during the interview. If successful, she may be called for a small part. When she has been given a part, she can use the postal card method of telling other directors that she will be on the air at such-and-such a time on such-and-such a station and ask them to listen. She should keep closely in touch with developments in the radio field. She should make every effort to meet directors without becoming a pest. Above all she should have unlimited ambition and stick-to-it-iveness. If she can be discouraged she is not an actress... However, the most important factor is: She should be able to live for a year without having to do any outside work to earn money. Radio is a jealous mistress and it will not permit infidelity.



Remember Pearl Harbor

Chicago

By FRANK BURKE

JACK ARMSTRONG series complete its tenth year on airplanes, Friday, July 30, when 2,200th episode of the all-Andy's adventures is broadcast the Blue Network, 5:30 p.m., Chicago. Bob McKee, Blue Network announcer, gets the assignment to a series of bread transcriptions character called, "Omar."

Schutter Candy Co., the Schimmer & Scott, will sponsor Cury Massey show, a new 15 quarter hour program starring cowboy baritone, on 19 NBC station for 13 weeks, beginning tomorrow 4:45 and 5:30 p.m. The series also feature the "Four Vagabond" an instrumental group.

New business at WMAQ includes an order from the Ralph H. J. Co. agency for a 52-week sponsorship of two daytime transcribed series for the Kroger Grocery & Baking beginning August 2. The dramas "Linda's First Love" and "Ed Daughter."

Ginger Dinning of the singing Dinning Sisters and Skyland Scott "Lulu Belle and Scotty" were hospitalized this week. Ginger underwent an operation for appendicitis at the Franklin Boulevard Hospital, Chicago and Scotty entered the Memorial Hospital for treatment of colitis.

Stork news at NBC: J. A. McCall, legal counsel for the NBC Central Division, and Mrs. McDonough parents of a daughter born at Weston Hospital while Jack Simpson, NBC director, and Mrs. Simpson announced the birth of a daughter in New Orleans.

Chicago visitors this week include J. O. Maland, WHO, Des Moines, and Milton S. Greenbaum, manager WSAM, Saginaw, Mich.

Francis Joining WINX As Promotion-Press Head

(Continued from Page 1)

morean, directed the Two Hundred Anniversary for that city, and managing director of the Maryland State Chamber of Commerce, in addition to taking an active part in public relations campaigns on behalf of the state's late Governor Albert Ritchie.

MANPOWER

YES, WE BELIEVE WE CAN SUPPLY GRADED MANPOWER TO FILL ANY VACANCY IN YOUR ORGANIZATION.

CALL— FRANK McGRANN POSITION SECURING BUREAU, INC. (Agency)

331 Madison Ave. (43rd St.), New York MUrray Hill 2-6494

EST-ING

E LANDIS, screen's "Ping" WABC Playhouse tonight (CBS 9 p.m.).

B. POWELL, editor of China and China Press" on Frances Who, When, What and tomorrow, (WEAF-NBC, 7 p.m.).

CAUX, editor of the CIO JOHN BROPHY, CIO representative on the President's Fair Employment Practices Committee; AD TOWNSEND, president of United Transport Employees; G WEAVER, director of CIO Committee to Abolish Racial Discrimination; and JAMES B CAREY, secretary-treasurer of the "Labor for Victory" Sunday (NBC, 1:15 p.m.).

M H. DAVIS, chairman of Labor Board, on "Washington Reports on Rationing," Sunday (NBC, 3 p.m.).

MUNOZ-MARIN, President of Puerto Rican Senate, and MARCELO TESORO, Associate Justice of Supreme Court of Puerto Rico, University of Chicago Round (WEAF-NBC, 2 p.m.).

ELLAND, film star, on Lady Screen Guild" program Monday in conjunction with Paramount's "The Dark" and "The Uninvited" (WABC-CBS, 10:30 p.m.).

E LANDIS, EILEEN FARROW and CAB CALLOWAY on Sinatra's "Broadway Band" (WABC-CBS, 9:30 p.m.).

DELLA CHIESA, Lyn "Cresta Blanca Carnival" (WABC-CBS, 10:30 p.m.).

REGAR, film character of "Suspense" Tuesday (WABC-CBS, 10 p.m.).

Firm Debuts Two Web Programs

(Continued from Page 1)
their radio and movie properties called Radio Comics Inc. "Andrews," the teen-age star who is always getting in trouble is on the air every week on the Blue Network 5:45 p.m., and appears in the two M. L. J. "Archie Comics" and "Pep the Jack-Hood," map of mystery, Monday through Friday at 10 p.m. EWT, coast to coast over the national network.
Silberkleit and Goldwater are sending additional sketches over the network in the autumn and plan in the near future to release a new book-comics through a syndicate also.

WORDS AND MUSIC

VICK KNIGHT, the "wonder-boy" radio producer has done it again. Once again he has uncovered a new singing discovery. You remember Vick was the boy who built Ginny Simms into a radio star with her own program. Well he has another vocalist that he believes will be radio's big-time warbler. She is Anita Ellis, who is currently making her radio debut on the Jack Carson radio show over CBS on Wednesday night. Anita incidentally is one of the busiest young ladies on the CBS lot. Besides her weekly stint on the Carson show, she has just signed a five-year contract with Columbia. Anita has a nightly show of songs broadcast to the boys overseas. She also makes records for the OWI, does many camp shows for the Hollywood Victory Committee and volunteers to the Red Cross Nurses Aide Service. To top these off, Anita spends her spare personal time taking piano lessons.

★ ★ ★

As a student at the University of Cincinnati and later at the College of Music in Cincinnati, Anita Ellis combined a straightforward book-larnin' education with the study of music, both its theory and practice. Voice always being her hobby, Anita decided in her college days she would make it her career. And after her Cinn. schooling, she packed her duds and went Hollywood way, where she studied her Liberal Arts further by attending the Los Angeles City College, also making sure she was close by the movie and music mecca. Luck came to Anita when she attracted the attention of the West Coast CBS officials and Vick Knight's enthusiasm has made her the chief vocalist on the Carson show. Anita was married last January to Captain Frank Ellis, who is a flight commander stationed at Lowry Field, Denver, Colorado. . . . and Vick Knight says he is happy he has found Anita Ellis and radio fans have already swamped her studio with mail.

★ ★ ★

Spike Jones and his City Slickers are now on leave of absence granted by the Ruthrauff & Ryan agency to permit a national personal appearance tour this summer. . . . Bookings already set, with others to be added, are Chicago, week of Aug. 6; Milwaukee, Aug. 13; Cleveland, Aug. 27; Baltimore, Sept. 15; Boston, Sept. 23. . . . Frank Porter and his orchestra began their 16th week at the Hickory House this Tuesday. The Porter aggregation was called in just four months ago to substitute for another orchestra. The management liked it so well, it has remained there ever since. A new contract for an additional eight weeks has just been signed. . . . Sammy Kaye, whose swing and sway orchestra has introduced many new song hits on his Wednesday night program, will play, for the first time on the air, "Thinking About the Wabash," (today, 8 p.m., EWT, CBS). The tune is the work of Jules Styne and Sammy Cahn, writers of "I Heard That Song Before" and "I Don't Want to Walk Without You."

★ ★ ★

A new automatic phonograph record changing mechanism has recently been patented by the Stromberg-Carlson Company. Patent No. 2,320,877 was issued to Dr. R. H. Manson, vice-president and general manager and Albert E. Schell, a member of the Research Department and assigned to this company. This turn-over type record changing mechanism is a result of pre-war study and is still in the development stage. Adaptable to a series of mixed ten and twelve-inch records, it is designed to play continually for a period of more than one hour, limited only by the number of records contained in the magazine. Featuring a single knob control, this unit will play either: A series of records through on one side, then turning them over, play the same series through on the other side; A series of records, playing one side of each record, turning that record over, and playing the other side; It can also be operated as a single record mechanism or with mixtures of ten and twelve-inch records in sequence.

★ ★ ★

—Be A Rational National—

AGENCIES

FROSTED FOODS SALES CORP., through Young & Rubicam, despite the demands made by the armed forces, will use radio spot announcements in the New England area to promote Birds-Eye ovenbaked beans. The budget, set at \$600,000 for the year, however, will be used chiefly for newspapers and magazines.

L. G. MOSELEY, formerly vice-president of Bowman, Deute, Cummings, expects to be transferred from the San Francisco office of Foote, Cone & Belding to that in Chicago.

GERRY MURRAY, formerly of the publicity staff of WOR, has been placed with the sales promotion department of the Blue by B. J. Houser, sales promotion manager.

NEW YORK STATE SECRETARY has issued papers of incorporation to Mill Advertising, Inc., with 100 shares of stock, no par value. Directors are Midred Lesser, Clarissa Krus and Evelin Corsey of New York. Milton Weisenberger, New York attorney, filed the papers of incorporation.

AIRMART, INC., has also been granted papers of incorporation to handle general advertising, with 100 shares of stock. Max G. Kaufman, Zangwill Golobe and Paula Borak, New York, are the directors. Golobe filed the papers.

THE ADVERTISING CLUB OF NEW YORK initiated 30 new members recently, bringing the total to 124 up-to-date including June.

THOMPSON-KOCH CO., Cincinnati, conducting a general advertising agency, filed a statement with the New York State Secretary designating capital stock at \$50,000 in \$100 par value shares. W. S. Groom, vice-president is in charge of the New York office. Papers were submitted by David Rasch, New York.

3 Public Service Shows Scheduled By Mutual

(Continued from Page 1)

Program will originate at WROK, Rockford, Ill.

A second service feature will broadcast a portion of the Fourth Annual American-Negro Music Festival, tomorrow evening, 10:45-11 p.m. Originating at WGN, Chicago, show will offer Sgt. Joe Louis, Paul Robeson, The Southernaires, and Dorothy Donegan, pianist. Festival is being held at Comiskey Baseball Park, Chicago.

A third in this group of service bookings is a special address by Secretary of the Navy Frank Knox to mark the first anniversary of the WAVES, Tuesday, July 27, 9:15-9:30 p.m. Exact anniversary is July 30. Knox will speak from the Sylvan Theater, Washington, D. C., using facilities of WOL.

FCC Hearing Recessed

Cox States, Heads Need No Longer Be Secretive

(Continued from Page 1)

sey Democrat, as chairman, and Richard J. Wigglesworth, Massachusetts Republican, resume the hearing in New York sometime during the first week in August as Garey said his staff has been working in New York for two months preparing for these sessions. He explained that he thought it better to hold the hearings in New York because he expects to call about 100 witnesses. The subjects to be covered, he said, include FCC censorship, misuse of the licensing power as a pressure instrument, and insistence by the Commission on the discharge of certain station personnel. All instances to be presented concern foreign language broadcasters, and the "terroristic tactics" of the Commission in dealing with them.

Invites Probe of "Gestapo" Methods

FCC Chairman James Lawrence Fly later remarked during his press conference that "if the Committee wants to investigate Gestapo methods it can start at home. I can give it quite a few references." He referred, he said, to the methods of the Committee and its staff. Actually, said Fly, the FCC does not have enough investigators.

Another Commission spokesman protested that "getting facts certainly is not 'Gestapo' work." The findings of Commission investigators, he said, go to the FBI, the Office of Censorship and OWI. Inquiry is made in cases of suspected subversive activities, he said, and pointed out that Congress had appropriated funds for the FCC to do this work because the FBI was not doing it.

Craven Makes Request of Garey

At the hearing yesterday Commissioner T. A. M. Craven, who had been constantly critical of the Commission, told Committee Counsel Eugene L. Garey that he hopes the Committee will provide the opportunity for witnesses to testify who are familiar with the facts under discussion and represent the majority viewpoint of the Commission. Garey, however, refused to comment.

Meanwhile, Committee Chairman Eugene E. Cox maintained his charges that the FCC had withheld from the Committee the documents released Wednesday by Dr. Robert D. Leigh, head of the Commission's Foreign Broadcast Intelligence Service. These documents substantiated the Commission's position that FBIS Personnel in North Africa was there on request of General Eisenhower and that the work done by these people was of value in the war effort.

FCC General Counsel Charles R. Denny denied that these letters had been requested by the Committee staff.

Cox declared that confidential in-

formation was divulged by the Commission, and therefore the Committee need no longer be bound by the confidential stamp. At this point Denny offered to "declassify" two letters regarding the North African matter sent by FCC Chairman James Lawrence Fly to the Secretary of War in March and June of this year. These were among the three letters which Cox finally decided against putting in the public record Tuesday, despite Garey's protest. The third was from Undersecretary of War Robert P. Patterson, to Fly, and Denny said he would request that Patterson "declassify" it.

Garey Forces Craven to Confess

Garey then tried to force Craven to describe his colleagues on the Commission as weak in character, lacking in integrity and determination. Craven refused to go so and Rep. Edward J. Hart of New Jersey, a member of the Committee objected to Garey's tactics. It is up to the Committee to judge of their character, said Hart.

Garey, growing visibly angrier with each word, then declared that he didn't see how the Committee could judge these men without getting into the realm of speculation. To which Hart replied, "We'll see them on the stand." Garey, furious, asked for direction from Cox, and Cox supported Hart. Garey then grumbled, "if you want to spare the witness embarrassment, you might as well terminate the hearing now."

Hart Points Differences

Patiently Hart pointed out there is considerable difference between embarrassing them by having them tell facts and by having them tell opinions. "There is no evidence," he said, "that Commissioner Craven, great engineer, that he is, is an expert on human character." Here Craven managed to insert from the witness stand that he has the highest personal regard for his colleagues.

Returning to the Witness, Garey then launched into another attack against the FBIS and the Commission's Radio Intelligence Division, insinuating that the FCC inappropriated these services because it expected its normal radio functions to fall off during the war and was anxious to keep its power, etc. Craven did not yield to the pressure, but he did admit that he does not consider the FBIS work as true intelligence work in the military sense. It is intelligence work insofar as the handling of news and servicing of news clients is concerned, he added. When Garey tried to force him to say that OWI does the FBIS work—and more completely, Craven refused to reply insisting that he does not know the story.

Again Craven, who by this time was beginning to resent Garey's tactics, refused to confirm Garey's charge that the London FBIS office serves in effect, merely a messenger-boy function, getting news from BBC and sending it here. Craven did agree

finally to Garey's characterization of the analyses of foreign broadcast trends prepared by FBIS as "infantile." He insisted, however, that other people think the material is of value. A majority of his colleagues on the Commission, he pointed out, consider FBIS extremely important, but he refused to accept Garey's characterization of FBIS as a "pet of the chairman." Craven said he had not discussed the FBIS service widely outside the Commission. As for FBIS personnel, Craven said, he had voted for Dr. Leigh as director and was impressed by Dr. Leigh's background. This followed Garey's reference to Dr. Leigh as having come from Bennington College, Vermont, widely known progressive school for girls, where he was a member of the social sciences faculty. "Don't you know that Bennington College has been widely charged with being a radical college?" Garey had asked, again using his favorite technic of getting a charge into the record without ever being called upon to substantiate it.

Favors Transfer of FBIS to OWI

Finally Craven declared that he would favor the transfer of FBIS to the OWI, as the day before he had advocated transfer of RID to the armed services. "A regulatory body should be divorced of all outside activities," he said.

A ten-minute recess was called here, during which Denny submitted to the Committee photostats of 20 letters from military and high civilian government authorities commending the FBIS and testifying to its value. He asked for 15 minutes to read these letters into the record. Cox refused to hear him, and Denny, declaring that "a great injustice" was being done, said he would hand the letters to Garey, who was out of the room for a moment. He did so later, and Garey made no effort to put them into the record. (They were later released by the Commission.)

Intimates FCC "Holding Out"

As the session resumed once again, Cox refused to allow Denny to ask Garey if the FCC has failed to furnish any information requested by the committee staff. Sotto voce, Garey advised Denny that he believed the Commission had failed to furnish him with some desired information.

Entering next upon the operations of the Radio Intelligence Division, Garey established through questioning Craven (aided by FCC Chief Engineer E. K. Jett) that RID monitoring stations have increased from nine in number prior to the national emergency to around 100 today. Craven affirmed Garey's charges that the FCC had taken critical materials for these new stations which might have been desired by the armed services, and that the manning of these units also mean competition with the armed service for technical personnel.

It was at this point that Craven

Probe Continues In New York City Early August

was moved to ask that from the Commission with intimate knowledge of the under discussion and represent of the FCC majority be allowed present their views.

Garey Adds Another Charge

Garey then charged that he has irresponsibly publicized the RID, referring to an charge by the military that the mission is prone to give too publicity to its work. Craven he thought publicizing the policing activities of RID is valuable, so long as nothing of the war activities is revealed. Here Garey, who a day before revealed what he claimed was exact number of the staff in military radio work in America, and who has been possible for all public information concerning FCC employes being in Africa, asked if it is not true information that we are engaged in military radio activity is to the enemy. Craven declared he would assume that the already knows we are engaged such activity, but not the although he believes secrecy is ly important.

Criticizes Fly on RID

Then Garey, who has given more publicity in six sessions to the Committee than it has ever before, criticized Fly for discussing the RID in broad terms before Costello Committee investigating draft deferments last winter.

A copy of a letter significant the feeling regarding the completion of the Cox Committee to hold to withhold confidential information was found on the press table yesterday. It was sent to Cox by E. Smith, Director of the Bureau of the Budget. It read as follows: "When I appeared before the Committee to investigate the Radio Communication Commission, I asked to state what my position would be in respect to producing files testifying at an executive session of the Committee concerning proposals to transfer certain Radio Intelligence functions of the to the military establishments. I is to advise you that in view of instructions received from the President as reported in my previous letter of July 6, and for additional reasons indicated in the opinion of the Attorney-General which accompanied that letter, I have no choice but to decline to testify or otherwise furnish the Committee any information in the possession of the Bureau concerning these matters whether in executive session or otherwise."

THE EXECUTIVE WHO STOPS TO THINK . . .



Knows that "10% for War Bonds isn't enough these days"

Workers' Living Costs going up . . . and Income and Victory Tax now deducted at source for thousands of workers . . .

Check! You're perfectly right . . . but all these burdens are more than balanced by *much higher FAMILY INCOMES for most of your workers!*

Millions of new workers have entered the picture. Millions of women who never worked before. Millions of others who never began to earn what they are getting today!

A 10% Pay-Roll Allotment for War Bonds from the wages of the family bread-winner is one thing—a 10% Pay-Roll Allotment from each of several workers in the same family is quite another matter! Why, in many such cases, it could well be jacked up to 30%—50% or even more of the family's *new money!*

That's why the Treasury Department now urges you to revise your War Bond *thinking*—and your War Bond *selling*—on the basis of *family incomes*. The current

War Bond campaign is built around the family unit—and labor-management sales programs should be revised accordingly.

For details get in touch with your local War Savings Staff which will supply you with all necessary material for the proper presentation of the new plan.

Last year's bonds got us started—*this year's bonds are to win!* So let's all raise our sights, and get going. If we all pull together, we'll put it over with a bang!

This space is a contribution to America's all-out war effort by

RADIO DAILY



you've done your bit
... now do your best!





Coast-to-Coast



BOB Goerner, formerly with KROW, Oakland, California, has joined the mike staff at KQW, San Francisco CBS outlet... Another newcomer to KQW is Henry Grant, singer-announcer from KGO, San Francisco... Dudley Manlove, veteran KQW producer, is now producing and announcing station's new nitery pickup, featuring Dick Reinhardt's band from the Backstage Club.

Dolores Montez Douglas, former Ziegfeld Follies girl and lately featured in supporting roles in New York legit plays, has been signed as the first full-time woman radio announcer in the Albany, New York, territory. She is doing a woman's fashion column of the air for WOKO in addition to her regular announcing duties.

Alan Chase, author of the book "Falanges," is being interviewed tonight by George Hamilton Combs, Jr. over WHN, New York. The topic to be discussed is "Falanges and America."

To aid local retailers to go over the top on their Shangri-La war stamp campaign, WDRC, Hartford, Connecticut, is putting on a heavy spot drive as July draws to a close. A tag-line on all sustaining spots, the following has been added: "Buy War Stamps... Help Build Shangri-La."

Audrey Calder, formerly program director of WHUB, Watsonville, Calif., has joined the staff of KSAN, San Francisco. She is writing continuity for the station as well as operating in the control room. She is the first girl operator working out of the San Francisco local of the IBEW. Eddie Calder, the other half of this radio family, is a writer-announcer at KJBS, San Francisco.

In its salute to the WAVES, on the occasion of their first anniversary, WPEN, Philadelphia, will feature an interview of Lieutenant (i.g.) and a Yeoman, 3rd class, both from the Philadelphia area, and members of the first group to receive training. Lt. May Herrmann, senior WAVE officer in charge of recruiting, and Yeoman Ruth West will be interviewed by Dorothy Flagg Biddle, chairman of the radio department of the Navy League. Program will be heard next Tuesday from 9:30 to 9:45 p.m., EWT.

WAYS, Charlotte, N. C., sales staff was instrumental in selling Baukhage sponsorship to the Foremost Dairies on five other Blue Net affiliates, as well as full sponsorship over WAYS. With the new contract the firm now has one and three-quarter hours weekly on WAYS. They have for several months been sponsoring a half hour of the "Young Americans' Club." Harold H. Thoms, station manager, and Walter H. Goan, director of promotion, made the sale.

WHIO, Dayton, Ohio, is working with CBS on the first program of a new series. Show, "The Rising Generation," will present the story of two boys from Miami, O., 12 and 13 years of age. Youngsters will tell story of how they got started in their present business—*butchering*—and what ambitions they have for the future. WHIO checked for authenticity all information to be used on this program. Series starts July 31, and will be heard every Saturday morning.

Two 52-week program renewals and several year-round renewals for spot clients have been chalked up by WTAG, Worcester, Mass., in recent weeks. Resnick-Miller-England, Inc. have signed "The Community Hostess" for a second year. Participating show is heard Tuesdays and Thursdays at 4:30 p.m. Worcester Baking Co. for Town Talk Bread renewed its thrice weekly 15-minute newscast for 52 weeks... Four other advertisers have renewed contracts on WTAG on a 12-month basis: B & W Lines, bus company, for 30-word anns. Monday through Friday; Mattson's Furniture, 30 words Monday through Friday; Rome Clothing, one-minute news spots thrice weekly; and Heilborn Shoes, one-minute spots, twice weekly.

Fred U. Wamble, chief engineer of KGVO, Missoula, Montana, and James Alden Barber, program director, assisted with the Montana State U. Summer School Theater with the production of Maxwell Anderson's "The Eve of St. Mark." Play was adapted to radio technique, and while not broadcast, was recorded for under the sponsorship of Interstate Laboratories... Martin Synder is the most recent addition to the announcing staff of WINN.

Ned Ervin, production manager of WBNX, Bronx, N. Y., leaves for his annual vacation next week... Livia Chill, one of WBNX's Sunshine Sis-

ters, singing duo, is seriously ill... Marie Georgia Giloth, noted 23-year old contralto, will be heard a guest star on "Entertainment Goes to War" tomorrow at 8:15 p.m. Jack Mitchell conducts the program.

WIP, Philadelphia, has added another remote pick-up to its schedule of dance bands with the broadcasting of Leo Zollo's Orchestra from the "USO-Labor Canteen" at Reyburn Plaza in City Hall Square, where the maestro plays nightly to more than 5,000 service men. Ellen Mitchell, formerly with the "Star Dusters," is featured vocalist.

The sponsor of the Werk "Jackpot" program, the Werk Soap Company, have doubled their time on the air. Since September show has been heard five days weekly on WCLE, Cleveland, Ohio, from 2:15 to 2:30 p.m. Now in addition to those five shows Werk Co. is sponsoring five programs on WHK, Cleveland, from 8:45 to 9 a.m. Fred Smith, of WHK, makes phone calls during the broadcast and if the women who answer can prove they have a package of Werk Soap in their home by reading different lines on the box, they are sent \$5.

Special events department of KLX, Oakland, Calif., broadcast the dedication of the new \$2,000,000 U. S. Maritime Service Officers' School, in Alameda. Thirty officer candidates, received service bars for valor and heroism at sea. Governor Earl Warren headed list of speakers. John B. Hughes was the commentator. KLX announcer was Wally King.

Following the resignation of Stan Shaw, the four-hour record session on WINS, New York, each weekday afternoon from 2 to 6 p.m. will be filled by Ted Lawrence and his "Swing Time Club," which moves from a two hour week-nightly feature. The Lawrence slot will be filled by recent addition Art Green and his "Magic Carpet" show.

Hiawatha Gin Co. of Columbus, Miss., will sponsor the broadcast of the General Election Returns on WCBI, Columbus, on August 3. Station plans to begin broadcasts as soon as returns are available and continue until final results are known. Sponsor is using radio for the first time and will feature information about new seed drying equipment and other facilities available to farmers... Station plans to set up loudspeakers on outside of newsroom in the Commercial Dispatch Building, where broadcasts will originate, for the benefit of visitors. Most of the announcing staff will alternate on the broadcasts.

Newcomers to the announcing staff of WMMN, Fairmont, W. Va., are Dewitt Wyatt, Fred Pelle and Calvin J. Smith. Smith started at KDKA, Pittsburgh, moved from there to WMMN, and is back on the staff after a sojourn at WLS, Chicago.

William Robinson, or three sales representative in the Chicago office of WLW moves to the office next week. Robinson continue with his sales work at the WLW Chicago office, came station three years ago after for WSAI.

Luba Kowalksa, soprano, will regular Sunday evening program, WBYN, Brooklyn, New York, from 8 p.m., EWT, this Sunday. Show her radio debut.

New additions to the announcing staff of WINX, Washington, D. C., former Baltimoreans Allan B. WITH and Howard Tinley of... Harold Gray, WINX announcer has been granted a two month absence... Ralph Cannon, chief engineer, has announced addition of three new employees to his staff: Harry Katz, Henry McNeace and John W. Cannon. This brings the engineering staff to nine in number.

Sees Best Acting Talent Still Coming From S

Chicago—Radio's best acting production talent continues to flow from the stage in the opinion of Wynn Wright, production director of the NBC Eastern Division, who addressed students attending the 5th Annual NBC-Northwestern University summer radio institute in the form of a series of six seminar lectures. "Successful actors need the production and feel of audience response before they face a microphone," he asserted. "They cannot get this experience from appearing before a studio audience. It can come only from years spent on the theater," he asserted. Speaking on "production problems," Wright sketched for students a hypothetical case wherein a leading director is commissioned to build an outstanding half-hour dramatic radio production in which neither time, money nor talent would be deterrent factors. Shifting from such idealistic conditions, the speaker pointed out that while on occasion the industry can operate without restrictions, for the most part it must produce good results under severe strictures of time, budget and talent. "But I would leave you with the impression that a radio director's outlook is not pessimistic," Wright told his listeners. "On the contrary, he has a greater future in a medium that is relatively new and certainly his life will be more orderly than the one he leads on the theater."

As production director of the NBC Eastern Division a year ago, Wright taught radio production at the Institute. The sixth and final lecture in the series will be given by Clifton Utley, news commentator, will speak on "Radio On The Front" on Tuesday, July 27.

1943 BIRTHDAYS

July 23

Jackson Beck John Blair
Earl Gammons Frances Levy
Irving Mansfield Gwyneth Neil
Gale Page Paula Victor

Lillian White

July 24

Bill Bates Arthur B. Donegan
Templeton Fox Chuck J. Grant
Allen Klaus Glenn Riggs
Basil Ruysdael Hollace Shaw

Jerry Wayne

Raymond Edward Johnson

July 25

Ralph Dumke William Gernandt
Nan Grey Bob Mabry
Al Pearce Hal Peary

Bill Shea

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

4, NO. 17

NEW YORK, N. Y., MONDAY, JULY 26, 1943

TEN CENTS

NAB Rules On UAW ET's

Reorganization Shifts Radio To OCR

Washington Bureau, *RADIO DAILY*
Washington—A reorganization of the National Association of Broadcasters, putting across almost all departments concerned with civilian activities has been effected, with authority over broadcasting, along with other amusement enterprises going to the Office of Civilian Requirements. Donald R. Longman is Chief of the Service Trades and Distribution Division while Chief of the (Continued on Page 7)

Work Waives Ruling To Play "Army Hour" ET

embarkation of the Forty-third Division, which left its training in the United States and landed at Sicily to spearhead the American invasion was heard over "The Army Hour" yesterday 7 p.m., EWT, by delayed electronic transcription. The transcription which included the departure of Maj. General Tory H. and graphic details of the (Continued on Page 2)

Gary Sets New Strip CBS, Starting Aug. 2

program featuring the impact of the jobs that American are filling to help win the war will be launched on Monday, by the makers of Wrigley's Great Gum. Presented in the series of exciting and imaginative dramatizations, the new will be heard over the Co- (Continued on Page 6)

Helpers

Sens that the members of the NBC serial "Just Plain" are being dubbed Uncle Sam's helpers. This is due to the fact that Elaine Kent is Captain Major Hostesses at the Stage Canteen, Madeline Pierce is mulling huge boxes of homemade cookies to service men and Arthur Hughes joined others, raid warden.

Slogan

When Earl Bunting, president of O'Sullivan Rubber Co. and Leon Henderson were informally discussing the forthcoming program which will be headed by the former OPA chief on the Blue, starting Aug. 14, they decided to hold on to the slogan: "America's No. 1 Heel."

OWI Completes Panel Of Regional Officers

Washington Bureau, *RADIO DAILY*
Washington—The OWI Radio Bureau has announced the final two of its twelve regional station relations officers. They are: Marvin McAllister, in Kansas City, who will serve the states of Missouri, Nebraska, Kansas and Arkansas, and Lavinia Schwartz, deputy chief of the bureau in charge of the Chicago office. In addition to her duties as head of the Chicago office Miss Schwartz will (Continued on Page 2)

NAB's 7th District Seeks Chain-Rule Review

Cincinnati—Clarence J. Brown, representative from the Seventh Ohio District in Congress, speaking before luncheon of the 7th district of the National Association of Broadcasters at the Netherland Plaza Hotel here Friday, had the following to say about the May 10th decision of the Supreme Court: "Congress has never (Continued on Page 7)

Proposed Plan of Discs Violates Code; If Sustaining Time Is Used, Stations Must Grant Opposition's Views

McNutt May Block Super-Critical List

Washington Bureau, *RADIO DAILY*
Washington—Possibility that WMC Director Paul V. McNutt may step in to block the issuance of the proposed super-list of "critical" occupations, which has been under discussion for some time by the Essential Activities Committee of WMC, rose at the weekend. The committee met to continue its work of compiling the list, but (Continued on Page 7)

Canadian House Leader Asks CBC Board Quit

Montreal—Gordon Graydon, Progressive Conservative House leader, called in the Dominion House of Commons for a "wholesale resignation" of the Board of Governors of the Canadian Broadcasting Corp., and a (Continued on Page 2)

CBS Names Joan Lane Trade News Editor

Joan Lane, acting CBS trade news contact for the last five months, has been made Trade News Editor of CBS effective today, by George Crandall, (Continued on Page 2)

Washington Bureau, *RADIO DAILY*
Washington—Broadcasters were advised that transcriptions for which the United Automobile Workers, CIO, are seeking to buy time are in violation of the NAB code and if they are presented, should be given sustaining time only. The series concerns public issues of the day. For instance, one calls for the public to write Congressmen demanding a roll back of food prices to the level prevailing at the date wages were fixed. However, since they are not issues (Continued on Page 6)

NBC June War-Shows Near 88-Hour Mark

National Broadcasting Co. devoted 87 hours, 54 minutes of the network time to war effort programs in June, according to the web's Research Division. Of this total time, commercial sponsors contributed 30 hours, four minutes with NBC donating the balance via sustaining programs.

"Army" Movie Premiere Programmed Over WMCA

World premiere of Irving Berlin's "This Is the Army" in motion picture form, will be broadcast by WMCA from the lobby of the Hollywood Theater, Wednesday, July 28, 8:15-8:45 p.m., EWT. Jerry Lawrence (Continued on Page 2)

★ THE WEEK IN RADIO ★

... Cox Committee Recess

By PEGGY BYRNE

COX Committee investigation of the FCC continued through last week, recessing Washington sessions on Thursday until August 9. Further hearings are scheduled to take place in New York during the first week in August... Phillip Hamblet, assistant director of OWI overseas branch, and Harry S. Barger, Chief Investigator for the Committee, were questioned on Monday, and FCC Commissioner T. A. M. Craven was principal witness at the other sessions... Main is-

... issues of the probe were the Foreign Broadcast Intelligence Service, the Radio Intelligence Division and matters connected with them. Garey charged the FCC with misappropriating funds designated for the FBIS for raises for employees doing other work, as well as those engaged in FBIS activities... Particular aspect of the FBIS which was minutely examined was the expansion of the North African staff, and the Army's (Continued on Page 3)

Symph Ceremonies

On the occasion of NBC formally turning over the reins of the NBC Symphony to General Motors, next Sunday, David Sarnoff will be on hand to take part in the ceremonies, also C. E. Wilson, president of G.M. Orchestra under Toscanini and other noted conductors has been a sustaining on NBC for the past six years, since its inception.



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

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FINANCIAL

(July 23)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Nat. Union Radio. Columns include Bid, Asked.

OVER THE COUNTER

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

'Army' Movie Premiere Programmed Over WMCA

(Continued from Page 1) and Ethel Colby will handle the descriptions and interviews. When production opened as a lighter last year, radio rights for a lobby broadcast were set as high as \$10,000, but no station took it.

CBS Switches Wilson

John Wilson, formerly of the Columbia shortwave production and announcing staffs, has been transferred to the CBS Network Operations Department as an assistant director, it was announced Friday by Horace Guillotte, CBS Manager of Network Operations. Wilson came to CBS in July 1937, and joined the shortwave production staff in December, 1941.

BALTIMORE'S BLUE NETWORK OUTLET WCBM National Representatives: SPOT SALES, INC. - New York - Chicago - San Francisco

Network Waives Ruling To Play 'Army Hour' ET

(Continued from Page 1)

It was made secretly by the War Department, and was cleared for broadcast by the Joint Army and Navy Board of Security at the personal request of high military authorities.

The 45th, which comprises men from the southwest and a large number of American Indians, left the shores of the United States without previous battle experience, although it had been intensively trained, and played a key role in the Sicilian invasion.

Departing from its established rule, NBC was permitted the playing of the transcription because of the importance of the broadcast.

Following the embarkation transcription, 'The Army Hour' switched to an overseas point to bring the voices of soldiers of the 45th who have been fighting in Sicily. The broadcast included the appearance of one of the senior commanders of the Sicilian invasion.

Other portions of the hour-long program included a report by Col. Royal L. Gervais, Artillery Executive Officer, who was in Guadalcanal for the entire operation.

From Washington, Col. R. Ernest Dupuy presented the usual official weekly summary of the war.

CBS Names Joan Lane Trade News Editor

(Continued from Page 1)

Director of Press Information. Miss Lane came to CBS in May, 1942 as a member of the Magazine Division of the Publicity Department. She transferred to the Trade Section in September of that year as assistant to Ralph Gleason, then Trade News Editor and now a member of the Overseas Branch of the Office of War Information.

Prior to joining Columbia, she was a feature writer for the youth publication, 'Young America.' She attended Smith College and Columbia University.

OWI Completes Panel Of Radio Regional Heads

(Continued from Page 1)

he station relations representative for Illinois, Wisconsin, Iowa and Indiana.

These offices will take over in part the functions of the defunct OWI Field Division.

Announcement of the OWI Radio News Committee is expected in about ten days, Palmer Hoyt, domestic director, said Friday. He already has the committee picked out he said, but has not had acceptances from those he has chosen to serve. He does expect these acceptances, however, since he knows that the industry is anxious for the committee. The nine-man group will include representatives of NAB, the networks and independent stations. For more complete details of the other ten appointments by the OWI Radio Bureau refer to the Thursday, July 15 issue of RADIO DAILY.

Canadian House Leader Asks CBC Board Quit

(Continued from Page 1)

reorganization that would remove any possibility of suspicion that the board was not non-partisan. Graydon mentioned particularly the chairman, Rene Morin of Montreal, and a member, E. H. Charleson, Ottawa lawyer, whose presence on the board, he said, provided 'a situation calling for complete reorganization of the board.'

He said Morin was for several sessions of Parliament a member of a Federal Liberal government and that Charleson was reported to have presided at a meeting of an Ottawa Liberal Association. He had never met Charleson but he believed that a situation should not continue where a member of such an allegedly non-partisan board should be permitted to engage in party political activities.

Morin was Liberal member of Parliament for the old constituency of St. Hyacinthe-Rouville from 1921 to 1930.

Based on Last Year's Report

Graydon's argument was based particularly upon the report of last year's Commons Radio Committee which was such, he said that the Board of Governors should have resigned at once.

There should be representation of labor and organized agriculture of the board in the reorganization, he said.

Graydon made his comments on an item of \$640,000 for the CBC in the war appropriation for the war services department. There was no reply from war services Minister LaFleche.

Wallenstein On Leave To Join L. A. Symphony

Alfred Wallenstein, conductor of the 'Sinfonietta' over Mutual, and musical director of WOR, has been engaged as permanent conductor of the Los Angeles Philharmonic Orchestra.

He will take a leave of absence from the station and network, returning upon the end of the orchestral season. Wallenstein as a cellist, has played with all the major orchestras in the country, being the first cellist with the Chicago Symphony for seven years, and Toscanini's first cellist for another seven with the New York Philharmonic. He will continue to conduct the 'Sinfonietta' until he leaves for the West.

5000 WATTS 1330 KILOCYCLES WEVD NEW YORK'S STATION OF DISTINCTIVE FEATURES ENGLISH • JEWISH • ITALIAN The roster of advertisers using WEVD year after year reads like 'Who's Who' in National Advertising. List on request. HENRY GREENFIELD, MANAGING DIRECTOR WEVD-117 W. 46th Street, New York, N. Y.

COMING and GOING

LEE B. WAILES, of Westinghouse Radio, Inc., visiting NBC station relations.

ARTHUR PERLES, assistant CBS director, left Friday on three-week trip.

MILTON GREENEBAUM, general manager WSAM, Saginaw, Mich., NBC-ing station.

LOUIS H. TITTERTON, manager of script department, on vacation for two weeks. JACK BURNETT, commercial manager KUTA, Salt Lake City, around town.

JOHN McNEIL, manager of WJZ, on vacation from his vacation.

C. W. MEYERS, president and station manager of KOIN, Portland, Ore., is on home.

F. C. SOWELL, general manager of Nashville, arrives in the Tennessee city today.

ADRIENNE SAMUEL, singer on CKAC, Montreal, stopped off in Albany to make an appearance on Forrest Willis' musical program on WOKO.

MARTHA BROOKS, WGY, Schenectady, on the 'Market Basket' is on her way. Sally Martin will substitute.

EDMUND R. VADEBONCEUR, WSYR, commentator, returned to Syracuse over week-end.

Blue Skeds 'Jack Smith'

'Jack Smith,' the 'whispering tone' who was the first to croon radio audience, has been sked on WJZ-Blue Net in a five-minute program at 11:55 p.m., EWT, on Monday, Tuesday, Wednesday and Friday. Smith's recording of 'Cecilia' in years ago achieved the greatest for a single song by an individual artist, is swamped by autograph hunters who remember his recording when he appears with the 'WJZ Victory Troupe' at Army camps, Marine and Coast Guard bases.

'Hot' Availability IT'S A GIFT! 'UP AND AT 'EM'-6 to 9 A. M. program contains all the profit-making elements of early morning programs plus MONEY GIVEAWAYS. \$4.50 per 1 minute spot (156 time basis) Write for past success stories and current availabilities. WITH IN BALTIMORE TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

THE WEEK IN RADIO

... Cox Committee Recess

(Continued from Page 1)

desire to remove the staff...
 utionality of FBIS' existence
 also questioned; for, although
 has voted it funds, there
 en no legislation authorizing
 nation... Chairman E. E. Cox
 the FCC of destroying free-
 speech, and Garey condemned
 icence of the Commission...
 hairman Fly repudiated Garey's
 ents regarding size and func-
 of FBIS North African staff,
 ened charges that FBIS and
 ere "useless," quoting letters
 amendation on the work of
 oups.

Manpower Commission re-
 artists, sound effects men, pro-
 directors and writers from
 industry freeze in the New York
 ea... American Federation of
 ans' Local 802 clamped down
 NEW, New York, for using
 union" made British recordings
 rican songs not recorded here
 ate of the ban. Local called the
 expand out on strike until given
 instructions by the union.
 ck was settled in two days by
 is promise not to use the disks
 tual announced completed lists
 mittees set up to coordinate
 activities. Committees (Sales
 archandising, Program, and Sta-
 ervice) are divided into A, B
 groups which will convene in
 ork at various times during
 e p.c.

adian House of Commons Radio
 mtee suggested that the CBC
 out protect the use of the chan-
 signed to it by increasing the
 ve of all Canadian stations, if
 eary. In a report, Committee
 ed that, unless carefully

guarded, the full use of the channels
 might be endangered... NAB ap-
 pointed six new public relations heads
 to work with the NAB Public Re-
 lations Committee... U. S. Navy polite-
 ly refused James C. Petrillo's offer
 of AFM membership to make disks
 for that branch of the service, reply-
 ing that their present supply was suf-
 ficient for their purposes... At least
 seven lawsuits have been filed against
 Benton & Bowles, and one against
 NBC, disputing the ownership of the
 new show, "Blind Date."

War Labor Board decided that the
 AFM dispute with the transcription
 companies over the recording ban is
 within their jurisdiction... UP ex-
 tended its high-speed wire on a full
 day schedule to New Mexico and
 Texas... New York City station pro-
 motion heads met again to consider
 the problem of promoting the New
 York market. Tentatively decided to
 use two pages of advertising in the
 next four months... Donald Stauffer,
 head of OWI Domestic Radio Bureau
 made it clear that he intends to re-
 main with the Bureau... Gordon
 Mills was appointed business manager
 of the radio department of Arthur
 Kudner, Inc... OWI will probably
 pay costs of production on disks made
 by broadcasters for it. Production is
 being requested to fill a job formerly
 under the jurisdiction of the Domes-
 tic Branch Field Division... Philco
 appointed Palmer M. Craig as chief
 engineer of the radio division... Na-
 tional Radio Records' June reports
 show an increase in national spot biz
 on smaller stations... AFRA won
 Chicago arbitration case. Ruling held
 the WBBM announcer was entitled to
 commercial rates on Esso newscasts.

"Any Show" Adaptation Scheduled By Mutual

Adaptation of the all-soldier
 "This Is the Army" will be
 ed on Mutual's "Soldiers With
 Wednesday, July 28, 9:30-10
 ne evening of the motion pic-
 remiere of the production at
 ollywood Theater, here. Stars
 film—Joan Leslie, George
 and Alan Hale, will appear in
 oadcast version which will
 e in the West Coast Air Force
 nts, Santa Ana, Calif.

G. E. Promotes Gillen

G. E. Gillen has been appointed
 nior of manufacturing of the
 Division of General Electric
 eonics Department. Gillen will
 sponsible for all G. E. tube
 anufacturing activities at Buffalo,
 and, Lynn and Schenectady.

MP has a new HIT BULLFROGS AND MARINES

Introductory broadcast date
 will be announced Friday.

Phila. Newspaper Expands News Periods On WFIL

Philadelphia — The Philadelphia
 "Evening Bulletin," currently spon-
 soring news at half-hour intervals on
 WFIL's "News n' Music" noon to
 5 p.m. daily, have contracted for three
 15-minute periods in addition. Pro-
 gram is to be titled "Men Who Make
 the News" and will be presented
 Monday, Wednesday and Friday, 7:15
 to 7:30 p.m., EWT.



"That reminds me — WFDF, Flint, Michigan, regulates the length of its commercials."



TWO ARE BETTER THAN ONE
Any Day!

DON'T STOP AT ONE SPONSOR FOR
FULTON LEWIS, JR.
 SELL HIM AT A LATER TIME
 TO A SECOND SPONSOR



HERE'S HOW

It's easy... sell a "play-
 back"! It's been tested on
 the Don Lee stations and the
 response from each broadcast
 was terrific... way ahead
 of the "pull" before the play-
 back was used. Don Lee uses
 his repeat broadcast at 9:45
 P.M... the original Lewis
 newscast reaches the west
 coast at 4 P.M., PWT. This
 idea offers unlimited possibil-
 ities to those Mutual stations
 who have already sold Lewis
 to one sponsor. KHJ in Los
 Angeles is using Fulton
 Lewis, Jr., THREE times
 daily! Give it a try!

Fulton Lewis, Jr., mer-
 ited the DuPont Radio
 Commentator Award
 for 1942. Sell him at
 your one-time quarter-
 hour rate per week.
 Wire, phone or write
 WILLIAM B. DOLPH,
 W O L, Washington,
 D. C.

ORIGINATING FROM **WOL** WASHINGTON, D. C.
 Affiliated with the **MUTUAL BROADCASTING SYSTEM**

Los Angeles

By RALPH WILK

THE Barries, Cleveland recording girl trio, have made such a hit on the new Fred Brady Thursday comedy show that their services have been engaged through August 5.

Nearly all radio music requirements are special, observes conductor Felix Mills, who owns a music library of over 1,400 folders filing some 4,000 arrangements. Mills still has to compose special "bridges" for his "Silver Theater," "Date with Judy" and "Tommy Riggs and Betty Lou" broadcasts.

"The Night We Called It A Day" was Steve Merrill's tenor solo when he was heard as vocalist on the "Music by Lou Bring" program presented from Hollywood Radio City over the Pacific Coast Blue Network, July 21.

It's "vacation time" for Betty Rhodes and the "This Is The Hour" staff on KHJ-Mutual Don Lee. The young singing-dramatic star said "au revoir" to her listeners in this country and Canada last Saturday night as the program went on leave for two weeks. During the next two weeks one of the oldest programs on KHJ-Mutual Don Lee, "California Melodies," will be heard in the time reserved for "This Is The Hour"—Saturdays at 8:00 p.m., PWT. Miss Rhodes will be back on the air when her holidays are completed two weeks hence.

Eddie "Tex" Dean, baritone of the "Judy Canova Show," is the seventh son of a seventh son. That, according to superstition, takes care of the fact that he was born with a talent for singing, playing a violin and guitar, sculpture, wood carving, painting and acting in the movies, etc.

Tom Reddy, new emcee of the Sunday afternoon "Fitch Bandwagon," who spends most of his time on the air interviewing orchestra leaders for the edification of the KFI audience, was on the receiving end of the question-and-answer treatment Thursday (22), when he was interviewed by Ted Bentley, KFI radio critic and commentator, on "Listen to This."

Frank McDonnell, Jr.

San Francisco—Frank McDonnell, Jr., KGO salesman, formerly in radio sales work in Chicago and New York, died here recently as a result of an overdose of sleeping tablets. McDonnell joined KGO two months ago from KSFO, where he was national sales chief. Before coming west he has been sales manager of Advertisers' Recording Service, New York, also WHN, and CBS radio sales, New York, and WBBM, Chicago.

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



Radio Round-Up! ! !

● ● ● Eddie Cantor back in Hollywood as producer for RKO... Maurice Zolotow has a feature on Duke Ellington in the August 7 issue of the "Saturday Evening Post"... Sam Branson, of the William Morris office, was hitched to Terry Kelly, Copacabana siren, Friday... Unusual factor in Martin Block's band popularity poll, just completed, is that Glenn Miller won second place even though his band has been non-existent... Billy Burton has taken an elaborate suite of offices in the RKO Building for his management business. He already has such stars as Jimmy Dorsey, Dick Haymes and Helen O'Connell in his stable... Beatrice Kay is dropping the "Gay 90's" tag with which she has been identified and will be groomed as the American Gracie Fields... Bill Von Zehle, star salesman of WINS, has opened his own advertising agency... Arnold Horwitz has written a comedy song which will be featured in the new edition of "Meet the People," opening on the west coast this week.

★ ★ ★ First of the big shows to return after summer hiatus will be Ralph Edwards' "Truth or Consequences" August 28... Kate Smith was one of the first purchasers of tickets to the premiere of "This Is the Army" at the Hollywood Theater, N. Y., last week. Tickets are scaled from \$2 to \$55, all proceeds going to Army Emergency Relief... Marion Hutton quits the Glenn Miller Singers to do a single and Paula Kelly takes her place September 10th in Detroit... Spike Jones is on his way east to do theater dates... Sammy Kaye has snared two of Fred Allen's Mighty Art Players for his Old Gold program—Minerva Pious and Charley Cantor... Hollywood movie lots will soon look like a network studio what with Fibber McGee and Molly, Oscar Levant, Al Pearce, Jack Haley, Paul Whiteman and several bandleaders mugging before the cameras... Is it true that they're making a cowboy screen star out of Vaughn Monroe in Hollywood... E. C. is still looking for a "Mad Russian" replacement... Jay Jostyn, "Mr. District Attorney," just received a sheepskin rug from his brother, who is a Captain in the Army in Australia... Bob Hawk, of "Thanks to the Yanks," says there's trouble brewing in one of the new all-girl swing bands. Seems the gals are too hep-catty!... Senator Ford should be a sensation when television gets here because of the card tricks he knows... Sonny Skyler leaves Vincent Lopez at the Taft this week to go out on his own. He has a nightly spot of his own on Mutual.

★ ★ ★ Paul Lavallo and his Stradivarius orchestra may go on CBS this fall weekly for Matchabelli Perfumes... Bobby Hookey, the five-year-old jitterbug featured on NBC and Mutual has just finished a short for Universal... Joan Davis' price in pictures has tripled since she went on the Sealtest program... Walter Winchell is back in New York... The reason Woody Herman, the bandleader, and Dave Alber, his p.a., always talk about their baby daughters is that they were born on the same day, September 3rd, 1941... Larry Adler has gone to England on a USO mission... Three former editors of Movie-Radio Guide are now in the CBS Press Department—Arthur Miller, Melvin Spiegel and Ethel Kirstner... Carol Hughes has resigned as editor of Tune In Magazine to join the NBC Press Department... Because of the success of "Cabin In the Sky" and "Stormy Weather," a couple of agencies are submitting shows with all-colored talent for radio series... Lou Costello still under the weather and the return of Abbott and Costello to the air this fall is still uncertain... The gal who gets the role of "Miss Duffy" in "Duffy's Tavern" picture now being made on the coast will probably get the radio role, too... If Fred Allen returns to the airwaves, he'll insist on a full hour show or nothing at all... The Mike (CBS Press Dept.) Boscias are looking forward to their third blessed event.

★ ★ ★ Remember Pearl Harbor

Chicago

By FRANK BURKE

RUMORED that Shep Charney, publicity director for WBBM in Chicago slated for a post which will give him added responsibilities.

Chuck Logan, director of events for WBBM-CBS in Chicago has resigned to accept a post with foreign radio service. No successor has been announced yet.

Henny Youngman returned to New York Friday after a week's engagement at the Oriental Theater and two weeks for network commercials.

Joe Ainley, producer of "Nighter," auditioning for assumption of the network show in September.

Joe Hartenbauer of Blue Network Sales back from a fishing trip in consin with John Grimes, advertising director of Wheeling Steel Company.

Governors of three states announced ranking military leaders participated in the WGN broadcast.

"B-26 Bomber Day" program originated from the J. C. Cassairplane division at Rockford on Saturday, 12:30-1:30 p.m.

Five hundred advertising executives and radio advertisers in the Chicago area have been invited to the first public showing of the Mutual Broadcasting System's new chrome presentation, "This Is Mutual," at the Drake Hotel on Thursday afternoon, July 29.

Miller McClintock, president of Mutual, will address Chicago meeting with Robert Schales, sales promotion director, and Latham, assistant sales manager, coming from New York for gathering.

Alex Dreier, NBC commentator back from a vacation spent on the West Coast and has resumed his a-week morning news comment from the Chicago studios.

Paul Jonas Touring

Paul Jonas, assistant director of special features and sports at Mutual is on a tour of Eastern army camps to determine entertainment needs of the service men, as source material for a series of war effort programs being planned by Mutual in cooperation with the Army. Jonas left Saturday, accompanied by Army officers and will be gone a few days. Later camps further West may be included in this plan.

N.B.

WE PROBABLY HAVE REGISTERED WITH US THE RIGHT PERSON FOR THE VACANT POSITION YOU ARE TRYING TO FILL.

CALL—

FRANK McGRANN

POSITION SECURING BUREAU, INC.

(Agency)

331 Madison Ave. (43rd St.), New York

MURRAY HILL 2-6494

★ GUEST-ING ★ ★

RAINE DAY on Johnny Mer-
President program with credit
amount's "The Story of Dr.
tomorrow (WEAF-NBC, 10

DIER-GENERAL GEORGE
Deputy Surgeon-General of
United States Army on the
"Geo Youth" program tomorrow
(NBC, 7:30 p.m.).

WELCH POGUE, chairman of
Aeronautics Board on tomor-
(ABC-CBS, 10:30 p.m.).

MACKENZIE, who conveys
cries backstage for the
play "Three's A Family,"
Butterworth's "Take A
show Wednesday (WOR-
3:30 p.m.).

LANDIS, ANDREWS SIS-
MONTY WOOLLEY on
"Door Canteen" Thursday,
(CBS, 9:30 p.m.).

T contesting on Wally But-
"Take A Card" quiz show
(WOR-Mutual, 8:30 p.m.).

JOSEPH C. O'MAHO-
oming (D), former GOV-
RALPH L. CARR, Colorado
America's Town Meeting" Thurs-
(Blut, 8:30 p.m.).

FRAGLAND revisits "Kraft
" Thursday (WEAF-NBC,

MASSEY, on Bill Stern's
Sports Newsreel" Friday
(BC, 10:30 p.m.).

BELLAMY on "Arm-
heater of Today" Saturday
(BS, 12 noon).

YMAN on "Stars Over Hol-
aturday (WABC-CBS, 12:30

to America"
on Yankee Network

to America," new show
in Boston, will have its
on Sunday, August 1, from
5 p.m., EWT, over the entire
network. Half-hour musical
program will be built
theme of why we should
to be Americans, and will
ear Sunday afternoon feat-
ored by the Yankee net-
ers. General Tire orches-
and trio, and General Tire
ill make up the talent. On
show WAC glee club and
will be heard.

WANTED IMMEDIATELY
WRITER

experience in all writing fields.
ages, 45 years of age. Write
NY, Box 724, 1501 Broadway, New

GREGORY RATOFF on "Blue Rib-
bon Town" Saturday (WABC-CBS,
10:15 p.m.).

MRS. KATHERINE J. MARSHALL,
wife of General George C. Marshall,
chief of staff, U. S. A., on "Golden
Gate" program Saturday (WABC-
CBS, 9:30 a.m.).

RUSS MORGAN on "Million Dollar
Band" show Saturday (WEAF-NBC,
10 p.m.).

G. A. BORGESE, professor of Italian
literature, LOUIS GOTTS-
CHALK professor of modern history,
and RICHARD P. McKEON, dean of
the division of humanities, all of the
University of Chicago, on "University
of Chicago Roundtable" Sunday,
(WEAF-NBC, 2 p.m.).

BERT LAHR on "Paul Whiteman
Presents" Sunday (WEAF-NBC, 8
p.m.).

CONSTANCE MOORE, screen ac-
tress on "Bob Crosby and Company"
Sunday (WEAF-NBC, 10:30 p.m.).

JAMES M. LANDIS, director of
Office of Civilian Defense on "Labor
For Victory" Sunday (WEAF-NBC,
1:15 p.m.).

JOSEPH B. EASTMAN, director of
Office of Defense Transportation on
"Wings Over Jordan" Sunday
(WABC-CBS, 10:30 a.m.).

DR. FRITZ REINER, MARJORIE
LAWRENCE, soprano, conductor and
soloist, respectively on New York
Philharmonic Symphony Orchestra
program Sunday (WABC-CBS, 3 p.m.).

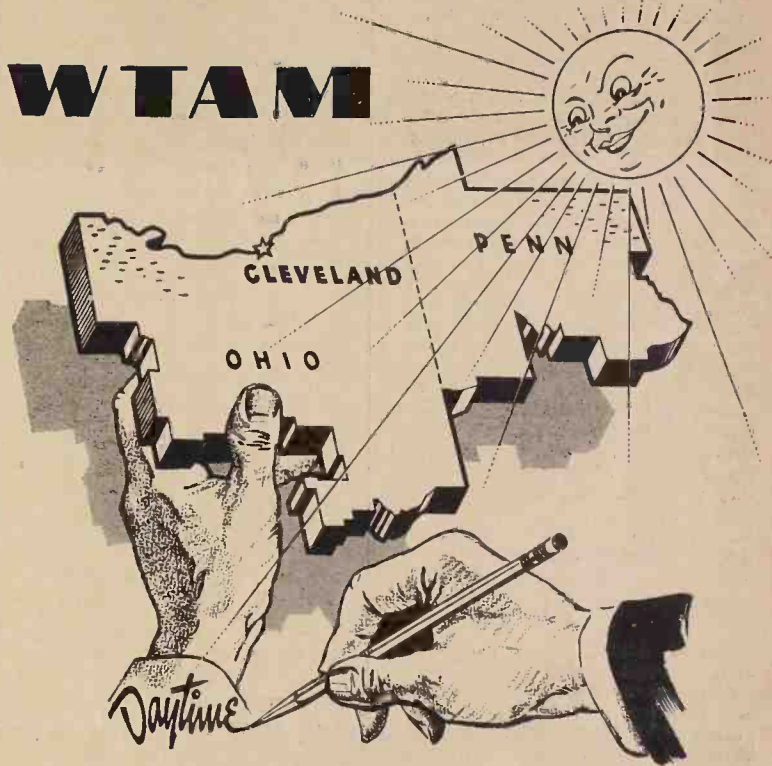
EDNA BEST, British screen and
stage star, on "Silver Theater" Sun-
day, (WABC-CBS, 6 p.m.).

WHN Cuts Spot Anns.
"Gloom Dodgers" Up 30%

By eliminating several of the spot
announcements on "Gloom Dodgers"
the WHN 4-hour variety show listen-
ing audience figures have jumped
30 per cent according to a survey
made by the station. In redesigning
the show for audience appeal and
taking the cue from the trend away
from too many spots. WHN manage-
ment set up rigid rules which limit the
length and number of spot commer-
cials within each quarter-hour period
show which runs from 9 a.m. to 1 p.m.
The newly installed practice of
keeping the commercials down to the
minimum and giving the listener the
maximum amount of live big-name
talent is given as the reason for the
30 per cent increase in listening audi-
ence for the entire four-hour period.
Some of the periods show as high
as 50 per cent increase. Sponsor's
and station's exploitation of these
particular periods are credited for
these increases.

WHAT THE RADIO
TIME BUYER WANTS
TO KNOW ABOUT

WTAM



COVERAGE

1,253,600 families in WTAM'S Primary Area
listen MOST to WTAM. For example:

*% of Radio Families Who Listen MOST in DAYTIME to:

| | WTAM | STATION B | STATION C |
|---------------------|------|-----------|-----------|
| CLEVELAND | 34% | 13% | 12% |
| AKRON | 32% | 21% | 16% |
| CANTON | 47% | 4% | 7% |
| LORAIN | 56% | 17% | 7% |
| MASSILLON | 47% | 9% | 4% |
| WARREN (Ohio) | 53% | 5% | 1% |
| YOUNGSTOWN | 31% | 14% | 29% |

Yet WTAM costs only \$.000073 per Family

*NBC 1942 Nationwide Survey

WTAM
CLEVELAND

NBC Network 50,000 Waifs • Owned and Operated by NBC
REPRESENTED NATIONALLY BY NBC SPOT SALES OFFICES

NEW BUSINESS

KECA, Los Angeles: Allstate Insurance Co., insurance, 62 anns., through Ruthrauff & Ryan; Turco Products, Inc., cleaner, 39 15-min. programs, Tuesday, Thursday, Saturday, 13 weeks, through Warner Fehlman; Interstate Bakeries Corp., Log Cabin, Town Talk, Weber bread and butter-nut, 40 anns., three a week, through Dan B. Miner Co.; Joseph Tetley Co., Inc., Tetley soups, 156 anns., through Duane Jones; E. O. Anderson (Shontex), hair conditioner and shampoo, 52 30-min programs, through Barton A. Stebbins; Esquire Inc., Coronet magazine, 34 anns., through Schwimmer & Scott; Golden Age Corp., macaroni, 364 anns., 28 a week, through Brischer, Davis & Van Norden; North American Aviation Corp., employment through Batten, Barton, Durstine & Osborn, Inc.; Thrifty Drug Co., drugs, 208 participations, four a week, through Hillman-Shane-Breyer; Esquire Inc., coronet magazine, 20 anns., through Schwimmer & Scott; Sealy Mattress Co., mattresses, 53 commentary programs, titled "Alvin Wilder," one a week, through Alvin Wilder; M. Weinstein, jewelry, 13 programs titled "Highlights in Week's News," one a week, through Adolph Wenland advertising agency.

WABY, Albany: Ex-Lax, Incorporated, through Joseph Katz Company, 114 announcements; Dearnstine Brothers Tobacco Co., five-minute news periods, 13 weeks; Gold-Tone Studios, 26 weeks, daily announcements; Mildred Elley School, five-minute live periods, daily, 13 weeks; W. G. Morton Coal Company, 10-minute periods, 13 weeks; Kellogg Company, through Kenlon & Eckhardt, Inc., 38 weeks, 15-minute periods, Monday through Fridays.

WSNY, Schenectady: General Electric's "The World Today," news show, week-days, through special arrangements with CBS and a line from Albany; Dobler Brewing Company, Fulton Oursler "Pay Off" news; Fabian Theaters, spot announcements; Imperial Dress Shop, 15 minute style show daily; Saratoga Racing Association, spot announcements daily.

WOKO, Albany: National Biscuit Co., through Federal Advertising Agency, 36-minute announcements; Diamond Crystal Shaker Salt, through Benton & Bowles, Inc., daily announcements; Grand Theater, daily announcements; Stonehenge, Inc., 10 daily anns. National Savings Bank, 13 weeks, anns., through Hevenof agency; Albany Veos, daily anns., 13 weeks; DiJimas Bros., daily anns., 52 weeks! Stevens Clothing, five-min. news, 39 weeks; Albany Garage, 13 weeks, anns.; Carter Products, Inc., 150 five-min. prds., daily, through Ted Bates, Inc.; Healys', five-min. news, 13 weeks. Harfinger Baking Co., anns. 13 weeks.

KFI, Los Angeles: Yami-Yougurt Co., dairy products, 27 part. anns., on

UAW ET Plan Violates Code; Substitute Rule Can Be Used

(Continued from Page 1)

which will be on any ballot, they must not be considered as "political" under the NAB code.

In addition, NAB sources said, these discs employ dramatic technics and are thus in violation of the code since it is held improper to dramatize or "play upon the emotions" in broadcasts involving public questions. These transcriptions, said NAB are obviously designed to influence public opinion, and should thus not be presented in paid time. It is strictly up to the individual broadcaster whether he wants to present them on sustaining time, but if so, according to NAB, he should be prepared to grant equal time for the presentation of opposing views. The raising of this issue, according to an NAB official, is done with a view toward "our duty to Congress and the public."

NAB quarters doubted that UAW had consulted with responsible broadcasters before preparing the discs, pointing out that, if they had, they

would not be trying to "use radio improperly."

In a letter to all NAB members Willard D. Egolf, assistant to NAB President Neville Miller and acting secretary to the Code Compliance Committee, quoted the section of the NAB code involved. Then states that "manifestly any movement to influence public opinion the subject of the actions of Congress is not 'broadcasts in connection with a political campaign in behalf of or against the candidacy of a legal qualified candidate for nomination or election to public office, or in behalf of or against a public proposal which is subject to ballot'. Therefore broadcasts of this nature should not be classed as political under the code, nor should they be presented on paid time.

"Station management should accept the responsibility of considering this matter as a controversial issue and allot time to both sides or schedule it on a public forum broadcast, if consistent with the public interest."

WABC Opens Campaign For Musical Instruments

WABC, key outlet in New York for CBS has inaugurated a drive for musical instruments for men in the armed forces. Station has undertaken the campaign due to the fact that the Army is not allowed to make such requests and WABC will give the drive an around-the-clock workout.

Small instruments should be mailed or brought to the CBS studio building at 49 East 52nd St. Those who wish to give larger instruments, such as pianos, cellos, harps or bass fiddles should notify station WABC by postcard, and they will be collected.

Particularly needed at this time are harmonicas, ukuleles, guitars, banjos, accordions, ocarinas, mandolins and pianos. Although these instruments are most in demand those in charge of the campaign hope for sufficient stringed, percussion, brass and reed instruments to make possible complete orchestras.

In connection with the drive, Col. Harold G. Hoffman, former governor of New Jersey, will be heard with Adelaide Hawley on her "Woman's Page of the Air" program Thursday, July 29 (WABC only, 8:45 to 9 a.m., EWT).

Art Baker's "Notebook," three a week, through Erwin, Wasey & Co.; Pep Boys, Manny Moe and Jack of Calif., automobile accessories, 262 15-min. news programs, five a week, through Milton F. Weinberg advertising agency.

WNLC, New London: Continental Baking Co., two daily one-min. ets. to Dec. 10; Electric Boat Co., every available station break. Templeton Radio Co., five-min. series.

Wrigley Sets New Strip On CBS, Starting Aug. 2

(Continued from Page 1)

Columbia network Monday through Friday at 5:45 to 6:00 p.m., EWT, going off is "Keep The Home Fires Burning." Agency is Arthur Meyerhoff & Co.

"American Women" is a salute not only to the women in the armed forces and war industries but equally to those who are keeping the nation's everyday business in operation by filling the jobs that have been left vacant by the demands of war. From all walks of life women are stepping into the jobs in laundries, in grocery stores, as bus drivers and elevator operators and in many other necessary industries and businesses that must be kept going. This program will tell how important these jobs are and will dramatize the experiences of women who have decided to take jobs where they are needed.

The "American Women" series is being written by Doris and Frank Hursley and is produced in the studios of WBBM, Columbia's Chicago station, by Bobby Brown.

WJZ Adds Two Accts.

Piel Bros., Brooklyn, will sponsor a five-minute program featuring the "Korn Kobbler" on WJZ, beginning Monday, August 2. In behalf of Piel's beer, the program will be heard Monday through Friday at 7 p.m., EWT. Sherman K. Ellis & Co., New York, is the agency.

Harman Watch Co., New York, has launched a campaign for its watches on WJZ as the sponsor of "Midnight Extra," a five-minute news summary with George Hayes as the announcer. Harman sponsors the news summary five nights weekly at midnight. Moss Associates, New York, is the agency.

With the Colo

MERVYN A. HOLZAGER, at WWRL, Woodside, N. Y., entered for service in the Na

—vvv—
STUART LELAND, chief at WSRR, Stamford, Connecticut this week to Fort D. induction.

—vvv—
RAY RODGERS, WFIL, phia, master control engineer been commissioned Warrant in the U. S. Marine Corps. H. for duty this week.

—vvv—
BOB NICHOLAS, forder at KXOK, St. Louis, Miss. been promoted to the rank tain in the U. S. Army. At the time Nicholas is in charge Army's Radar school at L. Kentucky.

—vvv—
PVT. SID WEISS, formerly Daily staff awoke to find h Sgt. the other morning at Cam Texas. Seems kinda happy at whole three stripes.

—vvv—
BOB BARKER, chief annou assistant program director at Dayton, Ohio, has reported Hayes, Columbus, for induct

—vvv—
PETE SAVESKY, former Albany, New York, engineer listed and is an aviation cadet Field, Hemet, Calif.

—vvv—
BOB CRAGIN, formerly Leighton & Nelson Agency, S tady, until his induction in the is stationed at Camp Upton Island and is doing public work there.

Pop Music House Buy Musical Quiz On

The Kenmore Publishing sponsoring a five-minute quiz gram on WOR for eight weeks ing this week. Show airs 6:55 on Thursdays and Fridays, anures Joe Bier and Harry C Weiss & Geller handle the Station will start a new sus series of dramatic adventure called "Foreign Assignment" day, 8:30 p.m. for weekly broa Product features an American English correspondent and a woman. Frank Phares, former respondent, is writing the scrip Riley, directing, and the Souvaine office producing. Mutu work will carry the program.

Stork News

Albany—The stork called at station here, with a fourth da born to WABY engineer Tom ton and his wife at Samaritan pital, Troy. Named Catherine new baby weighed eight pound arrival. The Stapletons other children are girls, too.

Richard Kollmar, star of the serial "Bright Horizon," is a again. This time it's a girl, Jill Ellen Kollmar. Mamma is co ist Dorothy Kilgallen.

Reorganization Its Radio To OCR

(Continued from Page 1)
 and Recreation Section
 man will be George W.
 effect this change will
 broadcasters is still a matter
 relation but the order ap-
 vatives OCR broad powers of
 on, so that it may move
 necessary equipment for
 ers available where needed,
 addition, the agency will
 make determinations of
 tiality—and in this func-
 lie a danger for some
 it is conceivable that where
 needs equipment to stay
 e, OCR might recommend
 getting that equipment
 that the area is adequately
 by other stations in the

phes of broadcasting will be
 Friday, with OCR generally
 ne with "standards of opera-
 ill as with local essentiality
 national-wide essentiality.
 or transferring control over
 io OCR was signed early
 but lawyers in WPB are
 azing over various phases of
 nian asked a week before
 cad upon to discuss his au-
 his plans in any details.
 hey, whose transfer from
 a not been completed on
 ne to OPA last year from
 rling Getchell office in
 here he had worked on
 it and publicity for DeSoto
 s. Before going to the
 fice he had operated his
 viding and merchandising
 r Portland, Ore., and Seattle.
 of 1934 he sold and wrote
 copy for KGW and KEX,
 ad.
 he has had some radio
 and slight motion pic-
 e, McMurphey insists
 nprepared to "move" at
 He plans to study the
 tainment field thoroughly
 any recommendations.
 "make-work program," he
 DAILY, explaining that if
 job that needs to be done
 done, but if there is no
 or action there will be
 a possibility, McMurphey
 bringing into the organ-
 an from the entertainment
 There is nothing definite
 he said, emphasizing that
 he said must be considered
 since he was not even a
 OCR yet. It is believed
 an might have other plans
 phey.

To Address Club
 Bureau, RADIO DAILY
 n—Clifford J. Durr will
 e National Democratic
 Club this noon on "Free
 He is expected to discuss
 pance of the FCC's new
 tes among other things.

PROMOTION

New KLZ Market Data

KLZ, Denver, Colo., has just issued a new market data and coverage folder. Folder carries complete, compact, factual station and market information. Military and war industry are highlighted. Folder tells a three-fold coverage story, day and night maps from the new CBS study, mail map prepared according to NAB standards, engineering measurements of 5 MV contour. Market facts include county breakdowns of detailed data, plus a summary of Colorado's 1942 wealth production.
 Station information includes a brief description of transmitter, studio's recording facilities and prize-winning merchandising service. Folder is made file-size for convenience.

Majestic Dealer-Campaign

With a view to post-war sales and to keep in touch with dealers, Majestic Radio & Television Corporation has inaugurated a promotion campaign for retailers.
 Corporation is offering \$1,000 in War Bonds to dealers submitting "the most helpful" answers to questions on types of radios which probably will be most in demand in their areas when the war is won, new features or merchandising policies in which they are

Janet Lane To WEA F In Audience Promotion

Janet Lane, most recently associated with stations WFIL and KYW, and with the John Wanamaker's store in Philadelphia, has joined the staff of WEA F as audience promotion manager, Charles B. Brown, NBC director of Advertising and Promotion announced Friday.
 A native of Ashville, N. C., Miss Lane entered the business world as editor of shopping news and woman's page columnist for the Cleveland "News." After several years with the syndicate firms of George Matthew Adams and King Feature Syndicate where she promoted women's features, she joined NBC in Cleveland. There she handled two local shows and one network show weekly for women listeners.
 Leaving NBC and its Cleveland station WTAM, Miss Lane moved to WFIL, Philadelphia and later to KYW in the same city. At both stations, she was a commentator of broadcasts writing her own scripts.
 In her new position at WEA F, Miss Lane will originate and conduct promotion plans intended to expand the station's audience.

Hackett Leaving WINS

Cecil H. Hackett, manger of WINS, resigned his post effective last Friday. He and Hearst Radio Inc., were unable to come to terms during negotiations for a renewal of Hackett's contract. Station meanwhile has been considering several other station managers from out of town.

Bond-Wagon Baseball

Dick Bray and Roger Baker broadcast one of the Cincinnati Reds Games recently from the Victory Bond Wagon in Dayton over WHIO. Telegraphic play-by-play report was combined with a bond rally and autographed pictures of Baker and Bray were given to bond purchasers during the ball game which could be heard for several squares around the Bond Wagon through the WHIO PA system.
 Two hundred photographs were given to bond buyers and over 57 thousand dollars in cash was taken in by the busy clerks in the Victory Bond Wagon. In addition to selling bonds, stunt was a good promotion for WHIO.

Heatter Promotion

As part of the promotion being lined up for tenth anniversary of Gabriel Heatter on Mutual, the chain is distributing to about one thousand newspapers throughout the country, a 400-word column headed "My Ten Years in Radio—What I've Learned from It," and with Heatter's by-lines. CAN use anywhere on page 8 or hold now interested, and type of advertising support which would prove most helpful.

NAB's 7th District Seeks Chain-Rule Review

(Continued from Page 1)
 intended that Government run the radio business and I believe that members of Congress were as much shocked as were you men by the recent Supreme Court decision, which was a powerful blow at freedom of the press and speech.
 "We are right on the verge of the greatest expansion in radio and communications in history and we don't want that expansion hampered by Federal bureaucracy. I say to you that Congress wants you to come in and tell Congress the kind of law you want and should have" Brown added in connection with the pending legislation "to rewrite the Federal Communications Act so that the Supreme Court can understand it."

Resolves To Review Law

In a resolution adopted unanimously at the NAB meeting it was "resolved that this group petition the Congress of the United States to sympathetically review the present law and revise and enact remedial legislation to the end that radio may continue to serve the American people to its fullest possibilities."

Nathan Lord, manager of WAVE, Louisville and district director presided at the NAB meeting. Among the guests was Neville Miller, NAB president. Arrangements for the meeting were made by WLW, under the direction of James D. Shouse, vice-president of the Crosley Corp. in Charge of Broadcasting.

McNutt May Block Super-Critical List

(Continued from Page 1)

the committee chairman spent most of his time conferring with McNutt, in answer to several calls for him during the writing. The committee itself, while it has had rather a free hand, is in fact merely an advisory body, and on matters of policy is not free to act independently.
 The release of the list now being prepared, it is felt, would cause a good deal of confusion and worry, and McNutt is anxious to avoid that. So far, it is reported, he has not reached any decision, but he has suddenly become extremely interested in the matter.

Committee Still Deliberating

In the meantime, the committee is still trying to complete its deliberations on the list itself. As usual, lengthy meetings are held with practically nothing accomplished. The mere fact that the list is nearly finished does not mean that it will be finished without long delay.
 In addition, there is disagreement on the part of some committee members as to whether the critical list should be brought out. Although the committee majority is reported to favor bringing it out, there is strong opposition. One member pointed out Friday that the compiling of a list of "critical occupations" is nothing new. It has been discussed for two years, he said, recalling that long before we were in the war, the United States Employment Service had such a list for its own use. Although obviously opposed to the issuance of such a list, he was not at all certain that it would be blocked although several broadcasting jobs are believed under consideration for inclusion on the list.

Baldwin Moves To WTOP

Philip K. Baldwin, former engineering assistant in the CBS General Engineering Department, will assume new duties at WTOP, Columbia's outlet in Washington, D. C. on August 1, it was announced Friday by E. K. Cohan, CBS Director of Engineering.
 Baldwin goes to Washington in the dual capacity of assistant to Clyde Hunt, chief engineer of WTOP, and as the CBS General Engineering Department Washington representative before Government and other bureaus.
 He formerly was chief engineer of WEEL, CBS Boston outlet. Most recently he has been a captain in the U. S. Army Air Force and a short time ago received an honorable discharge from the service.

Martyn Recuperating

Gilbert Martyn, WJZ announcer, writer and producer for WJZ, has been recuperating in Denver, Colo., from a serious operation, and will return soon. He lost 65 pounds as a result of his illness. Prior to his operations, he had handled "History As It Happens" and "That's A Fact."

Coast-to-Coast

PLANS have been completed to install a permanent line from WAOV, Vincennes, Ind., to George Field, the Army's twin-engine flying school near the city. Daily broadcasts will be heard from the field and will be handled exclusively by the Public Relations Department of George Field. WAOV will furnish necessary equipment, but announcers and technicians will come from the military personnel.

James Young, author of "Behind the Rising Sun," gave an address yesterday afternoon over WICC, Bridgeport, Conn. Talk was last on his tour of New England... First in a series of defense quiz shows will be heard today at noon over WICC. Program will originate from local defense plant cafeteria, with Bill Elliott acting as emcee. Script has been prepared by War Bond Committee of Connecticut and will enlist services of factory employees.

Lumir Urban has replaced Jack Luther as station manager of KORN, Fremont, Nebraska... Bill Baldwin, chief engineer, is in the Army and Chester Doll is presiding over the transmitter... Other new personnel includes Richard Coffey, news editor and special events; H. S. Benedict, sales promotion; announcers Jimmy O'Neill and Byron Krasne; Esther Hosterman and Marjorie Ritthaler, office; and Paul Robinson, engineer.

Next week's guest on Kathryn Craven's WNEW, New York, show "News Thru a Woman's Eyes" include Harry Bannister, currently playing Father in the B'way show "Life With Father"; John Roy Carlson, author of "Undercover"; and Jack Gordon, producer of Movietone Newsreels.

WHN, New York, received a play-by-play from Cooperstown last week when the Brooklyn Dodgers and Chicago White Sox played an exhibition game at the birthplace of baseball. Roy Becker, who handles all Western Union wire transcription for Eastern League baseball in Albany, was dispatched to Cooperstown to handle the play-by-play which Red Barber and Connie Ryan recreated at WHN... Other stations receiving coverage were WABY, Albany, represented by Gren Rand, and WSNY, Schenectady, fed by Dick Conners.

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|------------------|----|----|----|----|----|----|
| 1943 | | | | | | |
| BIRTHDAYS | | | | | | |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 |

July 26

| | |
|---------------|---------------------|
| Gracie Allen | Charles Butterworth |
| Buddy Clark | Stanley Harris |
| John J. Karol | Tom McGowan |
| Ruby Mercer | Don Voorhees |
| Carl O. Wyman | |

Bill Baldwin, KGO special events chief in San Francisco, has left for Hollywood to write that portion of the August 3 broadcast of "This Nation at War" which originates at the Lockheed plane plant... Summer relief announcer at KGO is J. N. Daugherty, formerly of WDSU, New Orleans... Margaret Anglin, now playing in "The Rivals" in San Francisco, was quizzed over KGO by Ann Holden.

"Freedom House Forum" on WMCA, New York, will be heard at a new time beginning this week. Originally heard on Thursdays, program moves to Wednesdays. This week Rose Schneiderman, president of the Women's Trade Union League, will be the guest participant with Martha Linn representing Freedom House.

When General Instrument Corp., Elizabeth, N. J., received their Army-Navy "E" recently, they placed full page ads in all the leading dailies in the metropolitan district, with the result that WOR, New York, and WAAT, Newark, N. J., the two stations that carried the ceremonies, received the benefit of a nice bit of promotion.

Priscilla Fortescue, WEEI, Boston, stage and screen reporter, returned to her broadcasting duties last week, after a vacation in New Hampshire... Alice Santi, WEEI traffic manager, had a narrow escape in the Nashua train wreck while returning from her vacation. Car in which she was seated left the rails but did not overturn... Fred Garrigus, director of war activities for WEEI, was honored by a letter from the head of the Boston Motion Picture and Radio drive to raise funds for the Shangri-La Stations was praised for its three-hour show, put on in the Common, which netted the Shangri-La \$17,000.

Local musicians union tendered its fifth annual dinner to Harold E. Smith, general manager of stations WOKO and WABY, Albany, New York, at the Hotel Ten Eyck last week. Smith, who still holds a card in the musicians union, was given a gift by the local. Staff executives of both stations attended the affair.

WCBI, Columbus, Miss., was at the ringside with men and mikes during the recent inter-squadron boxing matches at the Columbus Army Air Field. Blow by blow description of the bouts was broadcast by general manager Bob McRaney and members of the Special Service Department of the base. Col. L. C. Mallory, Commandant, was interviewed during an intermission between bouts.

Two programs a day for 52 weeks is the record of "Women's Page of the Air," edited on KSFO, San Francisco, by Anita Day Hubbard, "Examiner" writer; Ninon, "Chronicle" fashion expert; and Dorothea Walker, "Daily News" columnist... New nightly series of fine music via platters is KSFO's latest... George Carraker, former NBC commentator, is doing a nightly news series on KSFO.

hi folks,

Here I am at WMCA with a brand new show—THE AIR THEATRE—a two-a-day, Monday right through Saturday—with a matinee from noon until one and an evening performance from 8:04 (that's right after the New York Times news bulletins) till nine o'clock. It's a record show—a full hour of music, just the kind my listeners like. No spot announcements, but I do break it up into quarter hours, so there's a chance for you to tell your story to the big WMCA audience. Fact is, you can buy three or six pieces a week of my AIR THEATRE. Better get in touch with the Sales Department for the price, just call Circle 6-2200

so long,

Jimmy Lawrence

w m c a
NEW YORK

America's Leading Independent S

Representative: WEED & CO. CHICAGO • DETROIT • HOLLYWOOD •

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

NO. 18

NEW YORK, N. Y., TUESDAY, JULY 27, 1943

TEN CENTS

New Move To Oust Miller

Talks to Women Free-Speech Angle

Washington Bureau, RADIO DAILY
Washington—Refusing to express opinion because "I don't know," FCC Commissioner Clifford Durr yesterday raised the question of whether Congress should set further standards and set up a board of review to pass upon applications of unfair exclusion from the air. Speaking before the Demonstration Women's Club, Durr raised his topic "Freedom of the Air" and devoted a considerable

(Continued on Page 6)

Move To Aid Small South Amer. Stations

Effort to create a larger margin of profit for the smaller South American stations there is a definite trend toward chain broadcasting, it was reported yesterday by Pan American Broadcasting. In Peru, a group of 10 stations have formed the Peruana De Radiodifusion (Peruvian Network) to equalize the flow of business among the radio stations. Chilean stations have created Circuito La Co-

(Continued on Page 2)

James Again Wins Martin Block Band Poll

For the third successive time Harry James came out the winner in the semi-annual orchestra popularity poll conducted by Martin Block and the "Make Believe Ballroom" on WNEW. Glenn Miller was second place, and Tommy Dorsey

(Continued on Page 2)

All-Star Figures

John J. Karol, CBS market research counsel informed the Maxon agency that its client Gillette Safety Razor Co. received a 17.9 rating from the CAB on the All-Star Baseball game held July 13 and broadcast over CBS. Karol attacked the rating from all angles and came up with an estimated 16,000,000 listeners to the game.

Radio Loses No Time Re Mussolini Floppo

Proximity of timing between the receipt of first flashes in this country of the news of Mussolini's resignation and the hourly station break Sunday enabled most of the broadcasters to handle rebroadcasting here without upsetting or breaking up program schedules to any great extent. Coincidence, also, accounts for the straightforward method used by most of the stations and networks. Color

(Continued on Page 2)

New "All-Clear" Plan In Effect Tomorrow Night

New regulations concerning the use of radio in sounding the all-clear in simulated and actual air raids in this region will go into effect one minute past midnight tomorrow morning. New system concentrates on a few key stations which will receive the necessary data from the First Fighter Command, instead of the Service

(Continued on Page 7)

OWI's "Potatoes" Campaign Reached 111,800,000 People

Kermit-Raymond Tieup In Magazine-Spot Swap

Kermit-Raymond Corp. has set a cooperative deal with "Esquire" and "Coronet" magazines for the use of the transcribed shows "The Meal of Your Life" and "Radio Theater of Famous Classics," according to Raymond Green, K-R organization. The deal involves approximately 133 sta-

(Continued on Page 5)

Proposal Will Be Introduced In Chicago That Bill Lewis Head Industry; 7 Board Members Call Meet

FM Men Satisfied With Present Band

Washington Bureau, RADIO DAILY
Washington—General satisfaction among FM broadcasters with the present FM band (43-50 mc) was evident from the tabulation of a questionnaire sent operators last month by FM Broadcasters, Inc. Although its revision either up or down was felt desirable there is evident no strong

(Continued on Page 7)

Manpower "Critical Lists" Get McNutt's Approval

War Manpower Chairman Paul V. McNutt revealed yesterday that he has been won over to the "critical list" idea. He told a Capital conference that such a list is now being prepared for issuance in the near future. He

(Continued on Page 5)

Reaction To Cox Probe Pleasing, Says Chair. Fly

Washington Bureau, RADIO DAILY
Washington—"Quite a bit of reaction from the industry" to charges by Rep. E. E. Cox that the FCC is "terrorizing the industry" was reported

(Continued on Page 5)

Legislative Committee of the NAB which met in the Capital ostensibly to make recommendations for special legal counsel and other pertinent legislative matters, wound up with a session by seven of the committee which decided to call a board meeting of NAB at the Palmer House in Chicago this Friday with the intention of ousting Neville Miller as president or make his post subservient to that of another. First choice is reported as William B. Lewis, former CBS vice-president in charge of

(Continued on Page 5)

Traitor Broadcasters Indicted By U. S. Jury

Washington Bureau, RADIO DAILY
Washington—Indictments were returned yesterday by a Federal Grand Jury here against eight "Americans" who have served Germany and Italy as propaganda broadcasters. All eight, charged with treason, are now residents of one or the other of those countries. Seven of the eight are now residents of Germany—Frederick

(Continued on Page 7)

Gracie Fields Party; Mutual Net Is Host

Miller McClintock, president of MBS, will tender a farewell party this afternoon, for Gracie Fields, who will leave this country soon, to entertain British and American soldiers abroad,

(Continued on Page 2)

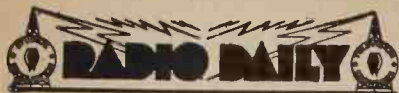
"Tickled"

Ernie Sherwood's "Help Wanted" Western Electric program, "Let's get just getting under way" a bulletin about Mussolini "bounced" came through. Willard interrupted his announcement to give the news. Whereupon Miss Sherwood said "I never dreamed that someone 'losing' a game would make me so happy."

Gets Around!

The work of the U. S. Coast Guard is known in the four corners of the earth as a result of the short-waving of the NBC program "U. S. Coast Guard on Parade" Saturday mornings at 11:30 a.m., EWT. Recently an Army Air Corps unit in the Middle East wrote in its appreciation, and on the heels of that came a letter from a Baptist missionary in Belgian Congo.

(Continued on Page 5)



Vol. 24, No. 18 Tues., July 27, 1943 Price 10 Cts.

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

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FINANCIAL

(Monday, July 26)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

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

Gracie Fields Party; Mutual Net Is Host

(Continued from Page 1) and war workers in Britain. Reception will be in the Janssen Suite, Waldorf-Astoria, 4:30 p.m. Upon Miss Fields' return to the United States next Fall, she will appear on "Victory Show" over MBS, for the American Cigarette and Cigar Co., Mondays through Fridays, 9:15-9:30 p.m., EWT starting Monday, October 11.

"Terry" Back On Blue Monday "Terry and the Pirates" returns to the air over the Blue, Monday through Friday, on Aug. 2.

THIS LITTLE BUDGET WENT TO WORL BOSTON MASS. Includes image of a rabbit.

Coming and Going

O. L. "TED" TAYLOR, president of KTSA, Columbia outlet in San Antonio, Texas, is in New York for conferences at network headquarters. WILLIAM M. O'NEIL, president and station manager of WJW, Akron, here for a few days on station and network business. EDGAR KOBAK, executive vice-president of the Blue, and MRS. KOBAK have returned from vacation. PHIL HOFFMAN, vice-president and general manager of WNAX, Yankton, S. D., is here for talks with the New York representatives of the station. MORTON SIDLEY, sales manager of KSFO, San Francisco, is in town on business for several days. JAMES V. McCONNELL, manager of NBC Spot Sales, is vacationing at Clinton Corners, N. Y. BRUFF W. OLIN, JR., general manager of WKIP, Poughkeepsie, N. Y., a visitor yesterday at the offices of the Blue Network. ED YOKUM, station manager of KGH, Billings, Mont., is expected in New York this week. MILTON L. GREENBAUM, president and commercial manager of WSAM, Saginaw, has arrived from Michigan for a few days in New York.

Harry James Again Wins Martin Block Band Poll

(Continued from Page 1) third. A total of 106 bands was used in the balloting. Noted that although Glenn Miller has been in the Army for a year, his records still rate tops with the fans. Bobby Sherwood, without a band just a few months ago has jumped into 9th place. Bob Chester who was 34th in the last poll jumped to 16th. and Freddie Slack a new west coast outfit has been coming along fast, and voted into 18th place. Ballotting in this contest has been predominately by women because 'teen age boys have been inducted into the Army. The first twenty are: Harry James, Glenn Miller, Tommy Dorsey, Jimmy Dorsey, Vaughn Monroe, Charlie Barnett, Benny Goodman, Charlie Spivak, Bobby Sherwood, Woody Herman, Kay Kyser, Artie Shaw, Duke Ellington, Sammy Kaye, Johnny Long, Bob Chester, Count Basie, Freddie Slack, Les Brown, and Xavier Cugat.

Stork News

The stork stopped momentarily at Brady Maternity Hospital in Albany, N. Y., to deliver a son to Elmer Scholes, WOKO engineer, and his wife. The son, named Douglas Allen, weighed eight and a half pounds and is the couple's first child.

Mr. and Mrs. Ken Given announce the birth of a daughter, Judith Ann, born July 13. Given, formerly with the West Virginia network and WTAR, Norfolk, Va., is now manager of WLBJ, Bowling Green, Ky. Mrs. Given, who has been on leave of absence, is expected to return to the mike as announcer.

RALPH WENTWORTH, field representative for BMI, left yesterday on an extended trip through the West. He has scheduled stops at Omaha, Denver, Los Angeles, San Francisco and Seattle. FLORENCE MARIN, secretary to Fred M. Thrower, Jr., Blue Network vice-president in charge of sales, left yesterday on her vacation. LUCY MONROE is in Groton, Conn., today, where she will participate in the bond rally to be conducted at the Electric Boat Company. LEONARD E. NASMAN, sales director and sales promotion manager of WFMJ, Youngstown, Ohio, visiting here yesterday with the local reps. D. R. BUCKHAM, eastern sales manager of the Blue Network, returned over the week-end from his vacation just as his assistant, ROBERT SAUDEK, left on his annual holiday. CLYDE F. COOMBS, vice-president and general manager of KARM, Fresno, Cal., has joined the executive contingent currently in New York on business. EDWIN BUCKALEW, field manager of station relations for the Columbia Pacific Network, left Los Angeles yesterday on a tour of CBS affiliates in the Northwest. MABEL COBB, first woman writer of the "Lone Ranger" and "Green Hornet" series, is back in town after having recovered in Detroit from injuries received during the recent riots in the automobile city.

See Move To Aid Small South Amer. Stations

(Continued from Page 1) operativa Vitalicia (Cooperative Radio Circuit) involving seven outlets. Argentina's radio problem is simplified through the operation of the NBC affiliate RADES (Red Argentina de Emersoras Splendid) which operates a 100,000 watt key station and 14 outlets. In Colombia and Venezuela clients form their own chain, or a cadena. In this manner a client is able to take a half hour on all stations and broadcast via shortwave from one central station. Other stations belonging to the cadena for that half hour rebroadcast to local sponsors. Brazil doesn't maintain any chain. The nearest thing to it would be Radio Nacional, the Government outlet, which broadcasts at certain hours of the day and which broadcast is supposed to be picked up and rebroadcast by independently operated stations. Like Colombia and Venezuela some sponsors have formed a cadena which does develop some sort of unity. In all cases where chains or a cadena has been formed the largest station or the one doing the greatest volume of business is included.

Sub For Miss Carroll

Judith Evelyn, stage actress, will replace Madeleine Carroll on the latter's daily CBS reading program when Miss Carroll starts a seven-week vacation beginning Monday, Aug. 2. The new program will be titled "Judith Evelyn Reads," and will be heard Monday through Friday on the network from 5-5:15 p.m., EWT.

Radio Loses No T Re Mussolini F

(Continued from Page 1) and extravagant features down to a minimum. Domestic casting aired the news with its reception at the shortening posts. London's broadcast through at 4:59 p.m. Coverage of the news in America by the CIAA follows immediately upon the domestic posts.

Most domestic stations can flash anywhere between 4:50 as reported by WHP, Harrisburg and 5:05 p.m. Locally, WJWCA came on at 5 p.m.; WJWNYC at 5:03:30; NBC at 5:04; Blue Network at 5:10. CIAA's first shortwave onject originated at NBC's studio Combined facilities of WGEA and WCBX were used at the cast which was beamed for Portuguese. Again at 5:30, Portuguese broadcasts for Brazil in a point pick-up were sent out. casts were aired 5:30-5:55 p.m. Washington, D. C., 5:55-6 p.m. and 9 p.m. The last named highlight of the coverage story was dramatized on the "al Dia" program from the studios. Program has replaced the "of Time" feature.

Mutual devoted its "Talk to 8 p.m., to the subject, having news translated in Portuguese ready for the point to point and broadcast.

Sunday night NBC had Saerchinger interviewing H. Tenborn, Robert St. John and Chaplin. CBS also made use commentators as well as the

"Hot" Availability "VAUDEVILLE AIN'T DEAD" A grand novelty music program for Baltimore anti-serial housewives \$150 per week (Time and talent) 1:05-1:30 P. M. MONDAY thru SATURDAY W-I-T-H IN BALTIMORE TOM TINSLEY, President REPRESENTED BY HEADLEY-REED



one-third of a postage stamp

ALL YOU NEED to demonstrate the economy of radio as an advertising medium is a three-cent postage stamp. Simply tear it in thirds and contemplate the piece that falls to your desk.

That scrap represents one penny. Do you realize how few pennies it takes to reach people through network radio?

For 25 pennies, your message could be heard in more than 1,000 homes during an evening half-

hour on Mutual. The 209-station Mutual Network serves 83% of all U. S. radio families with regular, primary coverage—25,400,000 homes at a net cost of \$6,284 per evening half-hour. There's the *potential* economy of Mutual in terms of your penny.

As for *actual* audiences delivered by Mutual, one client reports that he reaches listeners with a half-hour program one night a week at the rate of 195 pennies per 1,000 families. And another sponsor, with a quarter-hour three evenings a week, tells us his costs average only 112 pennies per 1,000 homes!

* * *

Now suppose you reassemble that postage stamp and write us a note. We'll be glad to tell you how much your pennies can produce on this network.

T H E M U T U A L B R O A D C A S T I N G S Y S T E M

Los Angeles

By RALPH WILK

"POINT SUBLIME," popular series of airplane dramas about a typical American village and its leading citizens, will be heard over the Columbia Pacific Network weekly, beginning August 1. The cast includes Cliff Arquette, Jane Morgan, Earle Ross, Verna Felton, Mel Blanc and Ben Alexander.

George Jessel recently created a sensation by turning author. His "So Help Me" has drawn fire from all sides. Joe E. Brown, ditto as an entertainer, made headline news by campaigning along the South Pacific firing line to entertain our troops. Both will get together to toss the words around on the canyon-mouthed comedian's "Stop Or Go" show, Sunday, August 1. (NBC).

Robert Benchley, author-playwright-actor-columnist-critic-commentator-comedian, will make a guest appearance with the CBS "Jack Carson Show," Wednesday (28). The popular humorist will play a bee expert. The idea for the stunt springs from an incident which happened in producer Vick Knight's own back yard.

J. Donald Wilson, author-producer of Columbia Pacific Network's "Whistler" program, claims that his most interesting listener-letters come from criminal lawyers in California and nearby states. Because the situations and deductions in "The Whistler" are logical ones, the attorneys are especially interested in the human elements involved in Wilson's fictional crimes.

There'll be a "Flannery Dahlia" on the bulb markets this Fall. One of the west's largest horticulturists, who shows his prize dahlias all over the country has just named a huge red hybrid after little Pat Flannery, daughter of Harry W. Flannery CBS commentator.

Realizing that day to day observations of a leading military and naval analyst will be of invaluable use to historians in future years, the Cleveland Public Library has asked Paul Schubert to send them copies of his nightly KHJ-Mutual Don Lee network scripts.

When she finishes her new film, "Crazy House," with Olsen and Johnson, Comedienne Cass Daley will fulfill her two guest appearance commitments on the Bing Crosby show.

According to an Associated Press dispatch, Jacks Woods Bersinger, former tour guide at KNX studios in Hollywood, was wounded in recent air action over Germany. Bersinger was one of an heroic bomber crew who brought their ship home literally "on a wing and a prayer," fighting to remain conscious until they reached a landing field somewhere in England.

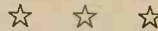
Newscaster Available

Experienced newscaster seeks position with progressive station. 4 years' experience—writes own copy. Setup must provide substantial present and future without ceiling. Write Box 726, Radio Daily, 1501 Broadway, New York City.



A Reporter's Report Card. . . !

● ● ● BING CROSBY: The cinemaniac of "Dubarry Was A Lady," Rags Ragland, will revisit your Kraft Music Hall next Thursday to heckle you... ELMER RICE: Having already appeared in two of your shows, "Counsellor-at-Law" and "Two On An Island," Radiolites Ann Thomas, currently featured on Sammy Kaye's "Old Gold" CBS show and Joan Wetmore on that net's "This Life Is Mine" program, have been signed for prominent roles in your newest brainchild "A New Life," which is slated to go into rehearsal Aug. 2... JEROME KERN: Jimmy Dorsey, whose orchestra opens tonight at the Palladium, has been signed to appear in the MGM movie which will feature your music and which is slated to start rolling about the time Saint Nicholas begins sharpening the runners of his sleigh... LIEUT. RUDY VALLEE: Every reporter strives for accuracy and so when, in your letter to us you write that we "were more accurate than most people in writing such a resume," all we can say is "thanks."



● ● ● PHILLIPS H. LORD: Last Monday night, a woman approached Don MacLaughlin in the Radio City Lobby and said, "You must be David Harding, Counterspy... I recognized how you'd look from the way you sound on the air"... BILL RAMSAY: On September 10, the 2,000th consecutive broadcast of Elaine Carington's "Pepper Young's Family" will be NBCast... script has used about 4,000,000 words or the equivalent of 50 average length novels... CORP. HARRY S. MILLER: Leo Russotto, formerly staff pianist-composer at NBC, is now chorus director for the Blue Net's Sunday show, "Stars from the Blue"... BEN PRATT: Your faith in Eleanor Sherman is justified... The talented actress has been chosen by Basil Loughrane to do "Jezebel" in the NBC Cross the board program, "Light of the World"... ED EAST: Three clients are interested in your "Ladies Be Seated" comedy-quiz show on the Blue... JOAN BROOKS: Thought you'd like to know that an NBC commentator and newscaster named George Putnam, likes your CBS singing so much that the moment his 11 p.m. program ends, he dashes to a radio to tune you in... PHIL COHAN: Hope (Toodles) Emerson, definitely will not accompany your NBC Camel troupe to the coast when you entrain westward... she's committed to clown on a new program for Adam Hats which will be launched on the Blue Chain Sunday (8:15 p.m.) starting September 12.



● ● ● FORD BOND: Charme Allen, who appears on the NBC program "David Harum" which you announce, has been broadcasting for 20 years which is just about the same length of time that you've pedalled the Kilocycles... ELLERY QUEEN: Jay Jostyn, (Mr. District Attorney) has accepted your challenge and will match wits with you, Aug. 14 when he will "armchair detect" on your NB Clue-lu... COAST GUARDSMAN BUDDY EBSEN: Scriptor Gene Towne and Comic Jerry Lester are interested in the comedy you wrote before donning the uniform and may produce it on Broadway this Fall... TOM SLATER: Your "Better Half" MBS show, next Monday, will feature four arch villains of the air lanes and their wives... the 'kings of the leer' include, Ed Begley, who tosses fair damsels off cliffs in "Stella Dallas," Stephen Chase, Arthur Elmer and Sanford Bickert, whose dastardly deeds are uncovered by "Chick Carter, Boy Detective"... RAY BLOCK: That buggy you're driving at your Brewster (N.Y.) farm once belonged to the late Sara Delano Roosevelt, the President's Mother... MAX MARCIN: The first film version of your "Crime Doctor" proved so successful at the B.O. that the producers have decided to film a series of sequels a la "The Thin Man."



—Remember Pearl Harbor—

Chicago

By FRANK BURKE

ROBERT W. BUCKLEY has the CBS network sales at Buckley previously served network sales in New York.

Lou Krugman actor in "The Underground," leaves Thursday to take up his army duties as a Cliff Soubier, veteran Chicago actor, has been added to the NBC's "Helpmate" in the Wilbur Snook.

Bill Waterman, NBC commuting between Chicago and Madison, Wis., these days, appearing in Little Theater production of "Berkeley Square" Wisconsin Capital.

Emanuel Faith, member Royal Canadian Army, visiting his brother, maestro Faith of the Contented program NBC.

Teddy Powell and making a personal appearance Chicago Theater, will broadcast the Blue Network's "Spotlight" show from the Naval Training in Chicago on Saturday, July 1.

Martin Giordano Italian-American who has the title of "Pickle Reel" will be interviewed on the being dills from large vats, road cars, by Don McNeill "Breakfast Club," tomorrow a.m., EWT. Giordano sending bushels a day from brine fill.

Percy Faith and Contented tra will commemorate the late U. S. Marines on Guadalcanal week of August, 1942 by presenting a new war song, "Bull Frogs of the Marines." During the broadcast Monday, August 2, NBC, 9 p.m.

T. O. Wiklund

(Special to RADIO DAILY)

Montreal—T. O. Wiklund, 34, in Canadian radio circle Sunday at his home in Toronto, a prolonged illness. He is supported by his wife, the former Helen of Hamilton.

Wiklund, who was born in Toronto, Ont., entered the radio ten years ago, establishing himself in St. Catherine's and Hamilton before joining CBC in 1937. He is in charge of the two traveling units that covered the royal wedding of King George VI and Queen Elizabeth in the summer of 1939. Wiklund was the first to teach the quintuplets English by having them repeat the expression "There'll be an England" for a CBC broadcast two years ago. He described the opening of the highway for NBC listeners this winter.

AMP has a new HIT BULLFROGS AND MARINES

Introductory broadcast date will be announced next week.

Propose Bill Lewis New Head Of NAB

(Continued from Page 1)

its and recently resigned head of the NAB's Domestic Branch radio

it is understood will be of \$10,000 per year to take the job of head of the NAB with full powers as he sees fit and also in connection with the NAB board.

At the first meeting of the Legislative Committee was attended by all as well as Neville Miller, the one who met without Miller and to call the special board members: Don Elias, of WNBC, N. C.; James W. Woodruff, of WBRL, Columbus, Ga.; G. Shafto, of WIS, Columbia, S. C.; E. Fetzer, of WKZO, Kalamazoo, Mich.; Wooten, of WREC, Memphis, Tenn.; D. Shouse, of WLW, Cincinnati; E. L. Hayek, of KATE, Albert

the above are board members according to the NAB By-Laws, Article 7, Section 7, a minimum of three directors may request a meeting. It requires a two-thirds vote of the board whose total is 24 to carry a motion.

Miller Expresses Surprise

Miller NAB president expressed surprise at the move inasmuch as it is pointed out that in October in Chicago a similar move in Miller being placed in charge until June 30, 1944. Just what the networks will take is not official but it is believed that Miller most likely take a neutral position. However, this is not official. At the meeting of the Legislative Committee in Washington but were not in attendance at the "secret" session. Included: Joseph H. Ream of Frank M. Russell of NBC, Lord of WAVE, Ed Yocum of Clair McCullough of WGAL, and Arney Jr. of the NAB.

It is understood that several NAB officials will attend the special meeting Friday, including Miller, C. E. Arney, Jr., who will en route west for a vacation and Edward Egolf, Miller assistant.

The Legislative Committee was last spring from 10 board members with full power to act on proposals etc. One of the major actions would be the appointment of an attorney to handle legal matters.

Reaction To Cox Probe Pleasing, Says Chair. Fly

(Continued from Page 1)

yesterday by FCC Chairman James Lawrence Fly. "It has come in particular from the small stations throughout the country," he said, "and I must say that I am quite pleased with the reactions that have come to us. I think most of the stations realize that the Commission has perhaps done more to protect them than anything else."

Fly cited one instance where the operator of a small station referred to the Commission as "the small broadcaster's best guarantee of fair treatment in the industry."

Fly said, however, that not all industry support was from small stations. He added that there has been some "backfire" from stations pressed by the Cox committee staff "to give evidence or make statements against the Commission when those stations were unwilling to do so. There has been a pretty broad circularization of the various statements by the committee's counsel in an effort to get them to make statements against the Commission, he added. In certain cases where they have declined to make such statements, he said, broadcasters have received "sharp reprimands from the counsel of the committee."

Fly added that the Commission Foreign Broadcast Intelligence Service registered a "scoop" on the deposition of Mussolini Sunday, although by only a few minutes. It is not an important matter, he said, because FBIS is not in competition with the news services. It is important, he added, that the FBIS wires "carried the second-by-second developments and gave to all the government agencies promptly the full text of the announcements, the reactions obtained from the Rome broadcasts both at home and on the Italian shortwave programs, on the Berlin broadcasts both the domestic and shortwave the English press reactions" and full BBC texts. "This meant that the various intelligence agencies of the government were promptly advised of the propaganda impact on all the Axis and the Allied countries," the chairman declared.

Mammoth War Bond Rally At Yale Bowl Over WELI

New Haven—Under the auspices of the retail division of the New Haven Chamber of Commerce WELI will carry the ceremonies of the mammoth war bond rally tomorrow at the Yale Bowl, highlighting the WJZ Victory troupe, featuring Carol Singer; Vincent Lopez and his orchestra; Texas Jim Robertson; Dorothy Matthews; Jean Roy; Elissa Minnett; U. S. Coast Guard quartet; Capt. Glenn Miller and the Army Air Force orchestra with Corp. Tony Martin as soloist; Corp. Ray McKinley; Corp. Jan Huston; Corp. Broderick Crawford; Carole Landis; Una Merkel; Phyllis Welles; Rose-Marie, and Milton Berle. Joseph Seaforth of the Blue Network production department will direct the program.

Kermit-Raymond Tieup In Magazine-Spot Swap

(Continued from Page 1)

tions which will use the transcribed shows. According to Green, now en route to Chicago, the shows will be used by local stations with "Esquire" and "Coronet" receiving spot announcements throughout the week in cooperation with the local sponsor.

This latest tie-up with "Esquire" and "Coronet" is part of the Kermit-Raymond plan calling for the use of radio exploitation for magazines and book publishers. At present the organization is now servicing "Liberty" magazine, the Ace Fiction group comprising seven publications, "Flying Aces," "Secrets" and "The Woman."

Starting August 15 the Consolidated Book Publishers of Chicago will utilize "The Meal of Your Life" in 143 markets plugging Culinary Arts Institute Cook Booklets.

Manpower "Critical Lists" Get McNutt's Approval

(Continued from Page 1)

hopes it will receive serious attention from local manpower and draft officials, he said.

That this list was forthcoming was exclusively revealed by RADIO DAILY early this month. Although it is not yet completed, it is believed that one or more radio jobs are included.

"Eat Potatoes" Drive Heard By 111,800,000

(Continued from Page 1)

said the department, 54,150,000 people heard the department's message through the Network Allocation Plan, 45,050,000 through the special assignment plan and 12,600,000 through the local station announcement plan.

The message went on 48 network sustainers, 19 special assignments and 6,804 local station announcements, it is reported.

The department released a detailed resume of the radio campaign, naming the programs, stations and networks which carried the message.

Saratoga Racing Assn. Retains Same Ad Agency

Albany—Despite the fact that Governor Thomas E. Dewey shifted the Saratoga racing dates to Belmont, Leighton and Nelson, radio advertising agency of Schenectady, have landed the Saratoga Racing Association account for a fifth year.

Capitol District radio stations, WGY, WTRY, WSNY, WOKO and WABY will be used as in the past, together with all New York City and Long Island newspaper media.

Radio, however, will not be used in and around New York City. The meet is held from July 26-August 28.



Olive Kackley
HER FRIENDLY ADVICE,
WIT AND HUMOR, KEEP
WOMEN TUNED TO . . .
W C K Y

**50,000
WATTS
CBS**

THE L. B. Wilson STATION

KLZ
DENVER
The Denver Market
20th in U.S.
in Retail Sales
WEST'S FIRST STATION
Representative: The Katz Agency, Inc.

PROGRAM REVIEWS

"We Americans"

This is a timely and snappy program which follows the fortunes of the Yanks abroad, in the many places in which they find themselves today. Tom Terriss, who writes and handles the show is one of the men in radio who has traveled considerably, knows the places he talks about and does a fine job in the bargain. His diction is perfect and he has a pleasing voice which should draw a good listening audience. Last Sunday, he told of the values of Kashmir, in Northern India, where some of our officers and men are stationed.

The last half of the program told of "Johnnie American," a year ago, what he was doing and where he was working and then, of that same man, now "Private John American," where he was fighting and what he is doing in the many colorful places of the world. This series should merit the attention of a prospective sponsor who wants something distinct from the usual war news and commentator program. People like to hear more about the places where "Private John American" is today and here is a program that should be able to satisfy that want.

Program is heard over WJZ as a sustaining 10:15-10:30 a.m. EWT

"Everything Goes"

Mid-morning listeners can snap themselves out of that after-rising lethargy by joining, in a vicarious way, the rollicking fun of the "Everything Goes" variety show, heard on WEAF-NBC Monday through Friday, 9-9:30 a.m., EWT.

A week's listening shows that the program maintains an even balance with all the entertainment elements carefully blended to make enjoyable fare. What makes the show move along at a fast pace is its spontaneous quality. That quality as evidenced in Wednesday's performance was emphasized by the type of ad-libbing that bounced around among the performers and the audience participants. But ad-libbing was only part of a well-knit script by Arthur Henley, adroitly handled by Howard Petrie, Bill Hightower, and the musical numbers by Marie Green, Brad Reynolds, The Escorts and Betty, and Paul Lavalle and his orchestra.

Unlike many such shows "Everything Goes" does not fit into the category of hastily built programs that are offered because there is a lack of anything else. It is carefully presented and the thought behind it is not obscured by a lot of fast talk that is purported to amusing.

Austin Returns To KMTR

Los Angeles—Following a nationwide tour of personal appearances, Gene Austin is returning to KMTR, Hollywood. He will have a new and individualized nightly show, with the title "Gene Austin's Midnight Revels," it has been announced by K. O. Tinkham, station manager.

Durr Tells Dem. Women Club About Radio And Free Speech

(Continued from Page 1)

part of his time to the various controversies regarding broadcasting and the FCC.

He supported the new network rules, adopted before he came to the Commission, and challenged the right of networks to edit commentators' scripts. Durr protested also against the de facto right of private interests to "control" what goes over the airwaves, mentioning specifically last year's Cooperative League case.

"There isn't room on the air for everyone who wants a radio station; and there isn't time on the stations for everyone to say his say," Durr pointed out. "Thus, many may seek time on the air, but few are chosen. Due to this inherent physical limitation, someone must choose what shall and shall not be broadcast. He added:

"The Communications Act of 1934, and I am amazed at how much misunderstanding there is about this—places the decisions concerning what shall and shall not be broadcast in the hands of the more than 900 station licensees all over the country."

Draws "Trucking" Comparison

Striking directly at the broadcasting problem, Durr said, "radio frequencies are incapable of being privately owned. Congress has expressly reserved title in the people. The stations are, on the other hand, privately owned and operated. Can the operator of a truck line who is given the exclusive right to use a public highway be safely entrusted with the absolute responsibility of deciding what freight he shall carry or refuse to carry, or for whom he shall carry it or refuse to carry it, or should there be some standard imposed to insure fairness of treatment to the would-be shippers or some independent board of review to which the shipper can turn if he feels that his freight has been unfairly rejected? With radio the question is even more complicated and the consequences of reaching the wrong answer even more serious."

Hits English Method

Durr then rejected Federal operation as in England. More would be lost than gained, he said.

There are no serious problems so far as entertainment is concerned, Durr admitted, explaining that, "the broadcaster needs listeners before he can sell time, just as a newspaper needs circulation, and this in itself is sufficient incentive to give the listeners what they like. Whether we individually like soap operas or not is beside the point. We need not be too concerned about protecting a listener from an entertainment program which he finds objectionable, provided he has a reasonable range of choice. And certainly the network regulations will serve to widen this range. The listener always has a ready protection against programs which he does not like in that he can turn his dial to another station or cut off his radio entirely.

"News reporting is an important

part of program service and so long as it is confined to honest reporting there should be no reasonable ground for complaint," and continued, "there is, of course, always the danger that news of one nature may be suppressed or played down and news of a different nature played up, but the problem here is the same as in the case of newspapers, and a wide latitude must be allowed to the broadcasters in determining what is newsworthy and what is not. However, the practice indulged in by broadcasters and network officials or blue penciling the script of commentators, where the remarks are neither libelous nor violations of the Wartime Code of the Office of Censorship, is a cause for concern. Even where the blue penciling is based on fear of libel, the question is presented whether or not the libel laws should be modified to encourage greater freedom of speech.

Public Discussion Important

"The greatest problem arises in the field of public discussion, and here I think the danger lies not in what is permitted to be said but what is kept from being said.

"Aside from the provisions of the Communications Act of 1943, which require that equality of treatment be accorded to political candidates, no statutory right is given to anyone to use the radio for the dissemination of ideas, irrespective of his willingness to pay for the privilege, and the only mandate to the broadcasters is that they must operate 'in the public interest,' a term as broad or narrow as the judgment and conscience of the particular broadcaster. Unlike the newspaper publisher who can add another sheet to his paper, the broadcaster cannot increase the hours or minutes in the broadcasting day. Moreover, to keep his listeners, he must maintain some reasonable balance between entertainment, the news, and public discussion, and this is further limitation on the time available, even if the broadcaster should wish to let anyone air his views who might want to do so.

Wants Case-to-Case Basis

"With so many diverse points of view in this country and so many people who desire to advance them, it is a matter of practical necessity that all decisions as to who shall and who shall not go on the air be determined on a case-to-case basis, pursuant to reasonable standards. The soundness and fairness of the decisions so made therefore must depend upon the prejudices, predilections, and soundness of judgment of the persons making the decisions, whether those persons be private broadcasters or public officials. And here arises the question as to whether or not Congress should lay down further standards and set up a board of review to pass upon complaints of unfair exclusion from the air."

Emphasizing his unwillingness to

Recent Books

TWELVE MONTHS THAT CHANGED THE WORLD: By Larry L. Lesueur. Published by Alfred A. Knopf.

The United States cannot afford to lose Soviet Russia as a friend and ally to avoid a third World War.

This is the opinion of Larry L. Lesueur, CBS correspondent in Moscow, in his new book, "Twelve Months that Changed the World," published by Alfred A. Knopf. Lesueur, CBS correspondent in Moscow for a year, believes that the future Soviet Russia may rival the United States in industrial production and declares that no natural resources exceed our own.

"Russia is going to be both a European and great Eastern power. I don't think the future will be Soviet Russia becoming a democracy of the American type. After this I think she will develop her own system, in which there is no ownership of the means of production," Lesueur writes.

Lesueur has written a comprehensive report, in diary form, of his phases of life in Russia, from his first counter-attacks in the Moscow area in the autumn of 1941 to his heroically successful defense of the city in the spring of 1942.

The correspondent crosses the country many times. He has seen the great new industrial cities of the Urals; he commuted for months between Moscow and Kuibyshev; he fought the fronts at Mozhaisk, Rzhev and Borodino; he visited factories, schools, hospitals, and farms.

Lesueur's formula for leadership about the Russians was simple enough. He asked questions, and the matter how trivial they seemed, a trip to the front he noticed the surprise that Red Army men, on forced marches, were clean-shaven. Upon inquiring he learned that soldiers are forced to shave every day as a measure of strict discipline.

In the concluding pages Lesueur writes: "It appears as though the Soviet Union is satisfied to see the armies of Anglo-American free enterprise controlling the rest of Europe. There is little doubt in my mind that Russia is desperately eager to have an enduring peace to rebuild her devastated agriculture and industry, perhaps with the help of German farm labor, very likely the aid of factories removed from the Reich as a form of war indemnity."

take any stand on the matter. He outlined several points pro and con relative to a board of review.

Later Durr traced the history of free speech and free speech legislation, and gave the women a full discussion of the recent Congressional action against FCC employees. He mentioned B. Watson and William E. Durr, Jr., implying that because there was a discharge demanded not on the basis of anything they did, the demand was an attempt to restrict the freedom of speech.

Men Satisfied With Present Band

(Continued from Page 1)

or shifting to another section spectrum. Of 19 replies to the "is the present allocation the FM broadcasting," 13 were five, five negative and one in- Eleven FM operators thought d should be revised up or x weren't sure and two were y opposed to extension. To tion "what new or modified eing standards should be" 11 listed modifications, six satisfied with present stand- two replies could not be . Asked whether mileage ens heretofore recognized for purposes for same and ad- channel operation are satis- nine respondents answered ven "no," two more felt it early to reach a sound con-

Other Questions Posed

the questions, and the tabu- plies received, follow: "What of interference may be ex- from sky wave propagation if ent FM band is retained?" ds with the occasional freak at of distant FM stations. Of iving nine believed that while y be some interference from time it will not be serious. ether hand, five think just the

There were five more r voicing various opinions. w of the fidelity character- of the receivers manufactured, much stress been placed on dity in FM transmission and aining?" (20 answers were red- Eight said "yes," 10 said "no," al "maybe." "What steps, if ar should be taken to prevent istribution of inferior receivers t of taking reasonable advan- rvice provided, or such as a that service?" (The major- eared that public education f is the best way of combat- distribution of inferior re-

allocation on the basis of as be continued or is there satisfactory method?" (Of answers received, 12 prefer the system, six have other ideas, t sure).

RE FM Boosters

FM boosters be permitted o, should they be allowed ere unattended, and on chan- ent from the channel of the g transmitters?" Sixteen re- favored them, two were h should be the standards for arous operations?" (According MD's engineering committee, aners to this question are not y definite to permit classi-

ults of the survey, with any ut findings, are now under he FM Engineering Com- ed will serve as a basis for ection by the FM trade asso- the near future.

PROMOTION

MBS "Monthly Letter"

First issue of Mutual's "Monthly News Letter" which president Miller McClintock inaugurated, was issued over the week-end and sent to the chain's affiliates. Four page publication is prepared in chatty fashion, summarizing the major news items of the network in terse style plus an illustration here and there to brighten things up. Publication is part of the network's endeavors to solidify the affiliates in their relationships with the web.

McClintock's message encourages the stations to contribute to the publication as well as to write to the president himself.

Universal's Catalog

Universal Microphone Co., Inglewood, Cal., has issued its catalog No. 830 under the caption of "Universal U. S. Army and Navy Specification Plugs and Jacks." The four-page illustrated leaflet is designed for insertion of catalog covers. It describes plugs and jacks, prongs, cord clamps,

GE War Bond Contest

To spur the sales of war bonds and promote the approaching Treasury drive in September, General Electric, through its Mazda lamp program, "The Hour of Charm," will give prizes totalling more than \$10,000 in war bonds for the best essays on "Why I Am Buying An Extra War Bond." The essays, submitted by listeners, are to be limited to 50 words in length.

The contest opens with the announcement over the program Sunday, August 1, giving full details and rules. First prize will be a \$5,000 bond. Other prizes include 10 \$100 bonds and 90 \$50 bonds. "The Hour of Charm," featuring Phil Spitalny and his all-girl orchestra, is heard regularly over the full NBC network every Sunday evening at 10 p.m. EWT.

jack inserts and shells for jacks and plugs. Universal will next month publish a new edition of its general microphone catalog.

John S. McCarrens Dies; Headed Three Ohio Outlets

Cleveland—John S. McCarrens, 74, president of WCLE and WHK, Cleveland and WHCK, Columbus, general manager of "The Cleveland Plain Dealer," and former president of the American Newspaper Publishers' Association, died here at St. Vincent's Charity Hospital from bullet wounds received Thursday by a caller who killed himself at the executive's office. He is survived by his widow, Mary, and his children, Margaret McCarrens, John McCarrens, Mrs. Joseph V. Madigan and Arthur McCarrens.

McCarrens was in consultation with Herbert L. Kobrak, 59, formerly affiliated with Hungarian and German language newspapers, regarding publishing a graphic newspaper in Cleveland. During the ensuing discussions Kobrak withdrew his gun and shot McCarrens, turning the gun and shooting himself in the temple. McCarrens and Kobrak were rushed to the hospital where Dr. O. A. Weber removed a bullet from the radio executive's abdomen, giving him five blood transfusions. Kobrak died at the hospital 38 minutes after the shooting.

John Sylvester McCarrens served as director of the radio corporations controlled by the newspaper, and in 1941 became president of the Forest City Publishing Company, which since 1922, controlled all the stock companies publishing "The Plain Dealer" and "The News."

Wedding Bells

J. Marshall Braxton, production manager of WGBR, Goldsboro, N. C. was married July 24th to Ora Oliver Clark in Phelps, N. Y. Couple then left for the Thousand Islands of Canada on a honeymoon.

Traitor Broadcasters Indicted By U. S. Jury

(Continued from Page 1)

Wilhelm Kaitenbach, Dubuque, Iowa. (Generally believed to be "the American Lord Haw Haw"); Robert H. Best, Sumter, S. C. (former UP and New York "Times" correspondent in Europe); Douglas Chandler, Baltimore, (billed as "Paul Revere" and "Yankee Doodle"); Edward Leo Delaney, Olney, Ill., (former stage and screen actor here, whose broadcasts for the Nazis under the name of E. D. Ward were apparently not too effective, since he has been off the air for over a year); Max Otto Kolishwitz, New York, (former Hunter College faculty member known on the air as "O. K."); and two women—Jane Anderson, Atlanta, Ga., (writer-wife of a Spanish nobleman who, but for the intervention of the U. S. State Department, would have been shot as a spy by the Spanish loyalist government) and Constance Drexel, of Philadelphia, not a member of the socially prominent Drexel family there. Miss Drexel was formerly employed by the Chicago "Tribune" and several other American newspapers.

One in Italy

Listed as a current resident of Italy is Ezra Pound, formerly of New York, who has resided abroad since 1911. Pound, who enjoyed a brief popularity as a poet, has been broadcasting from Rome to this country and England for several years. The indictments are all identical, based on charges that they wrote and broadcast, in enemy employ, speeches to weaken American morale and interfere with the conduct of the war. They are based upon studies in progress for almost a year by FBI and the Department of Justice. The Department announced that "Material assistance in the investigation was furnished by the foreign broadcast intelligent service of the Federal Communications Commission, which recorded and transcribed hundreds of thousands of words of shortwave propaganda broadcast by the defendants."

Stork News

John Carey, CBS manager of building operations, is the father of a nine-pound boy. The child has been named Bruce Gardner Carey.

rebroadcast the same message to insure that the information is widely disseminated.

"The radio announcement of the all clear messages will not replace the recently approved audible all clear signals which will be continued."

Dave Driscoll, head of WOR's special events and war services, is chairman of the liaison committee between the broadcasters here and the military authorities. He has already left for overseas assignments. Expected that the stations will meet later this week or early next week, to elect a substituting chairman in Driscoll's absence. The new all clear regulations will probably be discussed also.

New "All-Clear" Plan In Effect Tomorrow Night

(Continued from Page 1)

Command, and relegates all other stations to the secondary position of monitoring the key stations for their cue.

Several of the indies are displeased with the set-up, feeling that it curtails the public service and educational jobs they accomplished in connection with the raid signals. In making known the modified set-up military authorities did not list the key stations or explain the change, holding that such information cannot be disclosed. Official pronouncement of the manner in which radio will function during air raids follows:

"Effective one minute past midnight tomorrow morning, information concerning the radio all clear announcement will be furnished to broadcasting stations in the area concerned by the First Fighter Command instead of the Service Command which now performs this task. The change will provide a uniform method of announcing the radio all clear throughout the entire Eastern Defense Command during simulated or actual air raids.

"Broadcasting stations in the black-out-for-test areas will receive their all clear data from the Information Center of the particular air defense wing or region in their territory.

"The Information Centers will transmit the all clear authorizations to certain key stations. These key stations will then sound a signal tone to get the attention of the radio audience and immediately thereafter will broadcast a standard all clear message. The message will contain a brief description of territory affected.

"Following announcement by the key stations, other radio stations which monitor the key stations will



Coast-to-Coast



LIEUT. "CHICK" MORRIS, former WLBZ, Boston director of news and special events, was among the survivors of the USS Helena when it was sunk in the first battle of Kula Gulf in the southwest Pacific.

WDRG, Hartford, has rearranged the working schedules of its employes to permit them to take part-time jobs in war factories in the critical labor shortage area. Several employes, it is reported to date, have gone on four-hour shifts at factories during the early evening.

KIDO, Boise, Idaho, celebrated the third anniversary of its Sunday theater. The dramatic shows, directed by Ralph Herbert, was inaugurated to relieve gas shortages and the absence of summer stock theaters. Most of the KIDO personnel take part in the Sunday theater, devoting the show exclusively to sale of war bonds. KIDO also presents the all-soldier band from the Gowen Field Air Base, composed of men who were professional musicians in civilian life.

KLX, Oakland, Calif., special events department broadcast the dedication of the new \$2,000,000 U. S. Maritime Service Officers' School in Alameda. Thirty officer candidates received service bars for valor and heroism at sea. Gov. Earl Warren headed the list of speakers. John B. Hughes was the commentator while the announcer was Wally King. The employes of KLX are subscribing more than their 10 per cent share in war bonds.

WPEN, Philadelphia, to relieve the alarm clock shortage has inaugurated a new program called "The Clock Watch." The listeners are asked to dial WPEN when they go to sleep and when the station signs on again at 6:45 the "The Clock Watch" would use musical tunes and the correct time to keep the war workers informed daily.

Appointment of Jim Bailey to the sales staff of WAGA, Atlanta, has been announced by Charles Smithgall, general manager. Bailey was formerly with WSGN, Birmingham, where he was a member of the sales staff for five years.

WNAC, Boston, on Sunday, August 1 will broadcast the mammoth sports affair at the Boston Garden when

Jim Braddock, former world's heavy-weight boxing champion, and Charlie Strack, wrestler, will meet to settle the old query who is the better man, the boxer or the wrestler. A host of famous personalities are expected to attend the unique affair.

Tony Wakeman's "Sports Column of the Air," heard over WINX, Washington, D. C., Monday through Saturday evenings at 6 p.m., has been renewed for another 26 weeks by Washington Woodrow Stores for Men. New accounts added to Frances Troy Northcross' "Home Counsel" show over WINX are: Barker McKittrick, Baskins, Morton's and Tay-Kof,

Continuing policy established for the month of July, Philadelphia Department of Health shows over WPEN are presenting guest speakers in discussions of student nurses and supply and need of nurses under today's wartime conditions. Last Saturday's guest was Charlotte Skooglund, educational supervisor of the Phila. General Hospital. This week's guests will be Dr. William Bates, former president of Philadelphia County Medical Society, Mrs. Wm. R. Talbot, chairman of Supply and Distribution Committee of the Nursing Council, and Helen Weber, representing the private duty nurse.

Play-by-play description of a special baseball game this Wednesday between the Great Lakes Naval team and a picked team from the Boston Braves and Cincinnati Reds will be broadcast by WSAL, Cincinnati, with Roger Baker and Dick Bray at the mike. Receipts from broadcast rights for the game, bought by Cincinnati department store, Alms & Doepke, with station donating the time, will go to increase other game proceeds, all of which go to the American Red Cross and other charities.

A month after its first broadcast the new KPO, San Francisco, Sunday morning feature, "News in Advertising," is now an NBC Pacific network feature at 9:15 a.m. However, the local broadcast retains its 8:45 a.m. time. John W. Elwood, general manager of KPO, originator of the program, attributes its success to its singular contribution to the war effort. It was immediately recognized by company presidents, advertising managers and account executives. The format of the program is composed of paid advertisements of national manufacturers placed with every type of medium, newspaper, magazine and radio.

Dick Belt, former continuity chief of WHIO, Dayton, O., was back for a visit. Belt is now a Lieutenant (j.g.), and has announced his engagement to Betty Marchi, secretary to WHIO manager, Bob Moody. Timely feature was presented over WHIO by Montgomery County Meat Board recently. Quarter-hour round table discussion of the meat situation was given

to listeners, helping to clear up the reasons for lack of beef, giving some indication of the outlook for the future and suggesting how to help alleviate the problem, which is serious in Dayton because of tremendous population growth.

American Lady Bakers have just renewed with KLZ, Denver, for a three-a-week strip titled "Piano-Quiz." Wes Battersea is the emcee with Sally Ryan at the piano. The give-away consists of merchandise and cash prizes. KLZ outdoor advertising campaign is concentrated at 20 points in out-lying Colorado towns, using three-color twenty-four sheet billboards.

According to an article appearing in the August issue of "Coronet," written by Bernard Lewis, WLS, Chicago, receives credit for starting and popularizing radio barn dances. The article, titled "Square Dance Roundup," relates the history of the WLS National Barn Dance and the success attained by this type of entertainment in the show business.

The new WSB, Atlanta announcer is Frank Cason. Vacationing this week are Frank Healy, Pauline Mozely, Hubert Batey, and Addie Bell Doss. Mary Caldwell, publicity director of WSB, has received word that a plane has been named after her, "The Mary C." The Troop Carrier Command headquarters in North Africa reported this bit of news when the squadron joined the Sicilian invasion. And Mary C. (Caldwell) has never been up in a plane.

Daniel W. Gellerup, who since 1925, has served the Journal Company as technical supervisor of radio for WTMJ, Milwaukee, has been granted an indefinite leave of absence to serve the United States in the development of electronics. Gellerup will join the U. S. Navy shortly as a civilian engineer, operating under the National Defense Research Committee.

Dwight Rutherford, southern editor of the Pacific Rural Press and an expert on the subject of home preservation and storage of food, discussed the methods in an interview on KFI, Los Angeles.

WMRN, Marion, O., chalked up its second coverage of honor roll dedications, Sunday. The first took place at Mt. Gilead, O. when Morrow County commemorated its list. Sunday's was dedicated to the men of Bucyrus, Crawford County. Newest staff member of WMRN is announcer Michael Marlow from Maple Heights, a Cleveland suburb. Marlow, who has had one-a-week shots on WHK-WCLE, Cleveland, is 16 years old. While Bob Gross is on vacation, Madge Cooper, women's editor, is taking his place as farm editor on the daily program "Friendly Farmer."

WTOL, Toledo, broadcast Shangri-La war bond program recently with Ozzie Nelson and Hilliard as the highspots. Jean Courtney of the WAVE Dorothy Rice of the WACs a army air cadets from the 27th Detachment of the United States Army. Toledos voiced their appeal, purchase of "Shangri-La" war Jean Wright's "Women at War" program featured a full schedule of interviews this past week, program and women who are at the armed forces and in civilian life on behalf of the war effort.

Frank Burke, CKLW, Windsor, Ontario, is on a two-week vacation, lolling about on the beach summer home on Lake St. Clair. His absence Verne Cox will take his duties. Val Clare, CKLW editor, celebrated his 31st wedding anniversary July 31, by taking a day out to Niagara Falls and having a look.

J. Van den Bogaert, managing editor of ANETA in London, visiting in the United States, interviewed on The Netherlands her possessions over the NBC and over the CBS web this week.

Ted Bacon, KHJ, San Francisco, presented a medley of six Walt Disney picture tunes and called it "neyana." The arrangements were with the staff of the Walt Disney

The WA-Gazette is the trick title of a new house organ published by WAGA, Atlanta. The magazine carries news of local and national programs, personalities and activities. The format is tabloid size, printed on glossy stock. Art is used profusely. The publication is mailed to retail druggists in the state in addition to a long list of agencies, and other retailers. Ewald Kopp, promotion manager, is the editor.

In order to stimulate the sale of stamps to build the carrier "Shant" WLAW, Lawrence, Mass., sold a minute Treasury program to the public in the greater Lawrence area.

Name Talent On WMCA For AWS Recruitment

Network name talent will give WMCA's "Army Air Force Salute" program, tonight, 10:03 p.m., to aid in the recruiting program of the Aircraft Warning Service. Baker will present a portion of "Take It Or Leave It," quiz; Blair of "Lower Basin Street," Corio, and The Marshalls will participate.

Paul Sullivan, news commentator will emcee. Jerry Sears will continue to direct the music. Aaron Steiner, director of the program.

| | | | | | | | | | | | | | |
|------------------|----|----|----|--------------|----|----|----|--------------|----|----|----|----|----|
| 1943 | | | | | | | | | | | | | |
| BIRTHDAYS | | | | | | | | | | | | | |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 |
| July 27 | | | | | | | | | | | | | |
| Mabel Albertson | | | | | | | | | | | | | |
| Fox Case | | | | Lillian Okun | | | | Fern Persons | | | | | |

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

4, NO. 19

NEW YORK, N. Y., WEDNESDAY, JULY 28, 1943

TEN CENTS

500,000 AFM Band Tour

Program On WLW M-G-M For Year

Radio—Metro-Goldwyn-Mayer
for 52 weeks a variety
and chatter show to be heard
on WLW Mondays through Fridays
7 p.m., EWT, beginning Aug.
Series of broadcasts will plug
MGM movies featuring mu-
sic from the pictures and chat-
ing with MGM personalities.

New series, to be titled "The
Stars" will use the familiar
Leo The Lion" as he roars in
at the chatter that emcee
(Continued on Page 7)

More War Bonds and Stamps WGN Shows Include Turn Of "Open House"

—Four program additions,
the reinstatement of one
of its most popular daytime pro-
grams, Open House With Johnnie
are being made by WGN,
at W. MacGregor, program
manager announced yesterday. "Open
House" will be returned to the air
on Monday, August 2, and
be heard daily, Mondays through
Fridays from 11:15 to 11:30 a.m.,
(Continued on Page 2)

More War Bonds and Stamps Cigarette Hearing Valdorf-Astoria Today

Federal Trade Commission
hearing Philip Morris & Co., Ltd.,
of New York, will be held today
in the assembly room of the
Valdorf-Astoria. Trial examiner pres-
iding will be Charles A. Vilas. Allen
H. Jones and George W. Williams
(Continued on Page 2)

RR On Tonight

President Roosevelt will address
Congress and Pan-American coun-
cil in 30 minutes at 9:30 p.m.
Tonight over all networks and
many independent stations. The
President is expected to make transcrip-
tion of the speech for foreign broad-
casters in all tongues of the United Na-
tions. The CIAA will translate and
broadcast to all Spanish and
Portuguese speaking countries.

"Histry"

Hollywood—They figure here
that radio history was made when,
some years ago, Leo Cleary (father
of Judy in "A Date With Judy.")
was appointed manager of the
second station to be built in Los
Angeles. Harry Von Zell working
for a bank reluctantly took a job—
but wound up filling in for Ted
Husing when the Paul Whiteman-
Old Gold Show on CBS arrived.
Yeh. P. W. brought him East and
he has been rising ever since.

Kate Smith Contract Will Run Until 1945

Kate Smith, now in her thirteenth
year as a radio star, will continue on
the air for at least three years more,
under the terms of a new contract
signed by her sponsor, General Foods
Corp., through Young & Rubicam, Inc.
in the interests of Jell-O and Jell-O
puddings. Miss Smith's contract is
unique in radio in that it always is
for three years and the options fall
(Continued on Page 8)

Buy More War Bonds and Stamps Strotz To Meet Manpower Drain Via Closed Circuit

West Coast Bureau, RADIO DAILY
Los Angeles—Encouraged by the
progress being made by the mem-
bers of the NBC-UCLA radio in-
stitute, Sidney N. Strotz, vice-presi-
dent in charge of the NBC Western
(Continued on Page 7)

SPA Seeks Copyright Revision Via Ascapi Articles Preamble

Two Daytime Serials To Be Aired Over WOR

Two daytime serials, "Mary Foster,
Editor's Daughter" and "Linda's First
Love," will be broadcast over WOR
beginning Monday, August 2. They
will be transcribed. "Mary Foster,
Editor's Daughter" is played against
a small New England town back-
ground with Mary Foster and her
(Continued on Page 2)

Over 500 Live Concerts Will Be Given In Outlying Communities As Result Of Roosevelt-Petrillo Confab

AFRA Projects Group Outlines NEIC Co-Op

The co-ordinating committee of the
National Entertainment Industry
Council, meeting last night at the
Hotel Astor, received, accepted and
commended the report of the Special
Projects Committee of AFRA which,
under the direction of Minerva Pious,
is working out definite plans of co-
operation in the talent-pooling move;
(Continued on Page 7)

Buy More War Bonds and Stamps Expect 500 Agency Execs At Chi. MBS "Screening"

Chicago—To view the first public
showing of MBS' new kodachrome
presentation of "This Is Mutual" more
than 500 advertising agency execu-
tives and radio advertisers of the
Chicago area are expected to attend
the screening tomorrow at the Drake
(Continued on Page 2)

Buy More War Bonds and Stamps Spa's Four Big Cup Races At Belmont Park On NBC

The traditional four Saturday track
classics of Saratoga Park, the Mer-
chants and the Citizens Handicap, the
Travers, the Saratoga Handicap and
(Continued on Page 6)

Half million dollars was ap-
propriated yesterday by the
American Federation of Musi-
cians to subsidize a touring
series of 570 concerts by all
the symphony orchestras, ma-
jor and minor, among cities
which ordinarily have no such
entertainment. In making the
announcement, yesterday, James
C. Petrillo, explained that project
is result of a confab with
(Continued on Page 6)

Buy More War Bonds and Stamps Plan London Pickups For Pall Mall On MBS

Mutual Broadcasting System will
air camp entertainment programs
which Gracie Fields will conduct on
a tour of British and American camps
during the next three months. Pick-
ups will be made, but not necessarily
regularly, whenever the military and
(Continued on Page 2)

Buy More War Bonds and Stamps Lockheed Expands CBS; Changes Format Of Show

Lockheed Aircraft Corp. yesterday
announced it has increased its cam-
paign on the Columbia network, by
adding fifteen minutes to its "Ceiling
Unlimited" program, effective August
(Continued on Page 7)

Perplexing

KHJ, Hollywood is in a dither
since the two new page boys were
hired. Each has the same first and
last names, Michael McGregor.
That's not all. Both boys are 17
years of age with blue eyes and
sandy hair. And each has the same
middle initial "M" although one
is called Millin and the other Min-
chin. However, they both prefer to
be called Mike. What to do?



Vol. 24, No. 19 Wed., July 28, 1943 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

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

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

FINANCIAL

(Tuesday, July 27)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Net Chg. |
|-----------------|---------|---------|--------|----------|
| Am. Tel. & Tel. | 157 3/8 | 157 3/8 | 155 | -2 3/8 |
| CBS A | 23 1/2 | 23 1/4 | 23 1/4 | -1/4 |
| CBS B | 23 1/4 | 23 1/4 | 23 1/4 | -3/8 |
| Crosby Corp. | 23 3/8 | 21 1/2 | 21 5/8 | -3/8 |
| Gen. Electric | 38 1/4 | 36 1/2 | 36 1/2 | -1 1/2 |
| Philco | 22 3/8 | 21 3/8 | 21 3/8 | -3/4 |
| RCA Common | 10 7/8 | 10 | 10 | -3/8 |
| RCA First Pfd. | 71 | 70 1/2 | 70 1/2 | -1/2 |
| Stewart-Warner | 12 5/8 | 11 1/2 | 11 3/4 | -7/8 |
| Westinghouse | 94 1/8 | 91 | 91 | -3 |
| Zenith Radio | 36 | 33 3/4 | 33 3/4 | -1 3/4 |

NEW YORK CURB EXCHANGE

| | | | | |
|------------------|--------|--------|--------|------|
| Hazeltine Corp. | 31 1/2 | 30 1/2 | 30 1/2 | -1/8 |
| Nat. Union Radio | 3 3/8 | 3 3/8 | 3 3/8 | -1/8 |

New WGN Shows Include Return Of "Open House"

(Continued from Page 1)

CWT. The program features Johnnie Neblett as a story teller and philosopher. Len Salvo at the organ will be heard with Neblett on the program.

"What's Your Idea?" a Mutual program featuring Imogene Wolcott in news and household hints for women, will be given a five-day-a-week schedule on WGN effective this week. The program, originally heard from 10:50 to 11 a.m. Mondays, Wednesdays and Fridays, is now being broadcast at the same time Mondays through Friday.

In addition, WGN will begin airing the MBS show, "Mutual Goes Calling," from 1:30 to 1:45 p.m. on Mondays, Wednesdays, Thursdays and Fridays beginning Monday, August 2. Another network program, "Nashville Varieties," will be heard each Tuesday from 1:30 to 1:45 on WGN, effective August 3.

WANTED

Experienced Sound Effects Technician for Major Network. Write Box 727, RADIO DAILY, 1501 Broadway, New York City.

Coming and Going

WILLIAM S. HEDGES, vice-president of NBC in charge of stations, left last night on a tour of the West Coast to visit affiliated outlets. He has a stopover scheduled at Denver.

CLEMENT FULLER, special correspondent in the United States for BBC's European news division, is on a trip to Canada to confer with Governor General Malcolm MacDonald, also with CBC and BBC officials for a more complete exchange of news between Canada and Europe.

JOE B. CARRIGAN, president of KWFT, Wichita Falls, Tex., is in town for conferences at the headquarters of CBS.

NATHAN FRANK, commercial manager and sales promotion director of WCBT, Blue Network outlet in Roanoke Rapids, has arrived from North Carolina for a few days in New York.

BEN SELVIN, vice-president of AMP, has returned from a week's vacation in the Poconos. He will leave again next Monday on a business trip to the Midwest.

JEAN COLLINS, vocalist heard on the Blue, returned yesterday from a week-end in Connecticut just in time to be featured on the "Pop Stuff" program broadcast over the network last night.

HERB POLESIE, CBS producer, leaves today for Hollywood to arrange for the airing of Frank Sinatra's "Broadway Bandbox" show from the West Coast studios of the network. He will be gone about five or six weeks.

W. I. ORR, commercial manager and sales director of WBNS, Columbus, Ohio, has returned to the home offices following a visit to Cincinnati to attend the NAB session.

Two Daytime Serials To Be Aired Over WOR

(Continued from Page 1)

father, Editor of Valley Springs' only newspaper, The Sentinel, as the main characters. The story deals with the social, economic and domestic problems faced by people everywhere and how they are solved by the Fosters and their fellow townsmen.

Joan Banks is heard as Mary and Parker Fennelly as Henry Foster. The program will be heard Monday through Friday from 3 to 3:15 p.m. "Linda's First Love" is the story of a beautiful and courageous girl whose heart involves her in many exciting and heartbreaking situations before she finds real happiness.

Linda is portrayed by Arline Blackburn. Others in the cast are Barbara Weeks, Karl Swenson, Bennett Kilpack and James Meighan. "Linda's First Love" will be on the air Monday through Friday from 3:15 to 3:30 p.m.

FTC-Cigarette Hearing At Waldorf-Astoria Today

(Continued from Page 1)

will try the case for the Commission, who complained that Philip Morris & Co. misrepresented statements in the sale of their cigarettes and smoking tobacco.

Stork News

Susan Tucker Harrison, eight pound, one ounce daughter of Charles Harrison, account executive for WABC, bowed in last Saturday at St. Vincent's Hospital, New York City.

JOHN FAHNLIN, JR., president and general manager of WPIC, Sharon, Pa., is back at his desk following a few days of illness.

CLYDE F. COOMBS, vice-president and general manager of KARM, Fresno, Cal., completed his short visit here yesterday and left last night for the West Coast.

JAMES W. BIXLER, night program manager of the Blue Network, has left on a one-week vacation.

MAXON I. BEVENS, commercial manager of KGHF, Pueblo outlet of the Blue Network, is in town from Colorado for confabs at Rockefeller Center.

JAMES M. GAINES, of the NBC station relations department, has returned from his annual vacation.

BOB HOWARD, heard over WHN via the "Gloom Dodgers" program, in Philadelphia to attend a War Bond Rally, this to be followed by an appearance at Camp Dix in New Jersey.

S. C. VINSONHALER, vice-president and general manager of KLRA, Little Rock, Ark., arrived yesterday for a few days in New York on station and network business.

WILLARD EGOLF, assistant to the president of NAB in town, also WALTER DENNIS, press relations head for last night's meeting of NEIC.

PHIL HOFFMAN, vice-president and general manager of WNAX, Columbia's affiliate in Yankton, S. D., is on a business trip to New York.

PVT. ROBERT MARKS, U. S. Army Signal Corps, formerly of the WABC production staff, was in town on furlough yesterday and looked in on his erstwhile colleagues at the old stand.

Expect 500 Agency Execs At Chi. MBS "Screening"

(Continued from Page 1)

Hotel Miller McClintock, president of the network, will address the meeting.

The presentation, designed to demonstrate the advantages of Mutual as an advertising medium, was first shown in a less complete form before executives of MBS stations here several weeks ago. Since then, a sound track has been dubbed. The earlier version was recently exhibited before a few individual advertising agencies in New York.

Robert Schmid, sales promotion director of Mutual; Jack Latham, assistant sales manager of the network; the executive personnel of WGN, including Frank P. Schreiber, manager, and William A. McGuineas, sales manager, are among others who will be present at the meeting.

War Worker Kitchell Guest

Mrs. Preston Davie, head of the Civilian Activities Committee, an organization formed to assist soldiers and sailors, will speak today on Alma Kitchell's "Women's Exchange" program which is heard over the Blue Network from 115-1:45 p.m.

AMP has a new HIT BULLFROGS AND MARINES

Introductory broadcast date will be announced next week.

Plan London Pickups For Pall Mall On

(Continued from Page 1)

geographical, as well as network commitments permit. These broadcasts were announced a prize offering, yesterday, by McClintock, president of Mutual, farewell party given for Miss at the Waldorf-Astoria. Sir C. Haggard, British Consul Gen. New York, just returned from London, was the guest of honor. Fields having just concluded series on the Blue, will return air in the Fall, via Mutual, sponsored by the American Cigarette and Co. for Pall Mall cigarettes.

Miss Fields Replies

In brief informal comment Godfrey paid tribute to the building job Miss Fields has been doing. He also described civilian conditions in England as he found during this recent trip. Miss Fields spoke highly of reception given by service men in this country, expressed anxiety for her homeland, then, joshing about the switch to the Blue to Mutual said: "I'm on Mutual, and will be bigger better than on the Blue."

Substitute On Craig Program

Ann Russell, writer and actress, to Nancy Craig on that comment "Women of Tomorrow" program, substituting during the next few weeks for Miss Craig, whose baby was born last week. The program is Monday through Friday on the Network from 8:30-9 p.m. The show on the show next Monday will be Lady Doverdale of England, which speak on the subject "Women at War."

"Hot" Availability "It's Capitol News!"

★ "Washington Inside Out" now available* for immediate sale.

\$45 per week

SUNDAY EVENINGS 6:15-6:30 P. M.

*subject to prior sale

W-I-T-H



IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED



THE TALE OF 3 P's

OR WHY ONLY WOOD

CAN DELIVER THE WESTERN MICHIGAN MARKET

POPULATION . . . PROGRAMS . . . POWER . . . these are the measure of a station's audience. Apply the "Rule of 3 P's" to Michigan's second market and you will see why WOOD — and only WOOD — can do the job for you in this high wage territory of over a million listeners.

POPULATION

Grand Rapids is Michigan's *second* city — *second only to Detroit*. Grand Rapids is larger than Kalamazoo, Muskegon and Battle Creek *combined*. WOOD is in the very center of this populous metropolitan and 25 county area. No station on the *fringe* of this market can possibly deliver this audience. Take a tip from local advertisers, who are on the ground and *know*. The majority, by a wide margin, use WOOD *exclusively*.

PROGRAMS

WOOD is the *only* NBC station in the Grand Rapids-Kalamazoo-Western Michigan area. Naturally the voice of WOOD *dominates* this rich outstate market, because it delivers the programs "most people listen to most" — 9 of the top 10 — 17 of the top 25 (in a recent poll). Surveys show that WOOD is vastly preferred in this industrial-agricultural section. Its audience is **THREE** times that of the other local station. And in Grand Rapids, Michigan's second largest city, WOOD has a better than 18 to 1 listener preference over the next Western Michigan station.

POWER

WOOD is a 5000 watt station, second to none outside Detroit. Its voice of unequalled power from the very heart of the outstate Michigan market, broadcasting a full schedule of NBC programs, is why WOOD is the HOME STATION of this prosperous territory — why WOOD is the Western Michigan station "most people listen to most."



WOOD

GRAND RAPIDS .. NBC .. 5000 WATTS

Outstate Michigan's Greatest Station

Los Angeles

By RALPH WILK

NEIL McDONALD, formerly West Coast manager for Tom Fizdale, has joined the press department of CBS, Western Division, as assistant to Director Lloyd Brownfield.

Edwin Buckalew, field manager of station relations for the Columbia Pacific Network, left for a tour of CBS affiliates in the Northwest.

Janet Gaynor, petite hostess for the Columbia Pacific Network's "Hollywood Showcase," made a trip up to San Francisco this week-end to appear as guest speaker at a special War Bond Rally for the war workers on Mare Island. Miss Gaynor appeared at the rally for the Hollywood Victory Committee.

Rosemary de Camp was the guest star on the Hollywood Radio Theater instead of John Loder, who was previously announced and who will appear in a few weeks. C. P. MacGregor is producer of the show which is heard over KNX every Sunday at 9:30 p.m.

Redheaded Fred Brady is a deadpan radio actor, but three of his aides, stumbling Lu Lubin, sputtering Charlie Kemper and sappy Joe De Rita, look plenty funny and draw much studio applause. Then there's curvaceous Shirley "Veronica" Mitchell who brings forth the cheers and whistles!

Eddie Paul, who has been batoning the Sealtest orchestra for the past three years under Rudy Vallee's direction, has been given full command of the music now that Rudy has gone and Joan Davis and Jack Haley have taken over.

They've got Perry Ward washing windows now! The jovial, rotund master of ceremonies and general pepper-upper of NBC's hilarious "Scramby Amby" has enough to do keeping the contestants on their toes. Therefore, an assistant in the glassed-in control booth keeps track of the "jack pot" total as it goes up—and flashes the good word to Perry by means of numbers printed on large pieces of cardboard. This week the glass of the control booth was a little dusty. Perry took off his coat, commandeered a dust cloth and went to work. Show time came and there was nary a mix-up. As Perry said, "You could have eaten off that window—if you had anything to eat."

N.B.

WE PROBABLY HAVE REGISTERED WITH US THE RIGHT PERSON FOR THE VACANT POSITION YOU ARE TRYING TO FILL.

CALL—

FRANK McGRANN

POSITION SECURING BUREAU, INC.
(Agency)

331 Madison Ave. (43rd St.), New York

MURRAY HILL 2-6494



Notes From A Ringside Seat ?

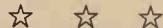
● ● ● Last April, during the NAB Convention at the Palmer House in the Windy City, it was decided to inject more comedy programs into the network schedules. . . . it is evident that those plans are now being effected with CBS, having launched an ambitious comedy sustainer starring Jerry Lester with material supplied by a staff of scripters including Bud Pearson, Les White, Hal Collins and Bob Marko. . . . The Blue Network, too, started the first of a costly sustaining series of comedy programs Monday, changing the "Rhythm Road" vehicle to include a cast of artists who can be depended upon to arouse the risibilities of tuner-inners. . . . the program, now called the "Johnny Morgan Show," finds Morgan surrounded by Ann Thomas, whose Brooklynese accent on the "Easy Aces" strip, is unforgettable, Patsy Flick, Mister Guffey, the new child sensation, Alistaire Kyle, Beauteous Latin-American songstress, Cordova and Jimmy Lytell and his band. . . . Scripters of the latter show are Mort Lewis and Sidney Fields. . . . Contrary to reports Bert (the Mad Russian) Gordon will again appear on Eddie Cantor's program when it resumes in the Fall. . . . Vera Vague, heard on the Bob Hope NBCowner, also has signed to heckle Ida's Husband. . . . Jimmy Blair, the "Basin Street" Lark, starts a p.a. tour of theaters Monday. . . . Bill Meloney, Press Head of the BBD&O outfit, has a new idea for a radio show which rates a hearing.



● ● ● A crude defacement of the onyx-panelled wall on the third floor of NBC, pictures a mis-shapen swastika. . . . however the "work of art" exists just where such emblems belong. . . . in the "Pay Booth" of the Gents' Room. . . . tee-hee. . . . Bill Sweets, NBC director, will resign this Saturday. . . . during his vacation he'll continue to direct "Gangbusters" and plans to free lance in the Fall. . . . Joan Brooks has been CBSigned to another 13-week contract. . . . To reward his office staff for its arduous tasks during the recent tour of "Truth or Consequences," Ralph Edwards has given his cohorts a two-week vacation at his ranch in Old Strawberry Cal. . . . Robert Bellaire, former United Press Chief at Shanghai and Tokio and now a Blue Networker (newscaster) will sub for John Gunther Sunday on the "Where Do We Stand," program with John Vandercook. . . . Returning the visit he paid them on their own program last year, Burns and Allen, will guesstar for "Pops" Whiteman on his August 8th NBCast. . . . Sweet Colleen Ward, one of radio's better actresses, will make her stage debut in Elmer Rice's forthcoming Broadway production, "A New Life."



● ● ● Screen actress Constance Moore will exercise her vocal chords when she guests Sunday on the Bob NBCrosby show. . . . Philip K. Baldwin, who next Monday will assume the position as assistant to Chief Engineer Clyde Hunt at WTOP, received an honorable discharge from the U. S. Army recently, where he had attained the rank of Captain. . . . Diana Bourbon has resigned as director of the Judy Canova program and starting August 4 will assume new duties with the OWI. . . . she'll be attached to the London office. . . . Bill Stern's NBChamp guest August 6, will be Slapsie Maxie" Rosenbloom who can always be depended upon to "moilder de King's English". . . . Mitch Ayres, currently at the Paramount in Gotham will leave with his band for Hollywood next Wednesday to appear in his first filmusical for Universal Pictures. . . . The American Women's Voluntary Services at its National Headquarters, 345 Madison Ave. is seeking girls employed by advertising agencies, radio stations, music publishers etc. to volunteer their services (one or two hours weekly). . . . if you want to do your bit for this Patriotic Body, send a penny postcard with your name, address and telephone number to Stella Unger at the above address.



Remember Pearl Harbor

Chicago

By FRANK BURKE

THE Blue Network is scheduled to pick up dedication ceremonies the first C 54 Army transport to come off the assembly line. New Chicago Douglas plant, July 30th. Jim Stirton, p. director of the Blue in Chicago working out details with Nedford and Jack Anderson's Douglas organization.

A trio from WBBM leave for a week's fishing at the North Woods Club. Charles G. head of local sales; J. Kelly, commercial manager, and Rad, news analyst, make up the

Members of the board of directors of FM Broadcasters, Inc., will at Milwaukee's Radio City on 3rd, Walter J. Damm, president, announced. Guests at the n will be Dr. Wm. R. G. Baker, president of General Electric, rector of the RMA engineering department, and Major Edwin H. strong.

Latest lullaby singer around studios is Johnny Cordaro, mu. The Cordaros have announced arrival of an eight pound, nine daughter, Myra Jayne, at Raven Hospital.

Shep Chartoc of WBBM, is ceeding Chuck Logan, resigned.

John D. Weaver, plant manager of the Chicago branch of Douglascraft, will be cited "for distinguished service," for his contribution to airplane industry on the program that name over WGN tomorrow. gram will be heard from 9:30 to p.m., CWT.

Wayne Van Dyne, WGN tenor, will be soloist on the "Harmony" program to be broadcast on W Mutual tomorrow, from 8:30 to 9

Dramatization of the story of donors in the Chicago area will featured on the "Midwest Mobil" program, Saturday, July 31, WBBM from 4:45 to 5:15 p.m. gram will be written by John B. and produced by Fred Kilian.

WANTED

TWO TOP-NOTCH TIME SALESMEN

A 10,000 watt New York station needs two experienced salesmen to replace one who have gone into the Service. Must have previous radio experience and be thoroughly familiar with the New York market, local advertisers and leading national advertisers and their agencies. The two men we have in mind are probably now selling local or network time and programs with a New York station or in the radio department of some agency.

Good opportunity, and drawing account against commission. Reply giving age, education, experience and draft status. All replies will be considered strictly confidential. Our own organization knows of this advertisement. Box 72, Radio Daily, 1501 Broadway, N. Y. C.

NOW OPEN FOR
LOCAL SALE

“THE GREEN HORNET”

Currently BLUE Network 6:30—7 P. M. Sundays
Five Years Coast-to-Coast Build-up

“Ned Jordan - Federal Ace”

Broadcast Four Years
Coast-to-Coast over Mutual

KING-TRENDE BROADCASTING CORP.
1700 Stroh Building—Detroit, Michigan

PROMOTION

WHN Baseball Up

Wartime restrictions on gasoline for civilian use is reflected at WHN by a 100 per cent increase in baseball listening over 1942. Figures were determined by WHN on a Monday through Friday basis.

Saturday and Sunday baseball listening started off approximately 50 per cent below 1942 figures and gradually rose to a 50 per cent increase in June over 1942 and an 85 per cent increase over July 1942.

The increase in percentage figures is due in part according to the station to the fact that it is the only major station in the New York listening area broadcasting major league baseball. Supplementary factors of the measurable increase are the newly developed interest in wartime baseball, and listeners who formerly heard the broadcast at beaches and other places of outings by battery sets and who are now listening to the games at home. These latter listeners were never figured in any previous radio surveys.

In addition to the increased listening to the Brooklyn Dodger ball games there is a heavy listening interest at Army Camps, Naval Bases, and Hospitals within the primary listening area of the station.

Red Barber, station's baseball announcer reports a decided increase in female interest in the ball games.

WNEW's "Presentation"

Hitting two birds with one stone, Carl Erbe, new publicity director at WNEW, is using a presentation which serves to introduce him and at the same time promote the station's most valued program, "Make Believe Ballroom."

Departing from the formal, Erbe's mimeographed presentation is simply stapled to a cover folder whereon is scattered the logotypes and names of his former clients, all of whom were in night club, vaudeville and other fields. Theme of the text is, "I have turned legit . . ." because this is the p. a.'s first radio affiliation. In the light vein, he sketches in a brief biography, leading up to the "Ballroom" as his first "story." Friendliness with a touch of the humble prevail, so that both the p. a. and the "Ballroom" get enough attention.

Two Accounts Signed For Spots Over WJZ

Spot business on WJZ has been increased by the addition of two accounts one industrial and one publication.

Radio Corporation of America (RCA Victor Division) is sponsoring one-minute announcements, which started Monday. The business was placed through Ruthrauff & Ryan.

Through Raymond Spector Co., Inc., MacFadden Publications, Inc., for True Story Magazine, has signed for participations on the "Kibitzers" program, Friday and Saturday, Aug. 13 and 14, at 8 p. m.

Set \$500,000 AFM Band Tour For Free Local Concert Series

(Continued from Page 1)

the President of the United States, at the President's request, in the White House back in December 29, 1942.

The tours will get under way within the next seven or eight days, Petrillo promised. Musicians will be paid scale; the Federation will stand the cost of everything; concerts will be free to the public. Notices are being sent out immediately, to all locals, informing them of this project, and requiring them to take immediate measures to start touring the symphony groups which are available within their jurisdictions. There are 17 major symphonic orchestras of permanent character, and 55 groups which give occasional concerts.

Small Communities Stressed

First concerts under the union's patronage will be given by such units as the New York Philharmonic Symphony Orchestra, the Boston Symphony Orchestra, the Cleveland Symphony Orchestra, the Chicago Symphony Orchestra, and others which, Petrillo explained, were still intact and could be readily mobilized for touring in their spare time. Concerts will be given, not in the larger cities, but in the smaller communities.

First action on the project was consummated by the union June 7, 1942, when the Board met in Chicago. Then the execs appropriated \$250,000 for the purpose. Board also authorized the president to spend an additional \$250,000 if he finds the need. Petrillo said that in all likelihood the entire \$500,000 will be used. "We contemplate spending all that money for these concerts. If the weather gets bad we will shoot them into an auditorium."

Mostly Open Air

For the most part the concerts will be open air. If any of the locals wish to supplement the project by adding more concerts, they will be encouraged to do so. Locals will determine the itinerary of the orchestras, selecting the towns, etc., while the regular conductors will plan the musical programs.

"We are trying to do the right thing," declared Petrillo. Reporting on his conference with the President, he said:

"By invitation of President Franklin D. Roosevelt, I had a meeting with him at the White House on December 29, 1942. The President was very much concerned that the people in the smaller cities in the United States are not getting enough first class concert music, especially during war time.

"He pointed out to me that in many foreign countries, concert orchestras are sent from city to city so that the people who are not in a financial position to travel to the big cities to hear the larger orchestras,

could hear the finest music free of charge. "He was wondering whether or not the American Federation of Musicians could do something along the same lines. I told the President I would be very happy to take this matter up with the International Executive Board of the American Federation of Musicians and I felt sure something could be done about it.

"Upon taking the matter up with the International Executive Board, an appropriation of \$250,000.00 was authorized for the above purpose. If it is found necessary to spend an additional \$250,000.00, the Board has authorized the President of the American Federation of Musicians to do so.

"It is very significant that the President of the United States, with all the responsibilities he has during this crisis, found time to think of the people in the smaller communities and provide an opportunity for them to see and hear the outstanding musical organizations in the United States.

"These concerts will be given, not in the larger cities, but in the smaller cities, just as the President has requested. In this way we can bring this fine music to the people of our country.

"This will serve a two-fold purpose in that some of the people will be seeing and hearing these orchestras in person for the first time, and also, it will do a great deal for home morale during these distressed times.

Musicians To Be Paid

"The men in these orchestras will be paid for their services while the people in these cities will hear these concerts free of charge.

"The following orchestras will be advised immediately through their local unions to at once make arrangements to play a certain number of concerts which will be allocated to them:

Philharmonic Orchestra of Los Angeles, Los Angeles, California; San Francisco Symphony Orchestra, San Francisco, California; Washington Symphony Orchestra, Washington, D. C.; Chicago Symphony Orchestra, Chicago, Illinois; Baltimore Symphony Orchestra, Baltimore, Md.; Detroit Symphony Orchestra, Detroit, Michigan; Minneapolis Symphony Orchestra, Minneapolis, Minn.; Kansas City Philharmonic Orchestra, Kansas City, Mo.; St. Louis Symphony Orchestra, St. Louis, Mo.; New York Philharmonic Symphony Orchestra, New York, N. Y.; Rochester Philharmonic Orchestra, Rochester, N. Y.; Cincinnati Symphony Orchestra, Cincinnati, Ohio; Cleveland Symphony Orchestra, Cleveland, Ohio; Philadelphia Orchestra, Philadelphia, Penna.; Boston Symphony Orchestra, Boston, Mass.; Pittsburgh Symphony Orchestra, Pittsburgh, Penna.; Indianapolis Symphony Orchestra, Indianapolis, Indiana.

Petrillo listed, also, the 55 supplementary groups with occasional concerts and which will be tapped for this project where and when possible. Their locations follow:

Supplementary Groups

California—San Diego; Colorado—Colorado Springs, Denver; Connecticut—Hartford, New Haven; Delaware—Wilmington; Florida—Miami; Illinois—Peoria; Indiana—Evansville, Fort Wayne, South Bend, Terre Haute; Iowa—Sioux City, Waterloo; Kansas—Lawrence; Kentucky—Louisville; Louisiana—New Orleans; Maine—Portland; Michigan—Flint, Kalamazoo, Grand Rapids; Minnesota—Duluth, St. Paul; Mississippi—Jackson; Montana—Missoula; New Jersey—Newark, Trenton; New York—Albany, Buffalo, Syracuse, and Utica; N. Carolina—Asheville, Charlotte.

Also N. Dakota—Fargo; Ohio—Toledo; Oklahoma—Oklahoma City, Tulsa; Pennsylvania—Allentown, Harrisburg, Reading, Scranton; S. Carolina—Charleston, Columbia; Tennessee—Memphis; Texas—Dallas, El Paso, Fort Worth, San Antonio, Waco; Utah—Salt Lake City; Virginia—Norfolk; W. Va.—Charleston, Wheeling; Wisconsin—Knoles and Wyoming—Cheyenne.

WJZ To Rambeau Co.

H. A. Seville, national sales representative of WJZ, Hagerstown, Md., announced early this week that Wm. G. Rambeau Co. has been appointed national representatives of WJZ.

"Armstrong" 10 Years Old

The Jack Armstrong series will complete its tenth year on the air-planes Friday, July 30, when the 2,220th episode of the All-American Boy's adventures is broadcast over the Blue Network at 6:30 p. m., EWT.

AGENCIES

JIM BOURKE, of Foster & Inc., Cleveland advertising and publicity director for Philny's "Hour of Charm," is now for duty as a lieutenant (j.g.) in aviation. His work on the plane will be taken over in the future by Dudley Foster.

JOE BRATTAIN has again resumed his duties at Erwin, Wasey & Co., as Director of Radio Station after a serious accident several weeks ago he was run over by a taxicab and suffered eight ribs and other minor injuries is not fully recovered but is daily improving and expects to be working full time within another few weeks.

BELMONT RADIO CORPORATION, Chicago, begins a new series on its work on Radar and electronic applications through Belmont & Hohman.

McKESSON & ROBBINS will introduce Bax multi-vitamin tablets, new package soon, through Ellington. The drug company advertises Bexel B-complex tablets on 99 radio stations through Tarcher & Co.

CHICAGO TELEPHONE SUPPLY COMPANY, Elkhart, Indiana, manufacturers of radio and electronic devices and telephone equipment, placed their advertising with Brown Advertising, Chicago.

THE NEW HAMPSHIRE STATE PLANNING AND DEVELOPMENT COMMISSION has appointed C. W. Hoyt Company, Inc. to handle recreational and industrial advertising for the State of New Hampshire.

Spa's Four Big Cup Races At Belmont Park On Monday

(Continued from Page 1)

the Saratoga Cup, the first of which is due to be held August 7 at Belmont Park in Long Island due to traveling restrictions, will be broadcast by Clem McCarthy, racing announcer, over the NBC network. Stanton will describe the setting of the race track.

The stake events will be broadcast Saturdays at 4:15 p. m., EWT. The running of the Travers will be broadcast August 14, followed by the Saratoga Handicap August 21 which the Saratoga Cup will be described August 28.

The Cup contest, comparable to Preakness and the Derby in American turf history, will be run by the entries as Alsab, Dark Discoverer, Mioland, Market Wise, Bolinbrook, Deseronto for a \$25,000 purse.

Racing was halted in Saratoga last year when Governor Dewey refused to issue a license because of fuel shortages and for other reasons.

Weeks Revision Ascap's Preamble

(Continued from Page 1)
 expiration date to 1965, and Marks' suit for a declaratory judgment on the question of songwriter's rights when the publisher has from Ascap membership. The preamble would unmistakably declare that the songwriters own fifty per cent proprietary interest, retroactively and in perpetuity, in copyrights now and henceforth owned by the publishers. Accepted by the Ascap Board, and subject to subscription to renewed membership contracts by the publishers, it would make it unnecessary, then, for the songwriters to make individual agreements. The preamble idea circulates in the trade these past couple of weeks and have been linked with the recent announcement by John G. Marks that Ascap's directors had voted an extension of current Ascap membership agreements at a special meeting July 14. Songwriters have been inclined to view the Ascap resolution as an attempt on part of the society to show its good faith to the public, with the psychology of a change of operation, etc. Noted that the Society and its publishers are not too certain of the outcome of the declaratory judgment decision in favor of the songwriter members in matters of songwriter's rights would weaken the society and its license salability to publishers. Reasoned that Ascap should settle the question via the old stand hold on to "half a loaf" rather than "no loaf" at all. Similarly, songwriter members have been opining, "Half a loaf is better than nothing," and get it immediately appears to be antagonistic than having to fight for the Marks disposition. A standard contract with publishers expires 1946. No more signatures being accepted. Organization, in lining up changes in conditions for a new form which is in negotiations at the expiration of the current pact. Some of the negotiations, such as the combination with the two cent statutory mechanicals, etc., may be included in new contracts with publishers who are not signatories to the old form now.

"BLIND DATE"

This radio program, so successfully broadcast by Maxwell House Coffee, is the exclusive property of Mr. Joe ... Sioux Falls, S. D.

All inquiries regarding same should be addressed to his representative, Wallace Radio Productions, 605 Michigan Avenue, Chicago, Illinois.

☆ ☆ GUEST-ING ☆ ☆

MADELEINE CARROLL, in an adaptation of "Now, Voyager," Friday (WABC-CBS, 9 p.m.).

ANN CORIO and PAUL LAVELLE, on the Ellery Queen program, Saturday (WEAF-NBC, 7:30 p.m.).

MARION LOVERIDGE and BOBBY HOOKEY, on "Nellie Revell Presents," Saturday (WEAF-NBC, 10 a.m.).

DR. LIN YUTANG, Chinese author and philosopher, discussing his new book, "Between Tears and Laughter," on "Of Men and Books," Saturday (WABC-CBS, 2:30 p.m.).

MARION HUTTON, and the Modernaires, on the Paul Whiteman show, Sunday (WEAF-NBC, 8 p.m.).

SIMON BARERE, pianist, and ELEANOR STEBER, soprano, on the Coca-Cola program, Sunday (WABC-CBS, 4:30 p.m.).

Strotz To Meet Manpower Drain Via Closed Circuit

(Continued from Page 1)
 Division, plans to use closed circuit auditions that will reach NBC stations that might be short of manpower.

Irving Zielinka, a chemical engineering student at Cal-Tech, who is attending the institute, has been made a junior announcer at NBC.

One of the most popular classes is that of radio drama and production, which is headed by Ned Tollinger, NBC production manager. It has 82 students, 60 per cent of whom are girls. Bob Brooke is in charge of the radio engineering class.

NBC is also conducting classes at Stanford and Northwestern.

KGO Transfers Robertson

San Francisco—Larry Robertson, KGO-Blue Network production manager, has been transferred to the Hollywood office of the network and assigned to the production department at that point, it has been announced by Don Searle, manager of KGO.

Cooper On 'This Is Our Cause'

Jerry Cooper, singing star of WOR's "Keep Ahead" program over the Mutual network on Friday nights, will guest on "This Is Our Cause" over WINS, Sunday afternoon, from 4:30-5 p.m. This week's "This Is Our Cause" is dedicated to the U. S. Treasury Department.

Wayne "Women's Page" Guest

David Wayne, actor soon to be heard in a revival of "The Merry Widow" and who drove an ambulance with the British Army in North Africa, will be heard on Adelaide Hawley's "Women's Page of the Air" today over WABC. Wayne at one time had been reported killed.

ROBERT BENCHLEY, on the Jack Carson program, today (WABC-CBS, 9:30 p.m.).

REV. JOHN LaFARGE, executive editor of "America," discussing "The Christian Approach to the Race Problem," on Columbia's "Church of the Air," Sunday (WABC-CBS, 1 p.m.).

PADRAIC COLUM, Irish poet; JOHN HALL WHEELLOCK, secretary and director of Charles Scribner's Sons, and MARVIN LOWENTHAL, author of "Victor Hugo and His Times," discussing "The Poems of Heinrich Heine," on "Invitation to Learning," Sunday (WABC-CBS, 11:30 p.m.).

RUSS MORGAN, on "The Million Dollar Band" program, Saturday (WEAF-NBC, 10 p.m.).

EDNA BEST, on the "Silver Theater" broadcast, Sunday (WABC-CBS, 6 p.m.).

Lockheed Expands CBS: Changes Format Of Show

(Continued from Page 1)
 8. The client also stated it will present the program under a new format and at a new broadcast time, as of the same date.

Heard currently on Monday from 7:15 to 7:30 p.m., EWT, with rebroadcast at 11:15 p.m., the new "Ceiling Unlimited" will be broadcast from 2:00 to 2:30 p.m., EWT on Sundays. Fifty-seven CBS stations will carry the program, as well as Columbia outlets in Honolulu and Hilo.

The new format includes Joseph Cotten, well-known stage and screen actor, as master of ceremonies, songstress Nan Wynn, and Wilbur Hatch, musical conductor. A new type of variety show, the program will feature a dramatization of some current American event of the week on each broadcast.

"Ceiling Unlimited" was Lockheed's first CBS program and made its debut November 9, 1942. Orson Welles was the star of the first series and was replaced early this year by guest stars in the leading dramatic roles. Recently the client has presented the noted novelist, James Hilton, in a series of talks on present-day trends and conditions.

Agency handling the account is Foote, Cone & Belding, Los Angeles. Institutional commercials are used on the program.

CBS Sets Kurenko Series

Maria Kurenko, Russian-born soprano, begins a regular series of Sunday night appearances with the Columbia Concert Orchestra, conducted by Howard Barlow, on the CBS network Sunday, August 1, from 10:45-11 p.m. In June, Mme. Kurenko sang twice with the orchestra on Columbia's "Invitation to Music" series.

AFRA Projects Group Outlines NEIC Co-Op

(Continued from Page 1)
 the AFRA committee suggested the production of radio programs which will be offered through the OWI. It also advanced the idea of entertainment units to visit hospitals. In these projects, it was stated, the AFRA membership would be supplemented by radio writers and directors.

The NEIC committee also drew up during the course of the meeting a standard pledge which will be submitted to all organizations participating in the work of the council. These organizations will be asked to make available, if called upon, six weeks, 36 performances or the equivalent thereof to the talent pool. This pledge-suggestion will be mailed this week. Deadline for replies is Sept. 15.

On Sept. 20 the NEIC will hold a rally in a New York theater at which the signed pledges will be read.

The next meeting of the co-ordinating committee will be held on Tuesday, Sept. 20.

WLW Variety Program Sold To MGM For Year

(Continued from Page 1)
 Frazier Thomas puts out about the latest dope on film stars and MGM pictures.

Playing the latest music from MGM films will be Jimmy Wilbur and his "Little Band," already an established favorite with WLW listeners. Vocals on the show will be handled by Doris Day, blonde songstress of the WLW singing staff.

Wedding Bells

R. John Hugh, formerly program director of WCBT, Roanoke Rapids, N. C., and now a member of the radio production staff of Kenyon & Eckhardt, Inc., will be married on Oct. 1 to Kay Todd of the Blue Network staff. Miss Todd formerly was assistant to Hugh at WCBT.



WENR
Blue Points

WENR reaches more families at lower cost per thousand than any other major Chicago station!

WENR is Chicago's Basic Blue Network Station. 50,000 watts on a clear channel, 890 k.c. Represented nationally by Blue Spot Sales.



Coast-to-Coast



SO THAT everyone on WOR's production staff may have a chance to gain experience in directing television programs on the station's new experimental television series, a schedule has been drawn up assigning dates to staff members. So far listed are Keyes Perrin, August 3; Roger Bower, August 10; Joe Ripley, August 17; and Nat Abramson, August 24. Ray Nelson was assigned yesterday. WOR's television programs are seen every Tuesday from 8:30 to 9:30 p.m. through the facilities of Dumont's W2XWV... Richard Watts, former drama critic of the "New York Herald-Tribune," who recently returned from a Government mission to the Irish Free State, will be Bessie Beatty's guest on her program today over WOR. Watts will speak about the Irish Free State.

Frank Crotty, county editor of the "Worcester Telegram," has joined the news staff of WTAG, Worcester, in a part-time capacity. He will divide his duties between the station and newspaper, supervising Worcester County news broadcasts over WTAG... Richard Maxwell, gospel singer and philosopher, author and composer who has appeared on the leading religious shows of all networks, was a visitor to WTAG recently. While on the air he introduced his new composition "Let's Pause and Say a Prayer for Jim."

Jim Barry, formerly with WCSC, Charleston, S. C. and WIOD, Miami, Fla., has joined the announcing and production staff of WPDQ, Jacksonville, Fla. Barry will take up his new duties with the Mutual outlet on August 2.

Since some of the biggest news events, such as Hitler's invasion of Russia, Pearl Harbor bombed, and Mussolini's evacuation, occurred while Russ Hodges covered sports events for WOL, Washington, D. C., Hodges is seriously thinking of camping at Griffith Stadium for the announcement that Hitler capitulated.

Katherine Clark, commentator at WCAU, Philadelphia, predicted July 16, the report reads, that it would be the Italian King who would force Mussolini out of office without revolt.

WGN, Chicago, employes on vacation include Bill McGuineas, sales manager; Fred Levings, publicity; John Bernbom, studio traffic office; Bob Sibold, engineering staff; Mary McDeavitt, secretary to David Taylor and Muriel Joy, program department.

Grey-eyes, blonde, and from Hollywood, Inez Latta is the new member of the KLX, Oakland, Calif., staff. She attended the University of California and worked at the Harry Sherman studios and RKO. Her friends call her "Spike."

When Walt Bruzek, manager of KROC, Rochester, Minn., gave a pint of blood to the St. Paul mobile blood bank unit in the Owatonna Armory, he broadcast the experience to the listeners. The reaction was more than the 100 pints of blood needed for the quota.

WAAT, Newark, N. J., in accordance with the recommendation of the Time Buyers' Committee of the AAAA and Sales Managers' Committee of the NAB is contributing a new coverage map, covering statistical information regarding North New Jersey's market for more than 3,500,000 people.

WLW, Cincinnati, will continue its program of "Keeping 'em Healthy," in the interest of livestock and poultry health that is rapidly flourishing in the Ohio farm area, by presenting Dr. George W. Gillis, veterinarian of Fort Wayne, Ind., and Congressman from the fourth Indiana district.

Sid Saunders, KMOX, St. Louis, announcer, leaves to take up new duties as assistant recreational director with the American Red Cross... Blanche Devaney of the traffic department is spending her vacation at the Edgewater Beach Hotel in Chicago... Howard Sadlo, mail clerk at KMOX, is spending his vacation in Wisconsin.

The WSAI, Cincinnati, summer playhouse will feature this week a play titled "Home Is The Hero," a study of life in a typical small American town. The play is written by Bill Meredith of the WLW-WSAI continuity staff. The Bureau Players, one of Cincinnati's dramatic groups, will enact the story.

"Leaders of the United Nations," five-minute biographies of leading personalities in world affairs, introduced earlier this summer on KHJ, Los Angeles, will continue as a feature on the afternoon schedule until October 29 as it has been renewed by its sponsor, Independent Drug-gists of California.

WPAT, Paterson, N. J. has moved Bill Bohack as chief announcer. Bohack has been staff announcer for several years, narrating on the Botany Worsted Mill's "North Jersey Industry Enrolls."

Robert G. Walter was recently appointed program director of WWNY, Watertown, N. Y. Walter has been associated with WWNY for the past two years with the exception of three months when he was employed as announcer at WJTN, Jamestown, N. Y. He replaces Harry Adams who is now a member of the Seebes, stationed at Camp Perry, Va... The Kellogg Company purchased 130 15-minute programs on WWNY at which time the serial "Superman" will be broadcast by transcription Monday through Friday.

Piel's Beer is now sponsoring Mill Berkowitz's sports program six nights per week on WNBC, Hartford... Vi and Vilma, the "Victory Twins," who got their start on the "WNBC Kiddie Revue," and who for the past year have been coast-to-coasting on the Blue, are now reported to be in Hawaii on a USO tour... When Hattie Rosenthal left to join her soldier-husband in New York, Gertrude Wilson rejoined the WNBC staff as secretary to Commercial Manager Larry Edwardson. Annette Lansing-Jones is the new receptionist at WNBC.

WGAR, Cleveland, in releasing its program schedule for August 1 through August 7, features a half-tone of the WGAR newsroom, showing Ralph Worden, Ted Hanna and Charles Day at the teletype machines, the typewriter and at the phone. An editorial text below the picture describes the UP news facilities and the policy of the WGAR news staff.

Theola Morris, formerly with Western Air Lines as an operator, and William Pendergraft, have joined the engineering department of KGVO, Missoula, Mont. Miss Morris is the first feminine employe in the station's technical department... Aline Mosby, daughter of Art Mosby, general manager of KGVO, who was a former staff member, is now on the staff of "Time-Life-Fortune" in New York... Weldon Robert Martin is the news editor of KGVO, replacing Hal Moon who resigned... John L. Harmon, continuity editor of KGVO is spending his vacation with his family in Spooner, Wisconsin... A. J. Mosby, general manager, is passing a few days at the Symes Hotel, Camas Hot Springs... Corp. Marion E. Dixon, former employe of the KGVO sales staff, who is now in the photographic division of the Army Air Force, stationed at Laredo, Tex., was a visitor recently.

Joe Katz, class of '42 of Duke University, formerly of WDNC, Durham, N. C., has joined the announcing staff of WMFF, Plattsburg, N. Y... Chief Engineer Jack Jazak has returned from his vacation... Art Mulenbein, engineer, was transferred to the announcing staff while Harold Groat takes his place at the transmitter... WMFF increases time on the air to bring northern New York rural sections the "First News of the Day" through the sponsorship of local G. L. F. service agencies.

Los Angeles Soap Company's three 15-minute weekly news per Edwin M. Clough, news editor Phoenix, Ariz. The account was through the Raymond Morgan of Los Angeles... Buster Fite and the ern Playboys have returned to a new three times weekly sched Jack Williams, KOY program direc a crew took a mobile unit to the gas rationing board to describe cedure in applying for "A" cards.

Comedians Jackie Miles and Pulley, who just signed a mov tract, will engage in a battle tonight when Johnny Kane them before the WBYN, New mike on the program "In Ol York."

When Jack O'Connor, announc emcee for the early morning "Benning Band Wagon," and the cal Clock" on WRBL, Columbus, Ga attacked with appendicitis recently, decided to have a remote broadc the hospital. However, O'Connor wa charged much sooner than we pected. However, that didn't det engineers who ran a line to O'Co apartment from whence the "C Clock" was conducted. The disc handled by Henry East, announc all copy was handled by the "sick

During the first two we August, when Lisa Sergio wa vacationing, Lester Velie, busines war economics commentator WQXR, New York, will subst on the 7-7:15 p.m. broadcast.

Ten members of the Farm for E organization, composed of recruit schools, colleges and offices, moed New York City, to help the farmers of the present manpower shortage, wa produced on a half-hour program Sat over WKNY, Kingston, N. Y. Albert interviewed each of them.

Kate Smith Contract Will Run Until 1945

(Continued from Page 1)
due at the end of each season the old contract still has two seasons to run. In other words, even if sponsor fails to take up the contract, Kate Smith will continue on the air under his banner for two full seasons. The new contract carries Kate Smith Variety Hour, heard on Fridays on CBS, through 1945.

The star and her Friday evening hour program returns to the Columbia network in the Fall. Her daytime program, "Kate Smith Speaks with Ted Collins and the news," continues without interruption through the summer. (WABC-CBS, Monday through Friday, 12:00 noon to 1:00 p.m., EWT).

Kate Smith began her radio career on CBS May 1, 1931 and has been broadcasting for her present sponsor since September, 1937. Ted Collins is her producer and manager.

1943

BIRTHDAYS

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

July 28

Bernie Armstrong Carmen Dragon
 Thomas B. Campbell Bill Goodwin
 Harry David Fields Felix Mills
 Lawrence Gray Wynn Murray
 Hal Totten Fred Uttal
 L. Rudy Vallee Foster Williams
 Roy C. Witmer

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



NO. 20

NEW YORK, N. Y., THURSDAY, JULY 29, 1943

TEN CENTS

OCR In Amusement Field

Symphony Move Hypocrisy Says Miller

Testing the sincerity of James Miller's plan to tour symphonic music among the smaller American cities, Neville Miller, president of the IAB, labeled the project a "rehearsal for hypocrisy."

Caesar Petrillo's announcement that his union intends to give symphonic concerts in small cities is unequalled for hypocrisy. Petrillo has done more to prevent symphonic music in the United States than any other man.

Executive V.-P. McCann-Erickson, Inc.

Robbins will become executive vice president of McCann-Erickson on August 1. Robbins, 40, is a Californian and professor at Stanford University. He started in business as an agent for the Spreckels Sugar Co. Later he became first vice president of the California and Hawaiian Sugar Refining Company; president of Commodity Credit Administration; and President of the American Tobacco Co.

Shortwave Station Being Built In Australia

Washington Bureau, RADIO DAILY—World-wide DX coverage is expected from a huge new shortwave station now under construction in Australia. The transmission tower is now being erected, with completion scheduled for some time next Christmas.

"Vox Pop" Bomber

Jack Parks Johnson and Warren H. were at the Army Air Base in Topeka, Kan. for a "Vox Pop" on CBS. Johnson was interviewed, asked permission to name the new bomber which would fly in action over the radio audience shouted enthusiastically "Vox Pop" Bomber. Johnson declared they "hope the bomber lives up to it."

"Moving Fast"

Mark Woods, Blue Net president yesterday told Radio Daily that while the web had not yet been sold, "things are moving fast" now as compared to the talks and negotiations held some weeks ago. Several very important matters remain to be ironed out Woods said, but sounded optimistic on the eventual outcome.

Report Garey Holding Private N. Y. Session

Private hearing was believed to have been held in New York yesterday in the investigation of the FCC by the Cox committee, by Eugene L. Garey, special counsel for the House Select Committee, at Garey's Wall Street offices. Garey himself did not offer any statement, but a spokesman at the office, while he said no information could be divulged right now, admitted that a "session" was held.

Westinghouse Reports Net For 6 Months \$9,480,271

With a reported net of \$9,480,271 for the first six months of 1943, the board of directors of the Westinghouse Electric & Manufacturing Company declared yesterday a dividend of \$1 on common stock and \$1 on preferred stock, payable August 31 to holders of record August 10. The reported net is the highest in the company's history.

Private Ownership Of Radio Gains Speed In NBC Plugs

Royal Crown Cola Sponsors Its First Tele Commercial

Royal Crown Cola sponsored its first television commercial flyer, approximately three minutes, on WRBG, Schenectady, N. Y., the news bureau of General Electric Co. reports. Tying in with the station's western barn dance program Royal Crown used a cowboy character to sell the product.

"Merits Attention" From Agency, Says Longman; Service To Radio-Radar Branch Will Be Purely Advisory

New Program Policy Being Readied By MBS

Bolstered by generous funds which were made available recently by the board of directors at a meeting here, Mutual Broadcasting System will embark upon a new program policy which calls for the purchase of high quality live sustaining shows with commercial possibilities, and which will aid financially, affiliate stations.

BBC Holds Special Class For NYU Radio Workshop

The New York office of the BBC will conduct Friday afternoon in its local studio a special playback session for the students of the N. Y. U. Radio Workshop. The class will study British radio technique by listening to recordings of British radio programs.

Cato Hambro On WMCA "United Nations" Series

Discussing "Youth and the Post War World" in the third of WMCA's new weekly series, "United Nations Compare Notes," broadcast every Thursday at 10:03 p.m., EWT, from the New York office.

Washington Bureau, RADIO DAILY
Washington—Although there is as yet no "amusement section" of the Office of Civilian Requirements, service trades and distribution division, Donald R. Longman, head of the division, says the OCR will definitely establish itself in the field. There are general problems applicable to the entire amusement field, he said, and they merit attention from the OCR. Although he did not wish to become too specific, he did admit that manpower shortage is a problem.

Four More Committees Appointed By NEIC

Additional committees appointed by the NEIC Coordinating Committee meeting included that of Projects Committee, Membership, Executive Secretary and Arrangements. In addition to the Coordinating Committee members previously announced in these columns, Anita Grannis of AFRA was elected as another member.

\$7,500,000 In Bonds Sold Via Show On KYA

San Francisco—More than \$7,500,000 worth of War Bonds have been sold on KYA's AWVS program from a window of the Magnin department store, in the middle of the fashionable downtown district.

Another "Doug"

Douglass Chandler, producer affiliated with Erwin, Wasey & Co. is leading a harassed life since Monday when the U. S. Grand Jury returned indictments against traitor broadcasters abroad. One of the eight mentioned was a "Douglas Chandler" and friends are still giving the innocent Doug a steady and unmerciful ribbing via phone and in person.



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JOHN W. ALICOATE : : : Publisher

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

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FINANCIAL

Wednesday, July 28

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Net Chg. |
|-----------------|--------|---------|---------|----------|
| Am. Tel. & Tel. | 155 | 154 1/8 | 154 1/8 | - 3/8 |
| CBS A | 23 | 23 | 23 | - 1/4 |
| CBS B | 22 5/8 | 22 5/8 | 22 5/8 | - 3/8 |
| Crosley Corp. | 22 1/4 | 21 3/8 | 22 1/4 | + 3/8 |
| Gen. Electric | 37 1/2 | 36 3/8 | 37 | + 1/2 |
| Philco | 22 | 21 | 21 1/4 | - 3/8 |
| RCA Common | 10 1/4 | 9 3/4 | 10 | - 1/2 |
| RCA First Pfd. | 70 | 70 | 70 | - 1/8 |
| Stewart-Warner | 11 3/4 | 11 1/2 | 11 5/8 | + 1/4 |
| Westinghouse | 92 | 90 1/2 | 91 1/4 | + 3/4 |
| Zenith Radio | 33 3/4 | 32 1/2 | 33 | - 3/4 |

NEW YORK CURB EXCHANGE

| | | | | |
|------------------|-------|-------|-------|-------|
| Nat. Union Radio | 3 3/8 | 3 3/8 | 3 3/8 | - 1/4 |
|------------------|-------|-------|-------|-------|

OVER THE COUNTER

| | Bid | Asked |
|------------------------|--------|--------|
| Farnsworth Tel. & Rad. | 8 1/4 | 8 5/8 |
| Stromberg-Carlson | 10 3/4 | 11 3/4 |
| WCAO (Baltimore) | 20 | 23 |
| WJR (Detroit) | 26 1/2 | 28 1/2 |

Royal Crown Cola Sponsors Its First Tele Commercial

(Continued from Page 1)

cowboy and a cowgirl to promote the beverage. It was among the first commercial programs presented on the GE station.

Canada Operator Course Graduates 19 Women

Montreal—Following a three-month course of study and practical work, under Trans-Canada Air Lines direction, 19 women radio operators graduated, following which they were sent to positions in T. C. A. service in various parts of Canada. These women were recruited from Vancouver, Victoria, Toronto and other points, and have replaced men who have left for active service.

WANTED

Experienced Sound Effects Technician for Major Network. Write Box 727, RADIO DAILY, 1501 Broadway, New York City.

Plug Private Ownership In NBC Promotion Plan

(Continued from Page 1)

binated efforts of promotion and stations departments. Irene Kuhn, NBC coordinator of program promotion, handles the production and placement of the tie-ins.

Network promotion takes two forms. One is a special message delivered by well-known personalities in radio and other fields. The second concerns employee cooperation.

Frank E. Mullen, NBC vice-president and general manager, delivered a promotional talk on the concluding winter program of the NBC Symphony orchestra. At that time he declared that "Freedom of speech—which includes free radio—is one of the Four Freedoms for which we are fighting."

William Green, president of the American Federation of Labor, speaking on the first anniversary of the "Labor for Victory," program this spring remarked: "We have been able to tell America of the great and sustained contributions of labor to the war effort through that modern medium of free expression, American radio, and, specifically, the National Broadcasting Company."

Prior to the Easter holidays, the Catholic Hour, referring to a special schedule of religious programs, included the following announcement: "It can only be a source of spiritual satisfaction to all Americans at this time to recall that we may enjoy this freedom of religious expression because our democracy guarantees a free radio, to a free people."

The employee cooperation phase of the promotion is based on a prize contest for suggestions. Mrs. Kuhn reports that the first entries have revealed several ideas of potential value.

BBC Holds Special Class For NYU Radio Workshop

(Continued from Page 1)

to recorded BBC programs. Among the programs to be discussed are "Yankee-Doodle-Do," starring Vic Oliver and "Front Line Family," daytime serial dramatization of a typical English family.

The playback session was arranged with BBC at the request of Robert Landry, director of the summer radio workshop of N. Y. U., who is also director of program writing for CBS.

\$7.500.000 In Bonds Sold Via Show On KYA

(Continued from Page 1)

shopping district, since the show went on the air a year ago. This is believed to be one of the outstanding records in the sale of bonds of any independent station in the country.

Conducted by Lenn Curley, the show features visiting movie, radio, and stage celebrities in interviews before a sidewalk audience, which is canvassed by AWVS members for bond purchases.

Four More Committees Appointed By NEIC

(Continued from Page 1)

ber of this group. New committees follow:

Projects Committee: Philip Loeb, chairman; Anita Grannis, Vice-Chairman, Kermit Bloomgarden, William Fricke, George Heller, Abe Lastfogel, Solly Pernick, James F. Reilly, Dorothy Rodgers, James E. Sauter, Matt Shelvey and Blanche Witherspoon.

Membership Committee Harry Brandt, chairman; Walt Dennis, John Flinn, Solly Pernick and George Schaefer.

Committee on Executive Secretary: Leonard Callahan, Chairman; William Feinberg, Florence Marston, James Sauter, Morrie Seamon, Matt Shelvey and Blanche Witherspoon.

Arrangements Committee: George J. Schaefer, Chairman; Kermit Bloomgarden and James E. Sauter.

Westinghouse Reports Net For 6 Months, \$9,480,271

(Continued from Page 1)

net, equivalent to \$2.95 per share, represents an increase of more than two and one-half millions over the corresponding period for 1942 with a net of \$6,731,712.

The report of the directors, A. W. Robertson, chairman, disclosed that employment by Westinghouse reached an all-time high of 103,730 persons in June compared with 87,962 a year ago. More than 14,000 Westinghouse employees are serving in the armed forces, it was added.

With sales billed amounting to \$322,559,295 after provision for re-negotiation of war contract prices, representing an increase of 35 per cent over the same period in 1942, marks the highest production period in the company's history, Robertson said.

Report Garey Holding Private N. Y. Session

(Continued from Page 1)

going on. Exact date and place of the public hearings here scheduled for next week by a subcommittee of the House Select Committee will be set today or tomorrow.

McCarrens Funeral Held

Cleveland—Services were held here yesterday in St. John Cathedral for John S. McCarrens, publisher and president of WCLE and WHK, Cleveland, and WHCK, Columbus. Representatives of the radio industry and the publishing field attended.

McCarrens was shot and fatally wounded last Thursday

AMP has a new HIT BULLFROGS AND MARINES

Introductory broadcast date will be announced Friday.

COMING and GOING

PAUL HOLLISTER, CBS vice-president charge of advertising and sales promotion the West Coast meeting with network executives.

HARRY BETTERIDGE, sales manager Detroit, is in New York on station and business.

JACK KENNEDY, of the Blue Network office, has left on a six-month absence because of ill health. BOB T of the same department, has returned on vacation.

TED HUSING back at CBS headquarters on a short trip to Chicago.

MARGARET DUANE, of WFIL, Miami town. Called yesterday on the local station.

CHARLES M. ROBERTSON, JR., president of the Ralph H. Jones Co., Cincinnati, is in conferences at the agency's New York office.

PAUL GAMBLE, program director of Sharon, Pa., back from his vacation.

ROBERT E. DUNVILLE, vice-president Crosley Corp. and assistant general broadcasting division, is on a business New York.

WORTH KRAMER, station manager of Charleston, West Va., is spending several weeks in Cincinnati.

A. E. JOSCELYN, general manager of Minneapolis, left town last night after been here about 10 days.

JOHN WELLINGTON, Blue Network manager at Terminal Island, Cal., for the first time on tonight's "Spotlight Bands" program the Roosevelt Base.

CLAIRE and MERNA BARRY, singers heard over WHN, have returned from Army camps in upstate New York.

S. BERNARD BERK, president and station manager of WAKR, is back in Akron following attendance at the NAB district meeting in Cincinnati.

"Hot" Availability Sports Round-up

with FREDDIE ROBBINS

6:45 to 7:00 P. M.

Monday thru Saturday —and the price is right!

\$125 a week

(Special Sports "Package")

now available, subject to prior sale.

*When they think of sports in Baltimore they tune to WITH.



IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED



There's something
"SPECIAL"
 about WOV

IT ISN'T the "special" award WOV has just won in Billboard's 6th Annual Radio Publicity Survey for "creating new public acceptance" among its listeners and the radio industry.

Nor is it the "special" plaque which the publishers of Tune In Magazine awarded WOV last April "for meritorious and outstanding efforts" in bringing to its audience an appreciation and understanding of the war effort.

It isn't the "special" award WOV received at the 1942 NAB Convention either. Although WOV was the *only* New York City station to be cited for broadcasting activities at that time!

No . . . the something "special" is the fact that between the Hooper checking hours of 8:00 and 10:30 P.M., WOV reaches *more* people at *lower* cost than any New York independent station.

That's the "special" that makes WOV one of America's *important* radio stations!

WOV . . . FOR VICTORY
 NEW YORK

JOSEPH HERSHEY MCGILLVRA, *National Representative* • RALPH N. WEIL, *General Manager*

Los Angeles

By RALPH WILK

JOE CLOSE, radio director of the Owens-Illinois Glass Co., which is sponsoring "Your Home Front Reporter," had a pleasant surprise when he visited Columbia Square. A 75-foot sign, usually carrying the names of CBS shows, read, "Columbia Broadcasting Co., and Fletcher Wiley welcome Joe Close to Hollywood." Al Steele in charge of the N. Y. office of the D'Arcy Advertising Company, which handles the Owens account, is here, conferring with Close.

Glan Heisch, newly appointed CBS assistant program director for the Pacific Coast, has three blonde daughters born exactly twenty months apart. They are: Catherine, 6; Jennifer, 4; and Allison, 2. His wife, also blonde, is radio writer Elizabeth Hiestand.

Nearly a lifetime of mixing in music, eighteen years professionally, provides Charles Dant with almost enough background to make his job as musical director of NBC's "Scramby Amby" a breeze. The program is a word game in which contestants are presented with scrambled words to unscrambled with the help of cues. Each word has one musical cue, and it is up to Maestro Dant to think of the right tune.

Abe Meyer has received an Honorable discharge from the Army, being over the age limit, and has resumed his duties at MCA.

GeGe Pearson, the "Aunt GeGe of KHJ's "Funny Paper People" has been signed for the comedienne in "College Sweetheart," Monogram pictures. GeGe will sing two songs "It's Mutiny," and "You Character."

John B. Hughes, Mutual-Don Lee News commentator, will discuss "news and views" for the Junior Chamber of Commerce meeting of Thursday August 6.

Harry Sobol, who has been here for several months, left Monday (26) for New York, where he will remain for three months.

Our Passing Show: Harry Witt, W. E. Forbes, Arch Morton and Sam Hayes chatting at CBS.

Diana Bourbon, producer of the Columbia's network's new "Judy Canova Show," leaves that post within the next few days will sail for London August 4 to join the staff of the Office of War Information. Born in Louisiana of French parents, Miss Bourbon will use her knowledge of the French language in her new job. She will be attached to the radio division.

Jimmy Cash, tenor star of the CBS "Burns and Allen" show, is spending his vacation from the airplanes on the assembly line of a local war plant.

WHN Buys Pro Games

WHN reports that the station has purchased the broadcasting rights of all the home and out of town games played by the New York Giants professional football team during the 1943-1944 season.

MAIN STREET

OL' SCOOPS DAILY

Radio Is My Beat . . . !

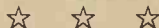
● ● ● Two weeks ago 20th Century-Fox execs screen-tested Dick Haymes... result was a seven-year contract for the sensational vocalist calling for two pictures a year... according to Bill Burton, who engineered the deal, Dick will remain East until about October when he'll head for Hollywood... George Lowther's novel Radio idea titled, "I Want A Baby" will be premiered next Thursday for a special group of Radio execs and members of the press at the Blessed Event Room of the Stork Club... David Saperton, who is teamed with Bert Shefter as a piano duet over NBC, is the son-in-law of Leopold Godowsky... After last week's performance of the CBS Playhouse program, Carole Landis, who had guestarred, picked up Johnny the Call Boy and kissed him on both cheeks much to the amusement of the audience... said the crimson-visaged Johnny, "I felt like calling for the cops instead of for Philip Morris"... The Blue Net's "Hop Harrigan" cast hit the birthday jackpot this month... besides Chester Stratton, who plays the lead, the others of the show whose natal days occurred in July, are Allan Ducovny, associated with the producers, Ken Lynch, Keane Krockett and Announcer Glenn Riggs... The Jesters, Bonham, Carlson and Latham, having just completed a comedy role in the Columbia flicker, "Doughboys In Ireland," will do some vocalizing in another for the same studio, "Cowboy in the Clouds," and will return East Aug. 6... Diana Kemble, radio actress, who left for the coast a month ago, was screen-tested for the second lead in Pearl Buck's "Dragon Seed" and reports from our Hollywood spies indicate the job is hers.



● ● ● You'll hear more about her... we're referring to MARGIE... not only a program delightfully unusual but a refreshingly new mike personality as well... Two months ago, Cottonseed Clark, showed us the script for a new radio show titled, "Law West of the Pecos," based on the famous "Judge Bean"... we were so enthused about the idea, we suggested that Walter Brennan would be a "natural" for the lead... we just received a letter from Clark, now in Hollywood, which reads in part, "remember that little squib you had in your column about Brennan and my show? Well, Mr. Brennan saw the item, watched for my arrival and has signed for the role." Nice goin' Cotton and we'll be a-listenin' when 'Judge Bean' starts dispensin' his theories of law and order on the air... The Piano Quartette returns to the NBCycles and will be heard every Sunday at noon... the musical quartette is composed of Adam Garner, Vee Padwa, Henry Holt and George Robert... Gilbert Martyn, who is convalescing from a severe illness at Denver, Colo., will return to Gotham soon to resume his writing, producing and announcing chores.



● ● ● NBC's "Everything Goes" cast, including Marie Greene, Brad Reynolds, Escorts & Betty and Irving Miller and his Orchestra will journey to Fort Monmouth, N. J. Monday night to give a special performance for the Signalmen... Paul Dudley, executive producer of "Spotlight Bands" and "Songs by Morton Downey," expects to wear khaki within a fortnight... While on a tour of Florida Naval Bases, Martin Block noticed enlisted men, disappointedly leaving a juke box when their supply of nickels had been exhausted... when Block returned to New York, he told the story to his WNEW listeners, and that evening contributions began pouring in, the largest being a check for \$500... the fund has reached a total of \$2,500 and Block has already installed three juke boxes complete with record albums, at three different bases... the final goal is \$15,000 or enough to install and maintain 100 Block-"busters of the blues".



— Remember Pearl Harbor —

Chicago

By FRANK BURKE

ELECTION of Sherman H. Chicago Attorney, as president and treasurer of Free & Pet station reps, was announced today following a meeting of the board of directors. Barnett, who has been attorney for Free & Pet and Wright-Sonovox, Inc., has been elected member of the firm's staff as of September. At the same meeting, H. Preston Peters was elected president; J. W. Knudsen, Russell Woodward (on leave from the U. S. Navy) was elected and Virginia Weber, secretary and treasurer.

Dorothy Claire, vocalist with Dunhams orchestra, will be special guest on the "Topics for Tomorrow" program on WIND, 5:05 to 5:30 p.m., Sunday, August 1.

John Elmer, president of Baltimore, announces appointment of Free & Peters as exclusive representatives of the station. Norman E. Brown, manager of WSUN, St. Petersburg, Fla., will be on the Blue Network commercial program yesterday.

"American Women," a new series, makes its debut on WIND, Sunday, August 2, at 8:05 p.m., replacing "Keep the Homes Fires Burning."

Ralph L. Atlans, president of the Chicago branch of the American Legion, will be back from a week's vacation from Mackinac Island.

Pat Flannigan, sports announcer, will be invited to lead two or more members of the armed forces up to the WJJD booth at the Cubs park, to view the game from the announcer's vantage point.

Spiritual, "Nobody Knows the Trouble I've Seen," as sung by the 3,000 negro naval recruits, will be featured on WBBM's "Great Sunday Hour," August 1, WBBM, 7 p.m.

Wolfe, Schwartz, Barnum Set For Capital Conference

Washington Bureau, RADIO DAILY—Washington—Nat Wolfe, Nat Schwartz and Merritt Barnum, directors of the OWI Radio Bureau in charge of the Hollywood, Chicago and New York offices, respectively, will be here next week to meet with bureau heads on the general OWI program. This will be the first Washington conference for them since the paring of the bureau's budget by Congress last month.



Miller Hits AFM Sympy Tour; Sees Hypocrisy In Such Plan

(Continued from Page 1)

States than any other man in the history of our country.

"Before Mr. Petrillo prevented the making of all recordings of symphonic music last August, the great orchestras could reach all of our people in all parts of the country through the phonograph record. The recordings so made were available for the home, schools, broadcasting stations and for all of our citizens wherever situated and whenever they wanted to hear symphonic music, not merely once each in 570 communities hand-picked by the union. The very orchestras which Mr. Petrillo now wants to bring to the people, are those which, for one full year, have been prevented from making phonograph records. If Mr. Petrillo were sincerely interested in the welfare of symphonic music, he could, by lifting his ban, permit the equivalent, not of 570, but of hundreds of thousands of times 570 concerts.

Cites Royalties' Importance

"All of the symphony organizations are non-profit institutions. A substantial part of their revenue, in some cases as much as one-third, was derived from royalties on phonograph records, 98 per cent of which, according to Mr. Petrillo's own testimony before the United States Senate, went into the American home and formed a permanent contribution to musical education. Moreover, the musician in the symphony orchestras has been deprived by Mr. Petrillo of the substantial revenue which he previously received from his recording activity. The musicians in symphony orchestras received, in addition to the royalty obtained by the orchestra itself, a minimum fee of \$28 per man for no more than 80 minutes playing time.

"Mr. Petrillo has, therefore, stifled the major source of income for the symphonic orchestras, deprived the symphonic musicians of normal compensation and withdrawn from the American people the benefits of recorded symphonic music.

"It should be noted that in making

this transparent gesture, Mr. Petrillo drops the last vestige of justification for his ban on recordings. He has contended that records commercially used in the smaller cities deprived local musicians of employment opportunities. Yet, when the union sets aside \$500,000 to bring some music to the American people it does not employ local musicians, but instead spends it on bringing into the communities the performances of the fully employed musicians who had always made recordings.

Derides "Compensation" Claim

"The good faith of Mr. Petrillo's proposal may be attacked not only on these grounds, but on the basis of his own figures. His announcement says that the men in the orchestras will be paid for their services, and he sets the normal personnel of a symphony orchestra at 90 men, although in traveling, the services of baggage men, librarians, etc., are also required. At his own figures, Mr. Petrillo is allotting less than \$10 a man per concert to cover salary, railroad fares, hotels, meals, baggage car for instruments, cartage of instruments and music stands to place of performance, and incidental expenses. When a non-profit symphony society wishes to give a concert out of town today, it must pay, in addition to the high union scale, \$7.50 a man per day for mere maintenance, and the lowest union scale of symphony concert tours is \$100 a week a man, exclusive of the obligation of the orchestra to furnish first-class transportation, including sleepers. It is obvious, therefore, that Mr. Petrillo proposes to pay the men no compensation or only nominal compensation.

"The essence of Mr. Petrillo's gesture, therefore, is that he is going to compel some of his members to render free services and the orchestral societies to lend their names and reputations to his enterprise so that he may take unto himself the credit for their services."

New Pacts, Renewals Set By NBC Radio-Recording

NBC's Radio-Recording Division has announced the closing of two new and two renewal contracts for syndicated programs during the past week.

KOMA, Oklahoma City, has taken 26 programs of "Flying for Freedom" for the John A. Brown Company, department store.

WKZO, Kalamazoo, Mich., has signed for 39 programs of "The Name You Will Remember," for Sal-Fayne.

The advertising agency of Smith, Taylor & Jenkins, Pittsburgh, Pa., has renewed the series "Let's Take a Look in Your Mirror" for Dr. Ellis Sales Company. The programs will be broadcast by WAIT, Chicago, and WRC, Washington.

Stark Adding 2 Shows To Announcer Chores

Richard Stark has been retained to announce "Abie's Irish Rose" and the "Battle of the Boroughs" when both programs resume on the air August 28 and September 28, respectively. Procter & Gamble will again sponsor the comedy-drama in the interests of Drene Shampoo on NBC. Noxzema Chemical Co. will sponsor the interborough quiz program on MBS through Ruthrauff & Ryan.

Stark, meanwhile, continues to announce General Electric's "Hour of Charm" Sundays at 10 p.m. over NBC, and Procter & Gamble's daily dramas "Life Can Be Beautiful" at 1 p.m. over CBS, and "Right to Happiness" at 3:45 p.m. over NBC.

AGENCIES

L. W. FROHLIC & COMPANY, Manhattan, has been granted papers of incorporation by the New York State Secretary to conduct a general advertising business with 200 authorized shares of capital stock, no stated par value. Directors of record are Albert Ross, Myron J. Green and Goldye Sherman, New York. Millard and Greene filed the application.

CENTRAL KNITWEAR MILLS, Friedman Hosiery Co. and Standard Blouse Inc. are stressing the patriotic "How to Beat the Enemy" motif exclusively in trade paper copy. All three accounts are handled by Hicks Advertising Agency.

BEAUMONT & HOHMAN opens a Detroit office in the Book Tower. Howard O. Ward, former advertising manager of Hudson Motor Car Company, will be in charge of the Michigan office.

QUEENIE BOGAT, formerly with the Leeford Advertising Agency, has joined the Davis-Lieber publicity firm as assistant to Carl Post.

ADVERTISING CLUB OF NEW YORK announces the addition of 124 new members during the past two months.

ARTHUR PINE AGENCY has been named to handle the advertising of Pelham Heath Inn.

KENYON & ECKHARDT, INC., for the industrial sound and picture division of RCA, is preparing a special business paper campaign built around the theme "quicken the tempo of war production."

KATHERINE KRUSKE, formerly of Foote, Cone & Belding, has joined the staff of the William Morris Agency.

WANTED

TWO TOP-NOTCH TIME SALESMEN

A 10,000 watt New York station needs two experienced salesmen to replace men who have gone into the Service. Must have previous radio experience and be thoroughly familiar with the New York market, local advertisers and leading national advertisers and their agencies. The two men we have in mind are probably now selling local or network time and programs with a New York station or in the radio department of some agency.

Good opportunity, and drawing account against commission. Reply giving age, education, experience and draft status. All replies will be considered strictly confidential. Our own organization knows of this advertisement. Box 725, Radio Daily, 1501 Broadway, N. Y. C.

QUEST-ING

ONA DAY, of Fred Waring's Savanians, and PVT. JOHN MASTER, former Broadway singer, on "Eyes of the Air" today (CBS-ACN, 10:45 p.m.).

ANCES FAYE, on the "Keep on Variety" show, tomorrow (Mutual, 7:30 p.m.).

RORY RATOFF, on Groucho's "Blue Ribbon Town," Saturday (ABC-CBS, 10:15 p.m.).

PH BELLAMY, featured in "Grow the World," on "Armstrong Theater of Today," Saturday (ABC-CBS, 12 noon).

RAYMOND F. WELCH, ex-the Hindu fakir art; MRS. BETH PARKER, designer of trucks, and L. L. CHAMNESS, of glass musical instruments, "Hobby Lobby" show, Saturday (ABC-CBS, 11:30 p.m.).

DALD NELSON, chairman of NBC, on "This Is Official," Sunday (JZ-Blue Network, 1 p.m.).

H. H. ARNOLD, commander of the Army Air Force, and COL. R. DUPUY, on "The Army" Sunday (WEAF-NBC, 3:30 p.m.).

JOSEPH JORDAN ELLER, director of the Pan-American Medical Association, on "Lands of the Free," Sunday (WEAF-NBC, 4:30 p.m.).

TANCE MOORE, starred in "The Jupiter," on "Bob Crosby and Company" Sunday (WEAF-NBC, 8:30 p.m.).

LAHR, on "Paul Whiteman Presents," Sunday (WEAF-NBC, 8:30 p.m.).

KANDER BRAILOWSKY, on the program of the NBC Symphony Orchestra, Sunday (NBC, 5 p.m.).

GEORGE GORDON BATTLE, attorney; DR. L. WENDELL FIFIELD, pastor of the Plymouth Church, New York, and DR. PAUL DAWSON, president of Adelphi College, on L. Alexander's "Mediation" Sunday (WOR-Mutual, 8:30 p.m.).

C. EASTVOLD, president of the Lutheran College, Tacoma, on "Church of the Air," Sunday (ABC-CBS, 10 a.m.).

Renewals Prove Results

WTBO

Cumberland, Md.

NEW BUSINESS

WFAA-WBAP, Dallas-Ft. Worth: Studebaker Corporation, (Studebaker Cars and Service), through Roche, Williams & Cunnynham, Inc., Chicago, 40 15-minute news broadcast, scheduled three per week; Pillsbury Flour Mills Co., through McCann-Erickson, Inc., Chicago, 65 one-minute ETs scheduled five per week; Procter & Gamble, (Drene), through H. W. Kastor & Sons Adv. Co., Chicago, 208 25-word ETs, scheduled four per week; Beech-Nut Packing Co., (Beech-Nut Gum), through Newell-Emmett Company, N. Y. C., 26 25-word announcements, scheduled two per week; Mentholatum Company, through J. Walter Thompson Co., N. Y. C., 43 25-word anns., scheduled three per week; Plough, Inc., (St. Joseph Aspirin and Mexsana), through Lake-Spiro-Shurman, Inc., Memphis, Tennessee, 14 one-minute and 25-word anns. per week; Swift & Company, (Jewel Shortening), through J. Walter Thompson Co., Chicago, 176 one-minute ETs, scheduled 10 per week; Wm. Cameron & Co., Inc., Waco, Texas (building materials), placed direct; 300 or more 25-word and 100-word anns.; National Biscuit Company, (Premium Crackers), through McCann-Erickson, Inc., N. Y. C., 39 15-minute news broadcasts scheduled three per week; Interstate Theaters, Inc., Dallas, Texas, through Segall & Weedon Adv. Agency, Houston, Texas, 52 30-minute studio broadcasts, scheduled one per week; Blosser Company (Blosser's Medicated Cigarettes), through Atherton & Currier, Inc., N. Y. C., 13 50-word anns., scheduled three per week; Armand Company (Armand Leg Make-up), through Ivan Hill Advertising, Chicago; 19 25-word and 50-word anns., scheduled three per week; Groves Laboratories, Inc., (Cold Tablets and B-Complex), through Russel M. Seeds Company, Chicago; 57 15-minute transcribed programs, scheduled three per week; Miles Laboratories, Inc., Elkhart, Indiana, (Nervine), through Wade Advertising Agency, Chicago; one-minute ETs, scheduled five per week through Nov 26, 1943.

WHN, New York: Tastyest Company, Inc., through C. L. Miller Co., N. Y. C., spot anns., seven days a week, for 12 weeks; Pepsi-Cola Company, through Newell-Emmett Co., Inc., spot anns., seven days a week for 13 weeks; Sullivan County Hotels, through Blackstone Company, five-minute recorded programs, three times weekly, for two weeks; Park Central Hotel, sponsorship of 10-minute periods, twice weekly, for 13 weeks, direct; The Rieser Company, Inc., (Venida Leg Makeup), through E. T. Howard Company, Inc., spot anns., Monday through Friday, for 13 weeks; Brockway's Playland, Rockaway Beach, through Erlich & Neuwirth, N. Y. C., participation in Dick Gilbert's night program, Monday, Tuesday and Wednesday for six weeks, also six weeks of spot anns., Monday through Thursday.

WORDS AND MUSIC

ETHEL SMITH, noted "Hit Parade" Organist, walked into a New York Night Club one day last week and ordered a daiquiri...the waiter brought a drink to her which didn't look like what she ordered, and after sniffing the aroma, Miss Smith looked up at the towel-slinger, questioningly...the waiter smiled and prompted her to taste the liquid...she did and was delighted...the drink was a South American drink called the "Batido," made with 'cachasa' the below-the-Rio equivalent of corn whiskey...Miss Smith was bewildered and asked, "but how did you—?" the waiter's eyes twinkled as he replied, "I should know...I served them to you when you were appearing at the Copacabana in Rio de Janeiro...I never forget a face or a drink."

★ ★ ★

Servicemen visitors to the "Hour of Charm" programs, have informed Maestro Phil Spitalny that there is a dire shortage of clothes hangers at Army Camps and Training Bases...Phil immediately delegated his three featured artists, Maxine, Evelyn and Vivien to start collecting same...the girls in the orchestra volunteered their services and the group has guaranteed to raise and distribute to servicemen the much needed article.

★ ★ ★

The Stromberg-Carlson engineering laboratories are now busy with research and development of important communications equipment for the armed services. Final engineering and experimentation on this new mechanism must therefore be held up until the post-war period...To overcome the breakage problem of wartime production of phonograph records, manufacturers have created special containers for handling and shipping. Since use of shellac has been reduced to 20 per cent of former totals while large quantities of scrap must be used to meet the growing demands of the trade, armed forces and civilians, the present product has become unusually brittle and fragile in handling...Meanwhile, manufacturers have made generous provisions to purchase old records from dealers.

★ ★ ★

Patti Pickens, mother of the famed Pickens Sisters, was Mary Margaret McBride's NBC guest the other day...in telling anecdotes about her beauteous offsprings, Mrs. Pickens told of the time she watched Jane do her first solo singing job in the "Ziegfeld Follies of 1936"...the show also starred Gypsy Rose Lee who after several 'take it off' scenes, tossed her clothes in the general direction of the audience—most of the garments landing in Mrs. Pickens' lap...she was so horrified at the spectacle that she shut her eyes...keeping them shut until long after daughter Jane's song had been completed...thus she missed Jane's Broadway debut.

★ ★ ★

Radiology: (Simone Simon) pronounced (See-moan See-Moan) will be Jack Carson's guest on the CBSouper next Wednesday...other visitor will be Jack Harris...Years ago, Phil Hanna landed his first singing job on Fletcher Wiley's broadcasts from Los Angeles...Today, Phil and Wiley are together again on "Your Home Front Reporter," heard daily at 1 over CBS...Because they are working in a defense plant five days a week, the Korn Kobblers had to turn down a juicy commercial for a breakfast food sponsor...but beginning Monday, WJZ will present them in a five-minute transcription show daily at 7 p.m....Last Monday, Ezio Pinza, Metropolitan Opera basso, made his first guest appearance on the Telephone Hour heard on NBC...immediately after the performance, he was rebooked on the program...to appear two days after next Christmas...Woody Herman and his Band will open a lengthy engagement at the Hotel Sherman in the Windy City, Aug. 13...After completing his current swing around the country, entertaining at Army Camps, Kay Kyser and his Band will return to Hollywood where they will be featured in two forthcoming cinemas for Columbia Pictures.

★ ★ ★

—Be A Rational National—

PROGRAM REVIEW

"THE OPEN DOOR"

Chase & Sanborn (Coffee)

WEAF-NBC Mon. thru Fri.

10:15-10:30 a.m., EWT, Ted Bates, NEW DAYTIME SERIAL BY SANNA MICHAEL, A STANDOUT PROGRAM

Minus the impact of social overtones usually associated with a Sanna Michael script, her latest radio contribution, "The Open Door," a stand-out program in the aired show bracket. Although the show in the show is strong enough to take it out of the "opera" class, unfortunately it fits in that category cause of its set-up.

The Ted Bates agency has gone town in giving the show the necessary complementary support by supplying a good script with a versatile cast and positive production. These elements are kneaded into a supple program under the careful direction of Alex Gruenberg.

Because of the quality of the writing "The Open Door" lends itself immediately to worth while listening. It is not hampered by the "opera" format although on the surface it would seem that way. Unlike its predecessors it breaks away from the channelized format that has caused that type strip-show to cry and groan under the burden of misery, conflict, and unrequited love.

When the script called for a discussion of the war and its rest as reflected by the peoples of earth, as was done in last Wednesday's script, there wasn't a wild bit of artificial flag-waving, but a dose to the earth bit of reflection that provoked sober thought.

"The Open Door" doesn't depend on forced histrionics and contrived situations to make it move. Its appeal is an honest one that most listeners should appreciate after hearing plethora of tripe.

Heard on the programs are Mrs. Christians, Dr. Alfred Dors, retired pastor of Our Savior's Church Brooklyn; Florence Freeman, Alexander Scourby, Joan Alexander, Charlotte Holland, and the youngest Edwin Bruce.

Outdoor Summer Concerts Scheduled By James Melton

James Melton, Metropolitan opera tenor, whose "Music For America" program, (CBS, Sunday, 9:30 p.m. EWT, is the Fred Allen Texaco replacement, is alternating New York radio appearances with a series of outdoor summer concerts. His next open air engagement will be at the University of Denver stadium in Denver, Colorado, on August 3, and following that, at the Penrose Stadium in Colorado Springs, on August 10. So far this season Melton has appeared in four summer concerts, all of which were highly successful.

New Program Policy Being Readied By MBS

(Continued from Page 1)
 ating and producing shows for the network. In addition, a program operating board will weed out all current productions which are in the chain and which do not conform to the new quality program series policy.
 The new program policy and plans were announced yesterday by Miller, network president, at the close of a three days' meeting of the Program Advisory Committee at the network's New York headquarters.
 Amount of moneys appropriated by the board for the purchase of new shows was not revealed, though the management described it as "generous." Funds will be used to purchase shows from all available sources. To emphasize its policy encouraging affiliates to produce shows for network competition, thus varying its points of origin, the network announced a plan whereby financial aid will be distributed to the stations taking the initiative and coming up with programs the network will want.
 The Program Operating Board has already submitted its critical analysis of the program structure, and on the basis of its findings, certain styles and types of programs now aired will be eliminated. The board consists of C. J. Antkock, chairman; Adolph Oppenheimer, MBS program director, vice-chairman; Theodore C. Streibert, executive vice-president; Julius Seebach, WOR vice-president; Frank P. Scherber, WGN, manager; C. M. Hunt, WHK-WCLE, Cleveland; Linus Paulson, Yankee network; Willet H. Wood, Don Lee Network; and Bob Schmidt, research and promotion director of MBS.

With the Colors!

ABROSE MAXIM, chief engineer of KBA, Lufkin, Texas, is the twenty-second employee of that station to join the armed forces. He will be in the colors.

—vvv—
 SNEY SCHECHTMAN, news editor of WINS, New York, leaves for Camp Upton on August 2.

—vvv—
 LAHAYE, former Bridgeport and New Haven WICC announcer, is being inducted with top honors from the service in Fort Myers, Fla., skipper from PFC to Sgt. and chief of the radio crew.

—vvv—
 RINALD STANBOROUGH, assistant to Ray Diaz in the announcing department of the Blue Network, has been inducted into the Army and will leave for Camp Upton on August 10.

—vvv—
 G. HOLLAND, account executive with Malcolm Howard Advertising Agency, is now a member of the service. Present location is Camp Upton, California, where he is serving the Coast Artillery.

PROMOTION

Pacific Coast Survey

Reports on the listening habits of the men and women and children in nearly a third of a million radio homes on the Pacific Coast are being checked by Sydney Gaynor, general sales manager of the Don Lee network. The reports being checked were made by C. E. Hooper on 33 stations of the Don Lee web. The survey was ordered by Gaynor several months ago.

The report, when completed, will give a picture of the Don Lee listening audience between 8 a.m. and 10:30 p.m. seven days per week. One basic point already established by the survey is the preference of local stations in contrast to the out-of-town stations. The report will show in concrete figures how the Don Lee network organization "localizes" radio releases for the majority of the West Coast radio listeners, Gaynor pointed out. Technically, he added, the topography of the West Coast is ideal for this multi-station network system, for it places emphasis on the proximity of a station rather than its power. Nine out of ten radio homes on the Pacific Coast are within 25 miles of a Don Lee station.

Full details of the survey will be released shortly by Gaynor when he leaves the coast August 6 for visits to Chicago and New York.

"Just Uncovered"

KLZ, Denver, Colo., as a follow-up to their recently distributed market data coverage folder, has issued a promotional broadside titled, "Just Uncovered," which shows graphically some rather remarkable improvements in the KLZ trade area. "Just Uncovered" is done in three colors and shows the change that has taken place between the 1940 CBS survey and the new survey just released.

It gives actual, authentic figures and further illustrates them by figures and charts.

G. E. Exec. On Blue

Saluting the war workers of Bridgeport, Conn., for their outstanding assembly line performances, Charles E. Wilson, executive vice-chairman of the War Production Board, and six war workers from that production area will be heard in the "Soldiers Of Production" broadcast over the Blue Network on Sunday, August 1, at 11:00 a.m., EWT. Wilson, former president of General Electric whose rise to industrial eminence started in Bridgeport, will speak from New York.

National Salutes on WBNX

WBNX, New York, has highlighted this month with salutes to the United Nations, particularly those occupied by the Nazis. The first week of this month was dedicated to Greece, followed by a broadcast about Belgium and her Congo colony at war. Yesterday's program was devoted to Norway. Saturday, also, will salute Norway.

Pan-American Tie-Up

In launching "Let's Learn Spanish" on the local airlines, Tuesdays, Thursdays and Saturdays, 7:15-7:30 p.m., for Lit Brothers store, WFIL (Philadelphia) has marshalled an array of promotional features. The ET program is syndicated by Time, Inc.

Endorsement has been secured from seventeen Latin-American Consuls in Philadelphia who realize the potentialities for good-will and understanding engendered in such a program. The Pan-American Association has granted permission for the circularization of its membership in an endeavor to enroll them as listeners for a "freshener" course in Spanish.

Language department heads in the various schools and colleges are asked to suggest to their classes that contact with their studies, at least so far as Spanish is concerned, be maintained during the summer season by listening to "Let's Learn Spanish." In addition, a series of car cards and newspaper ads, directed at the general public, will stress the importance of a working knowledge of the language of our American neighbors to the South.

Fifty thousand book markers will be distributed throughout the Public Libraries in this area to round out a complete public service program-promotion.

Bond Prizes

A first prize of a \$50 war bond, and second prize of a \$25 bond, were given away by Art Linkletter on KGO's "What's Doin', Ladies" show recently, as reward for writing in their list of the three things they expect to buy first—when the war is over. Five books of \$5 worth of war stamps each also were awarded. First two most important items in minds of listeners were homes and autos. A surprising number wrote they would like to buy planes.

KHJ Airs Record Plea

Old records and new, and pleas for more of them, was heard on KHJ-Don Lee the other day. 10:45-11:00 a.m. PWT, when the American Legion presented another "Records for our Fighting Men" radio campaign. The program originated from KFRC, San Francisco, with American Legion members in Los Angeles cutting into the program from Don Lee KHJ studios in Hollywood.

The program asked listeners to continue to send in broken or unwanted phonograph records to be exchanged for new records to be sent to fighting men and training camps.

WLIB To Honor Kilmer

WLIB, Brooklyn, will pay tribute to the memory of Sgt. Joyce Kilmer, who died in battle with the American army 25 years ago in Europe, Friday. Jan Peerce, tenor, will sing Kilmer's poem set to music. Other poems by the army-poet will be read on the program.

OCR Scope To Include Amusement Section

(Continued from Page 1)

appears to him to be one of the most serious of these problems.

Longman made it plain that the OCR, under the new order, is not taking anything from the Radio and Radar Branch. This office will retain its authority over production and materials matters, but will hereafter give ear to the OCR recommendations regarding materials and production for civilian broadcasting—batteries, repair parts, tubes and, perhaps, if the war should go on long enough, even receivers of civilian listeners.

OCR has already taken over hotels, restaurants, retail and wholesale distribution and other fields in which it was granted authority by last week's order, but it has been slow in moving into the amusement field. Some observers here are half convinced that it never will move into this field, but Longman insists he is merely taking his time. "What we're looking into more than anything else," he said, "is what we've got ourselves into."

Cato Hambro On WMCA "United Nations" Series

(Continued from Page 1)

Board Room of the United Nations Information Office, will be Cato Hambro, son of C. J. Hambro, former president of the Norwegian Parliament. He recently escaped from occupied Norway, after having been arrested by the Nazis on the ground that he was using his Swedish business connections to transmit information to the Allies.

Others participating in the round table discussion are: Dr. J. Albert Goris, Commissioner of Information for Belgium in this hemisphere and former director-general in the Ministry of Economic Affairs in Belgium; Henry M. Moolman, public relations officer for the South African government in Washington, D. C., who was for many years political and parliamentary correspondent of the Johannesburg "Star" and associated "Argus" newspapers; and Dr. Stoyan Gavrilovic, head of the Royal Yugoslav Information Center, who was assistant political director in the Belgrade Foreign Office up to the time of the German invasion of Yugoslavia.

On next week's show representatives of Canada, Denmark, Greece and the U.S.R.R. will discuss problems of youth and the post war world.

Coca-Cola On WDNC

Coca-Cola will sponsor a quarter-hour transcription, "Hymn Time with Smilin' Ed McConnell" on WDNC, Durham, N. C., starting August 2, five times a week. Business is reported as a trial balloon for the Southern market and an audience older than those attracted to the pop band broadcasts product sponsors on the networks. D'Arcy Agency explained that the account was probably placed by a local bottler, and does not constitute part of a national drive.



Coast-to-Coast



THE "Smokes for Service Men" fund, which KOHW and Omaha (Neb.) "World-Herald" are sponsoring jointly, is nearing the \$5,000 mark. That means more than a million cigarettes will be sent to the boys in the services. . . Virginia Van Hooser left the KOHW staff to join her husband who is a navy photographer on the West Coast. . . Sheila Johnson replaces her. . . Orville Weimer, who is the new KOHW studio supervisor, is at his post after a vacation.

Cole Brothers circus visited Denver recently, supplying KFEL, Denver MBS outlet, with a unique quarter-hour program. Col. Harry Thomas of the circus radio relations staff brought several of his acts to the studios for interviews with news editor Wally Reef.

When Paul Robeson, the Negro baritone, was featured in a "concert under the stars" in Denver recently, Milton Shrednik, musical director of KOA, Denver, was selected to lead a fifty-piece orchestra as his accompaniment.

When "America's Town Meeting of the Air" originates on KFBC, Cheyenne tomorrow, the program will take place in the midst of 47th renewal of the famous "Frontier Days." Similarly, the program will feel the "heat" of the Elk Hill oil lease and the Hole National Monument news stories that headlined the papers throughout the nation. The topic of the day will be "Should Government be Responsible for Our National Resources."

KRBA, Lufkin, Texas, claims to have one of the oldest women commentators. Rose A. Fraser, M. D., KRBA's economist, broadcasts Tuesdays and Saturdays. Dr. Fraser is 83 years young. . . Mrs. Ambrose Maxim, having earned her FCC operator's license, is now a KRBA technician, while Glenn Perry has been appointed chief engineer.

Gino Giovannetti, announcer, translator and commentator on WJBK, Detroit, has returned to the station following his release from the United States Army. Giovannetti's service terminated under the rule permitting release of inductees more than 38 years old.

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July 29

| | |
|------------------|----------------|
| David Anderson | Joseph Curtin |
| Florence Freeman | Lewis James |
| Earl F. Lucas | Estelle Meyers |
| Ralph H. Patt | Sidney Reznick |
| Sigmund Romberg | |

With King Victor Emmanuel's royal decree chasing Mussolini out of Italy, WDRC, Hartford, preparing for greater developments on the news front, is beginning an extensive promotion of its news features. Commentator George B. Armstead, CBS news features, and the WDRC one-half hour of straight news from 7-7:30 a.m. are being plugged on all available station breaks while news is hot.

The WHIO, transmitter towers have become involved in the latest arguments around Dayton concerning height. One, it was reported, said that the Mutual Home Building was the highest above sea level in the Dayton area. However, WHIO Chief Engineer Ernest L. Adams said "The tops of our towers are 1,260 feet above sea level and consequently the top of one our towers is the highest place in the Dayton area."

When the Ohio Valley Druggist Association holds its annual outing in Cincinnati today singers Norman Ruvell and Dorothy McVitty of WLW-WSAI, Cincinnati, and Hank Penny and Buddy Ross of the WLW Boone County Jamboree will entertain the guests. . . Toby Tuttle, who is heard on the WLW programs "Your Suppressed Desire," "Fountain of Fun" and "Time to Shine," begins an engagement at the Lookout House, nite spot across the river in Kentucky. Toby will serve as emcee for the night club show, Bill McCluskey, manager of WLW promotion, reports.

Arthur Church of KMBC, Kansas City, Mo., while on his vacation to Colorado Springs, visited the KFEL, Denver studios. . . After a year on the air the "KFEL News Hour" is now completely sponsored all six nights per week. The latest sponsor to complete the full hour of commercials is the Powerine Company of Colorado. Other firms footing the bill are Frumess Jewelry, the American National Bank and the Italian Swiss Colony Wine. . . New announcer at KFEL is Herb Clark, formerly with KFBI, Wichita, Kan. . . Mark Crandall has been named acting sales manager of KFEL, succeeding Holly Moyer.

Just as Paula Stone was about to begin her daily stint on WNEW, New York, "Hollywood Digest," Congressman Will Rogers, Jr. entered the studio. Whereupon Miss Stone said that she would tear up the script and interview her childhood friend who had stopped over before going to London to attend conferences relative to saving the Jews of Europe as well as working out a closer plan for cooperation between our legislative branches and Parliament.

Stanley Richards, whose "Theater Date" show on WEVD, New York, has passed its fifth year, has had a one-act play published by Samuel French. The play, titled "The Hills of Bataan" has been heard a number of times as radio script.

While Army, Navy and Marine personnel viewed the film "Stage Door Canteen" in the Strand theater in Utica, WHCU, Utica sportscaster Sam Woodside rushed the UP news report from the station's newsroom to give the announcement of the Mussolini ouster.

On the "Women Correspondents" program tomorrow, WHN, New York, Flora Lewis, "Washington correspondent for the Associated Press; Adele Bernstein, staff writer for the Washington "Post," and Betsy Jager, Washington correspondent for the Wichita "Beacon" will interview the Yugo-Slavian Ambassador, Constantin Fotich, regarding the Sicilian invasion and the Mussolini ouster, and what it means to his country.

While Upton Close vacationed in Estes Park Colorado, he broadcast his news commentaries over KOA, Denver. For several days he was the guest of James McPherson, KOA manager. . . KOA broadcast two special programs recently in tribute to the 47th annual "Cheyenne Frontier Days Celebration" . . . Allan Hughes of the KOA announcing staff has been shifted to the promotion department. Victor Roby replaces Hughes on the announcing staff. . . Marjorie Graf has joined the general office staff of KOA, replacing Elsie Alexander who left to marry. . . George Johnson is the newest addition to the KOA guest relations staff.

Hal Parkes, baseball announcer of KROW, Oakland, Calif., is side-lining twice weekly as sports columnist for the "Post Enquirer," local newspaper. Under his own by-line Hal lists batting averages and leading hitters of the Pacific Coast League. . . "Blood Relative," new show on KROW, rounded up 17 blood donors for the Red Cross on its first 15-minute broadcast. The show is presented directly from a leading Oakland store each Monday and Friday.

Eleanor Steber, youthful Metropolitan Opera soprano, who stars with Andre Kostelanetz for the second time within three weeks on August 1, and who is also heard on CBS Owens-illinois Glass program, takes her own "pause that refreshes" every year with a concert in her hometown, Wheeling, West Va. Now in her fourth year at the Metropolitan, Miss Steber is not only American born but also American trained. She is a protegee of the airwaves since it was over CBS and the Metropolitan Auditions of the Air that first presented her opportunity for a Met contract.

Glen Hurlburt, blind pianist-singer, has been added to KGO's San Francisco, early morning schedule with his own show. . . Judy Deane, blues singer at KGO, is ill in St. Francis hospital. . . Marvin Graham, announcer, left KGO to move to Los Angeles for his health. . . KGO producer Helen Morgan, having rested on a three-week vacation, is at her job again.

The recent issue of "Listen," circulated by WGBF and WEAO, Evansville features a story of Frank Morgan. Pa. he came to be a radio star. Pa. enhanced by one-column cuts of Smith, Alan Bunce, Betty Winkler, Morgan and a two column half-Norma Jean Ross.

Flooded with telephone calls the news of the Mussolini broke early Sunday evening, Philadelphia, quickly sent out for one of its Italian-speaking announcers. A special five-minute summary of the situation was broadcast at 8:10 p.m. although the program carries three hours of Italian gauge programs from 11 a.m. to 2 p.m.

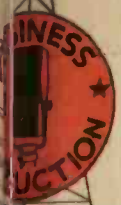
Hal Burdick, KPO, San Francisco "Editor" narrator, has been added to staff lecturing at the KPO-Stanford Institute. . . Ethel Howerton, former program traffic of KPO has named assistant sales traffic chief. More than 13,000 answers were received by Art Linkletter, emcee of KPO Date at Eight" eye-opener, for a booklet offered by him during a two period.

John D. Weaver, plant manager of the new Chicago branch of Douglas Aircraft, will be cited "Distinctive Service" for his contributions to the airplane industry. The program of the same name tomorrow over WGN, Chicago, honor is being conferred with simultaneous dedication of the Douglas plant and the christening of the first four-engined C-54 cargo "Skymaster." . . WGN stationers are Edmund Kahn of the production department; Walt New announcer; and Theresa Frank the typing office.

Ex-Lax Katz Agency In Citation By FTC

In a joint complaint filed recently by the Federal Trade Commission, Ex-Lax, Inc., Brooklyn, N. Y., and the Joseph Katz Co., advertising agency, were advised that the pre-advertisements of "Ex-Lax" fail to reveal the harmful consequences that may result from the use of the preparation. No counter-reply has been filed to date. At present Ex-Lax is represented through advertisements in the mails, newspapers, circulars and on the radio as a cure for constipation and that such cure remedy is accomplished by the preparation's action in removing the cause of constipation. However, according to the FTC, Ex-Lax is a cure or remedy for constipation as its use will not remove the cause of a constipated condition.

Ex-Lax, Inc. and the Joseph Katz Co. have until August 9 to file a counter-acting the charges of the FTC.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



24, NO. 21

NEW YORK, N. Y., FRIDAY, JULY 30, 1943

TEN CENTS

Wartime Population Shift

'Language' Angle Cox N. Y. Sessions

to discredit the FCC and the through foreign language stations will highlight the publications which the Cox committee stating the FCC will conduct starting Tuesday, in Room 110 Federal Court Building. For two days, Eugene L. Garey, counsel for the House Select committee, has been conducting "pre-examinations" of witnesses with foreign language stations. (Continued on Page 3)

More War Bonds and Stamps

Thompson Returning Over Blue Net In Fall

Thompson, journalist and actor, will return to the air on the Blue Network in a new series of weekly broadcasts of news comment to be launched midway next month. She will be heard each week from 7:15 to 7:30 p.m., EWT. Dorothy Thompson Committee program will be heard on stations of the Blue Network. (Continued on Page 2)

More War Bonds and Stamps

"Fortune" Mag Reviews Current Tele Situation

Issue of "Fortune" magazine contains an article entitled "The Prospects of Television." A comprehensive article discusses the probable post-war television and its economic, industrial and economic aspects, approaching it from various angles.

giving briefly the technical history of television up to the time war broke out. (Continued on Page 5)

'League of Nations'

When different nations will be represented when emcee Tom Slater announces his Mutual program, "The League of Nations," to the U. S. audience of foreign birth Sunday at 8:30 EWT. A Russian, a German, a Chinese, an Irishman, a Puerto Rican, and a woman will be among the participants interviewed at the New York indoctrination camp.

"Pleasure Time"

Fred Waring on his "Pleasure Time" program on NBC last night, saluted the soldiers at Camp Abbott, Ore. Arden X. Pangborn, managing director of KGW, NBC outlet in Portland, Ore., arranged to have the show piped to KBND, independent station at Bend, so that the men at the camp could hear the songs they selected and presented by Waring's orchestra and glee club.

Price Issues Warning In Discussing Radar

Washington Bureau, RADIO DAILY
Washington—Warning that new uses for Radar are being developed, and that these must not be revealed to the enemy, Censorship Director Byron Price yesterday called for extreme caution in future discussion of Radar. He issued the following statement for radio and press news men:

"The extent of current public discussion of Radar is being kept to a minimum. (Continued on Page 6)

Audience Of 42,704,000 Heard Roosevelt's Talk

President Roosevelt's radio address to the nation Wednesday night in which he reiterated his demand for "unconditional surrender" of all three Axis powers, was heard by a listening audience of 42,704,000 persons, according to a survey made by C. E. Hooper, Inc., research firm, and reported. (Continued on Page 2)

FCC Studying McGraw-Hill; Fly-Sarnoff Confer On Blue

"Battle Stations" Program Will Be Series Of Four

"Battle Stations," a new series of dramatizations of the armed forces defeating the Axis on the seas, will be presented in four broadcasts on NBC starting Thursday, August 5 at 8:30 p.m.

The programs of August 5 and 12 will describe the "Battle of the Atlantic." (Continued on Page 2)

Census Bureau Reveals Many Changes Showing Both Gains And Losses — Nearly All States Affected

"Italy Today" Shows To Offset Axis Moves

WOV, Italian language station, in cooperation with the OWI, is broadcasting a series of ten-minute commentaries "Italy Today" aimed at neutralizing the "poisonous effects" of Axis propaganda among shortwave listeners in this country. The Axis propaganda, recorded nightly by the FCC, is designed to create doubt, confusion and hatred of the Allies in the United States. (Continued on Page 6)

Retailer Closed Circuit For War-Loan Campaign

Groups of retailers will gather in the studios of NBC affiliates on Tuesday, August 10, to hear authorities explain plans for the coming September War Loan Campaign. (Continued on Page 5)

Cal Tinney And Agency Decide To Call Quits

Cal Tinney and Ivey & Ellington, Inc., agency handling Bayuk Cigars Inc., which had been sponsoring Tinney, have come to the parting of ways. Commentator has wound up. (Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—A decline of more than three million in the civilian population of the United States during the past three years was reported today by the Bureau of the Census. The increase in size of the military forces has so far outstripped the natural population increase it was estimated, that there were on March 1 of this year only about 128,200,000 persons in civil life, compared with 131,300,000 three years ago. A survey based on registrations for the War Loan Campaign. (Continued on Page 6)

War-Plant Spot Buy For Manpower Relief

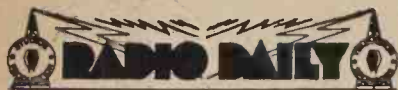
Wright Aeronautical has embarked upon an exceptionally heavy radio campaign in the New York area to relieve its manpower shortage situation. WINS is handling the entire promotion. Wright Aeronautical contract with WINS calls for seven 15-minute programs daily Monday through Saturday for 13 weeks; or 117 programs. (Continued on Page 2)

New Cedric Foster Series To Be Sponsored On MBS

Yankee network newscaster Cedric Foster will begin a new series of Friday night commentaries over the Mutual network, under the sponsorship of the Employers Group, beginning next week. (Continued on Page 5)

Lecturer

Montreal—Rev. Dr. James S. Thomson, general manager of the CBC and President of the University of Saskatchewan, will be one of the lecturers at the 26th Annual Summer School for Clergy, to be held at MacDonald College, Aug. 2-13. Dr. Thomson will deliver a series of five lectures on "Creative Reconciliation" during the first week of the school.



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JOHN W. ALICOATE : : : Publisher

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

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FINANCIAL

(Thursday, July 29)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Net Chg. |
|-----------------|---------|---------|---------|----------|
| Am. Tel. & Tel. | 155 1/4 | 154 3/4 | 155 1/4 | + 7/8 |
| CBS A | 22 3/4 | 22 3/4 | 22 3/4 | - 1/8 |
| CBS B | 22 3/4 | 22 3/4 | 22 3/4 | + 1/8 |
| Crosley Corp. | 22 1/2 | 22 | 22 1/2 | 0 |
| Gen. Electric | 37 3/4 | 36 3/4 | 37 1/2 | + 1/2 |
| Philco | 23 | 22 | 22 5/8 | + 1 3/8 |
| RCA Common | 10 3/4 | 10 1/4 | 10 1/2 | + 1/4 |
| RCA First Pfd. | 70 | 69 1/2 | 69 1/2 | + 1/4 |
| Stewart-Warner | 12 1/2 | 12 | 12 1/2 | + 1/8 |
| Westinghouse | 93 3/4 | 92 1/2 | 93 3/4 | + 2 1/2 |
| Zenith Radio | 34 3/4 | 33 1/2 | 34 1/4 | + 1 1/4 |

NEW YORK CURB EXCHANGE

| | | | | |
|------------------|-------|-------|-------|-------|
| Nat. Union Radio | 3 3/8 | 3 3/8 | 3 3/8 | + 1/4 |
|------------------|-------|-------|-------|-------|

OVER THE COUNTER

| | Bid | Asked |
|------------------------|--------|--------|
| Farnsworth Tel. & Rad. | 8 1/2 | 9 |
| Stromberg-Carlson | 10 3/8 | 11 3/8 |
| WCAO (Baltimore) | 20 | 23 |
| WJR (Detroit) | 27 | 29 |

War-Plant Spot Buy For Manpower Relief

(Continued from Page 1)

a total of 546 15-minute periods for the 13 weeks.

This is undoubtedly the largest single piece of business ever received by WINS.

Time bought by Wright Aeronautical to plug for Wright Aeronautical personnel for its Paterson, N. J. plant, breaks down as follows each weekday: 12:45 to 1:00 p.m. with Art Green plugging; 2:00 to 2:15 p.m., 3:00 to 3:15 p.m., 4:00 to 4:15 p.m., 5:00 to 5:15 p.m., with Ted Lawrence plugging; 6:45 to 7:00 p.m., the regular week nightly Don Dunphy sports resume period; and 8:45 to 9:00 p.m., with Art Green again at the mike.

Account executive of WINS who handled deal was Trevor Adams. No agency was involved.

Mrs. Karl Hoblitzelle

Dallas—Mrs. Karl Hoblitzelle, wife of the president of the Interstate Amusement Co. died here Wednesday night. Services will be held this morning in this city and remains taken to St. Louis to be interred in Belle Fontaine Cemetery.

Audience Of 42,704,000 Heard Roosevelt's Talk

(Continued from Page 1)

leased by the Columbia Broadcasting System.

The Hooper rating for the broadcast throughout the United States was 55.9.

The all time high Hooper rating for a Roosevelt broadcast was 79.0 when an adult audience of 62,100,000 listened to the President's war message on December 9, 1941, two days following the attack by the Japanese on Pearl Harbor.

The second highest was on February 23, 1942, when the President delivered a "fireside chat" on the three high purposes of the war. The adult listening audience for that broadcast was 61,365,000 and the Hooper rating was 78.1.

On January 26, 1943, 56,560,000 adults heard the President tell of the historic conference between Winston Churchill and himself at Casablanca, according to the survey made by C. E. Hooper, Inc. and released by Columbia Broadcasting System.

On May 2, 1943, when the Chief Executive spoke on the coal strike, the Hooper survey reported by CBS showed that 43,761,000 persons were listening.

D. Thompson Returning Over Blue Net In Fall

(Continued from Page 1)

under sponsorship of Trimount Clothing Co., makers of Clipper Craft Clothes. It will mark the firm's fourth successive season on the Blue and a resumption of Miss Thompson's broadcasts of last Spring. Emil Mogul is the agency handling the Trimount Clothing Co. account.

Noted as an arch-foe of totalitarianism, Miss Thompson is author of a syndicated newspaper column, "On the Record," and six books ranging from "I Saw Hitler" to "Dorothy Thompson's Political Guide." She has also earned numerous honorary college degrees, medals and numerous other awards.

Miss Thompson is the only woman ever to have addressed the Union League Club, the Harvard Club of New York, the National Association of Manufacturers and the U. S. Chamber of Commerce.

Landon Reply to Wallace Aired On NBC Tomorrow

Alfred M. Landon, 1936 Republican presidential candidate, will speak over an NBC network tomorrow at 8:00 p.m. EWT. He will answer Vice-President Wallace's July 25th speech, taking the title "Vice-President Wallace and Fascism." The broadcast will originate in Kansas City.

MCA Signs Sister Act

The four Paulette Sisters, who have been on the "Uncle Don" program for the past year, have just been signed by MCA. They will continue on the WOR children's show. Their ages are 11, 12, 13 and 15.

"Battle Stations" Program Will Be Series Of Four

(Continued from Page 1)

depicting how the Army Air Force and the Civil Air Patrol handicapped by inadequate material nevertheless gained dominance over the German submarine menace in American waters. The programs' descriptions will be supplemented by the dramatic presentation of the powerful growth of both branches, highlighting the first launching of a seaplane from a warship, global flights, dive-bombing, skip-bombing, lighter-than-air pioneering and flights in the Polar regions.

The remaining two broadcasts, August 19 and 26, will be devoted to a word history of the Naval Air Service which celebrates its 30th anniversary August 30. Admirals who made history in the development of naval aeronautical engineering will appear on the programs. They will be announced later.

"Battle Stations" is an NBC Public Service series.

Cal Tinney And Agency Decide To Call Quits

(Continued from Page 1)

his broadcasts on this series via Mutual. Sam Balter, who had preceded Tinney for the same sponsor, with a sports broadcast called "Inside of Sports" two years ago, substituted for Tinney Wednesday night and will remain on the program as a commentator.

Cause of Tinney departure, according to Neal Ivey, president of the agency, is simply a case of both parties being unable to come to terms over salary and other contractual matters. When asked, however, whether or not the censorship angle had anything to do with Tinney's departure, Ivey said that answer would have to come from Tinney. On his last broadcast, Tinney said he was still of the opinion that a commentator should be permitted to say as he sees fit, within the bounds of the wartime censorship.

Nine Accts. On 79 Outlets Use Blue's 'Counter-Spy'

Axel Gruenberg, who directs "Counter-Spy" on the Blue Network, points out that although Mail Pouch Tobacco Co., Wheeling, West Va., sponsors the mystery over WJZ and 69 other Blue stations, the drama is broadcast over additional outlets in the interest of eight companies.

American Brewing Company airs "Counter-Spy" on WDSU, New Orleans and WKAT, Miami, Fla.; Lyman Agencies, Ltd. on CFCF, Montreal; Brotherhood of Ship Carpenters and Joiners on WHJP, Jacksonville, Fla.; Ferris and Ferris Drugstore on KSFJ, San Diego; Crews Beggs Dry Goods Company on KGHF, Pueblo, Colo.; Metzger Brothers (Society Brand Clothes); Wellans Department Store on KALB, Alexandria, La.; and Gulf States Utilities Company on KFDM, Beaumont, Tex.

COMING and GOING

E. J. FREY, station manager of WBRY,bury, Conn., was in town yesterday for conferences at the headquarters of CBS.

FRED COLE, announcer on the Blue off for two weeks of deep sea fishing at Cape Cod.

GENE O'HAIRE, announcer on WCY, tady, a caller yesterday at the NBC of

JAMES LEONARD, program director of Cincinnati, is back at the station following days spent in Washington, D. C.

LOIS JANUARY, Columbia's "Reveille heart" of the early morning hours, is making a personal appearance at Camp Devon, N. J.

BILL O'NEIL, president and station manager of WJW, Akron, arrived yesterday from Washington, D. C., and left last night for C

MILTON L. GREENBAUM, president and commercial manager of WSAM, Saginaw, Mich., New York this week on station and business.

ART DONEGAN, assistant manager of Network publicity, leaves tonight on his

ARTHUR SIMON, general manager of Philadelphia, conferred here yesterday offices of the Atlantic Coast Network.

JONAS WEILAND, president and station manager of WFTC, Kinston, N. C., out of Blue Network, paid a call yesterday at Heller Center.

WILLIS B. PARSONS, of NBC Radio ing, has returned from his vacation.

Graniks Launch Ship

Mr. and Mrs. Theodore Granik launch the Henry Kaiser L. Ship, "Henry Goode Blairsdell" afternoon at San Francisco. Granik will wield the bottle, her husband makes an at Granik is the originator and manager of the "American Forum Air" on Mutual.

"SELLING" MANPOWER

Radio has sold a lot of things. Now in Baltimore WITH is getting sorely needed manpower for contractors. Carpenters, machinists and laborers, about as scarce as hen's teeth, in this boom market respond to WITH appeals.

How fast? Well, on more than one occasion, the sponsor secured the necessary help with the first four spots of the contract!



IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

'Language' Angle Cox N. Y. Sessions

(Continued from Page 1)
operations, particularly WBNX, and WHOM.
ably reported that during the hearings, Garey has made it in his questioning he is out to that the foreign language division of the OWI has wrecked the foreign language stations; that its policy personnel has favored communists anti-christian groups, and that of this country were fired out cause. Presence of a Conman It is reported, was the only one giving legal credence to the things which have been assailed by a language station representative as the most unethical, undemocratic and vicious proceedings known in this country. "Gestapo" tactics when compared to the goings on of broadcasters explained, adding the hearings were full of intimidations, threats and insults because they would not give evidence as a committee sought. Interrogators also put words in the mouths of witnesses, and when these were forthcoming, investigators did not to their displeasure, witnesses as well. Conjectured that Garey is using these preliminary hearings to build ammunition for the public hearings.

Washington Bureau, RADIO DAILY
Mington—Resumption of the committee sessions, with the shifting to New York, is scheduled for 10 a.m. Tuesday, in the Federal Building, at Foley Square. Chairman Eugene E. Cox will not be on with the hearings conducted by Edward J. Hart, New Jersey, Democrat. Rep. Richard Wigglesworth, Massachusetts, Republican, is to be on hand.
Committee Counsel Eugene L. Garey is expected to examine numerous witnesses in an effort to pin a charge of disloyalty on the FCC for its investigation of activities in connection with foreign language broadcasting in and out of New York. It is believed also that the committee may inferentially attack the leadership of several New York stations.
Garey has been in New York all this week working on his presentation to the Committee staff here stymied by the lack of any members of the Committee to examine witnesses. Subpoenas were served, but subpoenaed refused to testify for themselves alone, insisting upon the right to have a committee mem-

★ PROMOTION ★

Publicity Throwaways

A four-page standard magazine-size cut folder, printed in brown on cream-colored coated stock and illustrated with line cuts enhanced by Benday process features the cover of an inside spread of various size half-tones depicting the intimate glances of some of the personalities and scenes of WMTJ, Milwaukee, programs. The half-tones are set attractively with musical decorations on narrow screened plates around the theme of the folder "This Is The Story of Your City. . . ." The back page is used advantageously by using a similar make-up motif by bordering a string selling point of the sponsored program featured throughout the folder.

Birthday Bond Drive

The proximity of Mussolini's ouster from Italy and his birthday July 29, was advantageously exploited by WTAG, Worcester to increase the purchase of war bonds. All available station breaks urged the listeners "to celebrate his downfall by making his birthday a bigger and better bond day."

Theater Tie-Up

Through a special line to the projection room of the Keith Theater in Dayton, the WHIO newsroom feeds all the important news bulletins to be run on the projection sound equipment. A trailer is used at the

Blue's Feminine Lounge Opens Amidst Festivities

A cocktail party arranged for departmental heads and members of the supervising committee yesterday officially opened the multi-colored recreation room on the second floor of the RCA Building for the feminine members of the Blue Network staff. The lounge will also serve as a lunchroom for those who wish to remain in the building during the lunch period.

Virginia Conner, who decorated the reception and board rooms, the executive suite and the elevator lobby when the Blue moved to the third floor in February, 1942, ornamented the lounge with a pink and green color motif from the ceiling to the floor. Summery spruce and bamboo furniture dominate the physical layout of the lounge with comfortably upholstered sofa and chairs. Seven prints decorate the walls. Adjoining the lounge are located the powder rooms.

Approval of the plans were made under the supervision of a committee composed of Grace Sniffin, secretary to President Mark Woods; Dorothy Kemble, continuity acceptance editor, and Mary Coyne of the sales promotion staff. The committee will continue to represent the girls in the formulation of recreation plans for the lounge.

NCAC Folder

The National Concert and Artists Corporation recently released a dual colored six-page folder announcing their "Special Attractions for the Fall of 1943."

The front fold is enhanced by a black-draped border effecting an opening curtain on an azalea colored background on stiff coated stock. The inside spread features halftones of 6 x 9 picas of some of their "special attractions," accompanied by appropriate editorial promotional text. The fifth-fold lists a number of thumbnail cuts of their "most famous voices" of radio, setting the half-tones in a border effect with their names and their programs down the center of the page. The back-page is a continuation of the center-fold with a boxed message of where the clients may be able to make contacts, listing the personnel in charge below the box.

Window Displays

While the Seaboard Finance Corporation of Charleston is sponsoring a series of programs on WGKV, the South Carolina station created a window display mounting not only pictures of local and network stars heard from day to day but also mounted several mirrors, captioning each with the intimate phrase "WGKV's Favorite Listener!"

time giving WHIO, Dayton credit for the news service.

WOR Entertainment Dept. Tours Canteens, Centers

Although Nat Abramson, and his assistant, Herman Paley, are presenting acts from talking parrots to a complete Broadway show as part of "WOR Night" at the Stage Door Canteen every Wednesday night through the WOR entertainment department, he has brought similar productions to the Music Box Canteen, Merchant Seamen's Canteen, Merchant Seamen's Training School in Sheepshead Bay, the Newark Stage Door Canteen and to community centers who hold special nights for the men in the armed forces.

Some of the personalities who have appeared on "WOR Night" bills were Mary Martin, Chaz Chase, Jack Dempsey, Joan Merrill and Larry Adler. Many of WOR's radio programs such as "Double or Nothing," "The Better Half," "It Pays To Be Ignorant" and "Can You Top This?" and name bands heard over WOR, including Morton Gould, Duke Ellington, Lani McIntire, Blue Barron, Bob Chester and Bob Stanley, have contributed to the entertainment of the canteens and community centers.

Shepard WAYS Gen.-Mgr.

Harold H. Thoms, station manager of WAYS, Charlotte, N. C. has announced the appointment of G. O. Shepard as general manager.

FCC Studying McGraw; Fly-Sarnoff Confer

(Continued from Page 1)
on which the Commission will be called to make a decision.

The FCC of course, has no authority over the sale of the network, but it can block the sale of the station.

Although no strict policy of newspaper ownership has been arrived at by the FCC, the Commission has been able thus far to dodge the issue by deferring action on requests for transfer of stations to newspapers or by deferring newspaper request for construction permits because of the materials shortage. Here, however, sale of the Blue was ordered by the FCC itself and it is not likely that it would seek to hold off on consummation of the sale.

Nothing official has been heard from New York, where FCC Chairman James Lawrence Fly now is, but an application for transfer of the WJZ license to the Noble-McGraw-Hill combine is expected soon. Fly went to New York to appear on an NBC program tomorrow night but he is known to have conferred with RCA President David Sarnoff regarding the Blue sale.

FCC approval was regarded as extremely unlikely for sale to the Luce-Cowles interests when purchase of the Blue by Henry Luce, publisher of "Time" and "Life," and Gardner Cowles, Jr., publisher of the Des Moines "Register and Tribune," "Look" magazine and several other papers and a group of Iowa broadcasting stations, was thought to be in the works.

Whether FCC will take the same attitude toward McGraw-Hill, whose publications are mainly in the business and trade fields and not generally for distribution to the general public, is another question.

New Saturday Program Makes 12 For Chaplin

To his schedule of 11 newscasts weekly, W. W. Chaplin, NBC's news commentator has added another. The veteran globetrotting reporter is now heard Saturdays at 5:45 p.m., EWT, in an analysis of the military and political events throughout the world.

In addition to the Saturday newscast, Chaplin broadcasts each morning except Sunday on NBC's "World News Roundup" at 8:00 o'clock and is also heard five days a week in the afternoon at 4:15 on a split network.

THIS LITTLE BUDGET
WENT TO
**WORL
BOSTON
MASS.**



WBNX NEW YORK
THE MOST INTIMATE AND
EFFECTIVE PROGRAM APPROACH
TO AMERICA'S LARGEST MARKET
10 WATTS Directional
FOR METROPOLITAN NEW YORK

Los Angeles

By RALPH WILK

FRANK BULL, leading Southern California sportscaster, now has his own show on KMPC, Beverly Hills, Mondays through Fridays at 7:15 p.m., recreating major league baseball games.

"Pee Wee" Hunt ex-Casa Loma sideman, now running his own air show on KFWB, is going Hollywood fast. He was spotted looking over a stable of race horses!

Commander Harry Ansel of the Hollywood Post, American Legion, will appear on the Gilmore Furlough Fun program over KFI tonight to formally notify George Riley of his designation as Official Greeter of Service Men for the organization. Riley was given the honor in recognition of the fact that he has played more than 200 camp shows since a year before Pearl Harbor.

Haven MacQuarrie, headman on the Blue Network's "Noah Webster Says" quiz show, is the father of all audience participation shows. Back in the days when Haven played the vaudeville circuits he originated the idea of having members of the audience take an active part in the show itself. From this beginning came the radio shows—"Do you want to be an Actor," "The Marriage Club," and now the current "Noah Webster Says."

Les Willyard, engineer in charge of research for Universal Microphone Co. planned to Ft. Mommouth, N. J. last week for technical conferences with Signal Corps engineers about new microphone production. On the return trip, he stopped in Chicago to confer with sub-contractors and factory representatives.

Beginning with the "Sherlock Holmes" broadcast of Wednesday, August 4, a new schedule of dramas will be set up for the series on KHJ-Mutual Don Lee each Wednesday at 8:30 p.m., PWT. The August 4th drama will be "Murder in the Wax Works"; August 11th, "The Missing Leonardo da Vinci"; August 13th, "The Syrian Mummy"; August 20th, "The Missing Dancer."

Exhibitors Guest Critics On WINS 20th-Fox Prevue

Immediately following a preview last night of Ernst Lubitsch's 20th Century-Fox technicolor production of "Heaven Can Wait" at the Roxy Theater, a group of New York exhibitors broadcast their opinion of the film on WINS, New York. Previous to this WINS carried the reviews of 20th Century Fox's previews direct from the projection room.

"To Nite"
 from **CARNEGIE HALL**
TINY HILL
 Management: FREDERICK BROS. MUSIC CORP.
 New York — Chicago — Hollywood



Man of Letters Looks At Radio . . . ?

(Being the observations of Carl Van Doren—*noted historian and host of "The American Scriptures," intermission feature of the New York Philharmonic-Symphony over CBS.*)

● ● ● I like radio, with a beginner's special kind of liking. Maybe some day I shall get over thinking of the experts in the control room as magicians, but I haven't got over it yet. It's the same as magic to me, when they play those intricate games with switchboards and telephones and turn out miracles. Here I sit in the New York studio, hoping that when I have spoken my part of the Philharmonic intermission program, Orson Welles or Edward G. Robinson or Charles Boyer in Hollywood, or Robert Montgomery in Seattle, will really come through without a slip or a hitch. The control room seems to take the thing in its stride. Intent, but not much excited. I am so much excited that in the second or so between my last word and the first sound of the distant voice I have time to think my way zigzag to the Pacific and back more times than I could count. But so far that distant voice has always come in on the dot. And every time my nerves—which are ordinarily sound enough—have quieted down like harp strings, humming.



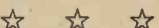
● ● ● There's a lot to be said for working on a program that keeps you in New York over the week-end. The town isn't crowded then, except in the Times Square neighborhood, and in the middle days of the week, if you go to the country, that isn't crowded either. I walk from my apartment to the studio after lunch, and find myself crossing streets more or less as if they were country roads. No matter how hot it is at home or on the street, it is cool in the studio. I suppose that rehearsing with my guests to date—Fredric March, Tallulah Bankhead, Jane Cowl, Monty Woolley, Ralph Bellamy, Miriam Hopkins—would have been pleasant in any temperature. But it helps to be comfortable when you work. Then you can get to the real business of the afternoon and forget the weather.



● ● ● For years now I have been writing books. There was nothing much to it but sitting down by myself, doing the job, and then sending the manuscript to the printer. Nobody else had a hand in it. But now I am learning a new trade that is largely team work. First writing, and then revising, and then more revising, and timing and cutting. Sometimes the process reminds me of a football team planning a big game. Sometimes I feel as I imagine a patient feels on the operating table, when he sees the doctors and nurses gathering round him, with nice sharp knives to cut into him, and merciful anaesthetics to keep him from feeling it. Once or twice, being reasonably human, I have rather wished the operation would hurt my Doctors Paul Hollister and R. E. Hackenger or my Anaestheticians Murray Dyer and Earle McGill a little more than it hurt me. But I have generally found it no worse than having to limit a sonnet to fourteen lines. That's what a sonnet is. And a radio spot is so many minutes and seconds, and no more, with every second obliged to count.



● ● ● A man begins a new life when he begins a new trade. About writing books I know as much as I shall probably ever know. About writing for radio, and speaking for radio, I know I have still a great deal to learn. And I know I am enjoying the experience very much. I like being on the giving end of radio even more than I used to like being on the receiving end. American history is, I think, extremely important to Americans today. Give it a chance, and it can throw light on almost everything we are now faced with. And everybody who can help in finding that light in the past, and focusing it on the present, has a right to be happy and proud, as I am.



—Remember Pearl Harbor—

Chicago

By FRANK BURKE

EVERETT MITCHELL, NBC commentator, who recently signed as the Blue "Farm and Home" announcer, has been named chief of agriculture for the NBC Division. Mitchell currently is on the "Voice of the Dairy Farm" Sundays, 12:45 p.m., CWT, and "Town and Farm" program, six days a week at 6:15 a.m. been in radio since 1923.

Christening ceremonies of the C 4 Cargo Transport Plane, "C-4" at the Douglas Aircraft plant, Chicago, today, will be transmitted by WBBM and will be aired 9:30 to 10 p.m.

Plans to originate the "Breakfast Club" broadcast on the Blue Douglas this morning were abandoned because of physical problems.

Bill Thompson, of the McGee and Molly show, guested his old pal, Don McNeil, on "Breakfast Club" yesterday. Thompson and McNeil started with NBC Chicago back in 1933.

Danny O'Neill, WBBM singer, inaugurates a new tri-weekly program with the Evans Fur Co., as sponsored by Danny, accompanied by Herb at the organ, is heard from 10:15 a.m., Monday, Wednesday, Friday.

New eight-piece orchestra set to accompany Mary Ann Lee on her weekly program over WBBM, CBS, Sunday, August 1, 1:55 to 2:15 p.m.

John Walsh heard in CBS "Perkins" program is the first member of the Red Cross Gallon Club. John has contributed eight pints of blood to the local Red Cross Bank.

Les Mitchel, producers of "Romance of Helen Trent" at family left yesterday on a two-week vacation aboard a Mississippi sidewheeler.

Stork News

Don Kelley, WLS, Chicago manager, has two daughters. Kathleen Kelley made her first appearance July 20.

Augie Klein, accordionist with WLS, Chicago Rangers and Dandies, is now accompanied by boy, born July 17.

N.B.

WE PROBABLY HAVE REGISTERED WITH US THE RIGHT PERSON FOR THE VACANT POSITION YOU ARE TRYING TO FILL.

CALL—FRANK McGRAN

POSITION SECURING BUREAU, INC. (Agency)

331 Madison Ave. (43rd St.), New York

MURRAY HILL 2-649

AGENCIES

BABBITT, INC., for its new Polly's Soup Mix, is planning an extensive campaign that will invade radio. Duane Jones Co. is the handling the account

BERT E. ANDREWS formerly of J. Walter Thompson Co., has been named art director of Sheldon, & McElroy.

HARD HUBBELL, author of a new television, has joined N. W. & Son as a member of the department.

MILDRED MASTIN PACE, known writer of historical biographies and magazine articles, has become the public relations staff of the Wer Thompson Company. Among recent books are "Early American," "Clara Barton," and "Friend Mals."

T. WINGO JR., has resigned as president of Fletcher & Comflective on July 31.

HIDMAN HOSIERY CO., of New York are initiating a trade-publication and magazine advertising-campaign on their "La Conga" mesh and "Walkever" foot-protect-through Hicks Advertising

"Globe" Mag Reviews Current Tele Situation

(Continued from Page 1) its progress, the writer points out research necessitated by war advanced the field, not only of television, but also those of FM and radio broadcasting. Television is to come into its own after the war and has the rare advantage of being able to start anew and plan its future during this static period. But there are many knotty questions, technical and economic, to be untangled before it can progress smoothly: there is the question of well-established industries wanting to maintain the status quo and therefore blocking development; there is the question of putting limits on technical development by flooding the market prematurely; there is the problem of presentation, yet to be fully worked out—what form shall television take; there is the problem of financing and regulating the industry; finally there is the immediate post-war problem, affecting to a degree all of the others, the "Future of the Spectrum." Television cannot be considered a luxury. It is part of the whole

Monday, Aug. 2, 10 P.M. on Information Contented Hour ALFROGS AND MARINES A M P

NEW PROGRAMS—IDEAS

Soldiers' Service Series

Dedicated to Detroit soldiers who have lost their lives in the war, a new commercial program on WJBK, Detroit, has been inaugurated. The broadcast is a half-hour long and features sacred music and a five-minute inspiration talk by a different local pastor each week.

Sponsored by Stern's Chiropractic Clinic of Detroit, commercial reference is limited to a simple statement of sponsorship without sales pressure except for a bond appeal and plea for more civil defense workers.

"Keep 'Em Flying"

A new patriotic show has been introduced on WTAG, Worcester, for 15 minutes at 9:30 a.m. on Mondays, Wednesdays and Fridays. Each program, titled "Keep 'Em Flying," salutes a local hero now serving Uncle Sam, outlining his life, his career and his accomplishments in service. Thus far the broadcasts have

Retailer Closed Circuit For War-Loan Campaign

(Continued from Page 1)

ducted by the U. S. Treasury Department.

The talks will be transmitted to all NBC stations over a closed circuit and will not be broadcast to the general public.

Speakers will be Palmer Hoyt, director of the Domestic Bureau of the OWI; Delos Walker, chairman of the Retailers War Campaign Committee; Edward M. Allen, president of the National Retail Dry Goods Association, and a fourth speaker to be named later. The closed circuit talk will be heard from 1:15 to 1:30 p.m. EWT.

field of electronics, and part of the radio spectrum that is heaving and bulging with war and post-war developments. The lower reaches of the spectrum are packed with services and the 900-odd regular U. S. broadcasting stations. Military communications and aeronautical aids to navigation are swelling in the short waves, and the demand for international broadcast channels and international air-route communications after the war in the already tightly packed international short-wave sector will be a major traffic jam... FM radio is demanding more space in which to grow. State police, government, FBI, federal and other military services need space... Industrial high-frequency induction heating... has expanded in war to many times the kilowatt power of all U. S. radio stations, and presents a brawling problem in interference. Up in the ultra-short and microwaves are more military services, Radar and future microwave systems, air-traffic control systems, and radiotelephone services... The scene is reminiscent of the tangled air waves after the last war, ten times confounded."

The spectrum problem, plus the in-

Morning Telephone Quiz

"Do You Know The Answer?" is now heard regularly Monday through Saturday at 8:15 a.m. over KMOX, St. Louis. The pattern of the show calls for use of the telephone. The current master of ceremonies, Blaine Cornwell, each morning calls three different numbers selected in the Chicago area and telegraphed to KMOX. He dials the number and at each answer of the rings, asks "Do you know the answer?" If the listeners do, they are sent money, beginning with \$5 each day and accumulates with the same amount of the listeners fail to provide the proper answer. The first winner received an accumulated sum of \$47.50.

Beginning September 6, Groves Laboratories, St. Louis, will sponsor the series.

selected various branches, such as the Army Air Corps, Engineers, Merchant Marines, and the Army nurses.

New Cedric Foster Series To Be Sponsored On MBS

(Continued from Page 1)

ning Friday, August 6, 10 to 10:15 p.m., EWT.

Foster, currently being heard over the Mutual network, Monday through Friday, 2 to 2:15 p.m., EWT, will continue his afternoon stint. He will be heard every Friday except on nights when the network schedules a boxing bout.

Foster will be sponsored on stations WOR, WNAC, WIP, WCAE, CKLW, WGN, WGR, WHK, WHYN, and WKRC for his night time commentary with the rest of the network taking him on a sustaining basis. He will originate from WNAC, Boston.

tricacies of where to place FM and facsimile broadcasting in relation to television, and where to place television itself, are clearly illustrated in a spread of the spectrum in color with the functions of the different bands indicated by sketches above and below them.

In addition there are "problems within problems" to be settled before the industry can proceed. "... it will take all of the statesmanship the radio industry can muster, and labor and government, too, to realize upon the enormous expansive force inherent in the new trio of communications inventions. In this the industry will grapple some of the deepest social and economic issues of our time... Only the full, fruitful expansion of the spectrum-FM, television and facsimile—can create elbowroom for freedom... The growing necessity in the increasingly complex field of radio electronics is an open patent pool, accessible to all..." These are some of the conclusions arrived at in the article, which ends with the warning statement: "The whole future of television and radio depends upon the clarity and unity with which the industry now moves."

GUEST-ING

MONICA LEWIS, vocalist, on the Raymond Scott show, today (WABC-CBS, 11:30 p.m.).

MADELEINE CARROLL, in an adaptation of "Now, Voyager," on Charles Martin's "Playhouse," today (WABC-CBS, 9 p.m.).

LORD WOOLTON, Minister of Food for Great Britain, discussing "How Britain Handles Food Price Control," on the "Consumer Time" show, tomorrow (WEAF-NBC, 12:15 p.m.).

JOSE FERRER, on the "Saturday Night Bondwagon," tomorrow (WOR-Mutual, 10:15 p.m.).

MARJORIE LAWRENCE, Metropolitan Opera Company soprano, on the program of the New York Philharmonic Symphony, Sunday (WABC-CBS, 3 p.m.).

PAUL DIETZ, formerly manager for the B. F. Goodrich Company in China and Indo-China; MELVILLE HERSKOVITS, professor of anthropology at Northwestern University, and HENRI S. BLOCK, instructor in economics at the University of Chicago, discussing "Allied Policies of Occupation," on the "Northwestern University Reviewing Stand," Sunday (WOR-Mutual, 11 a.m.).

ROBERT BELLAIRE, former United Press bureau chief in Shanghai and Tokyo and recently added to the Blue Network staff of newscasters and commentators, on "Where Do We Stand," Sunday (WJZ-Blue Network, 5 p.m.).

JERRY COLONNA, FATS WALLER and HOPE EMERSON, on "The Chamber Music Society of Lower Basin Street, Sunday (WJZ-Blue Network, 9:15 p.m.).

"ANNEKA," recently escaped with her parents from Nazi-occupied Holland, on the "Quiz Kids" program, Sunday (WJZ-Blue Network, 7:30 p.m.).

CAPT. GUNNAR QUILSING, U. S. Army, a cousin of the Norwegian puppet, and R. L. TEMPLETON, RCAF veteran now inspector at the North American plane factory in Dallas, on "We, the People," Sunday (WABC-CBS, 7:30 p.m.).

CAROLE LANDIS, on the Jerry Lester show, Sunday (WABC-CBS, 7 p.m.).

WANTED

Experienced Sound Effects Technician for Major Network. Write Box 727, RADIO DAILY, 1501 Broadway, New York City.

"Italy Today" Shows To Offset Axis Moves

(Continued from Page 1)

minds of Americans of Italian origin. Material is analyzed immediately by OWI which prepares, then broadcasts material giving the American viewpoint on international developments, explaining and clarifying the complex events, and refuting Axis lies. Commentary is rushed to WOV for morning broadcasts to its two million Italian speaking listeners.

In addition, WOV services the following stations with the material: WCOP Boston; WELI, New Haven; WPEN, Philadelphia, WGES, Chicago, and the Italian language stations in Detroit and San Francisco.

Station has been giving special coverage to news since the Allies focused their attention on the isles off Italy, stressing the unity note in its appeal to the Italian communities. Plugs are sent out at frequent intervals throughout the day.

MacFarland At 'Screening' Lauds McClintock Regime

Chicago—Some 300 advertising men attended Mutual's Kodachrome presentation at the Drake Hotel yesterday and listened to an informative talk by Miller McClintock, president of Mutual, on the selling job Mutual is doing.

McClintock was introduced by W. E. MacFarland, chairman of the executive committee of Mutual, who called attention to the great advance made in Mutual billings this year. When McClintock took over as the network's first paid president the gross for 1942 was a little over nine million dollars, MacFarland said. At the end of the first six months of 1943 it was apparent the gross for the year will pass the fourteen million mark, he added.

Among Mutual executives at the presentation, in addition to McClintock and MacFarland, were Ed Wood, national sales manager; Jack Latham, assistant, and Ade Hult, western sales manager.

NEW BUSINESS

KECA, Los Angeles: Clifton Cafeterias, 262 15-min. newscasts, five per week, through Dan B. Miner Co.; National Schools, 100 AP 15-min. programs, six per week, through Adolph Wenland; Thrifty Drug Stores, 53 50-syl. ET anns., six per week, through Hillman-Shane-Breyer.

KFI, Los Angeles: Mutual Orange Distributors, four 50-syl. live anns., one per week through Dana Jones Co.; Muntz Motors, 260 15-min. programs, one per week, through Raymond R. Morgan, Co., Golden Age Corp., 91 ET anns., seven per week, through Brisacher-Davis-Van Norden; Los Angeles.

Wartime Population Shifts Revealed By Census Bureau

(Continued from Page 1)

War Ration Book No. 2 show also sizable shifts to areas of the greatest war activity. Northeastern, Central and Southern states according to census, lost more than 6,000,000 persons to the West and the armed forces, although their net loss in population was only 3,700,000. The increase in the West was concentrated along the Pacific Coast. The only section to gain in population was the South Atlantic, where the civilian population picked up by approximately one per cent.

Reflects War Activity

Differences among the states further reflect the localized intensity of war activity. Twelve states and the District of Columbia showed an increase in civilian population. In the West the three Pacific States and 3 of the 8 Mountain States (Arizona, Utah, and Nevada) had substantial proportionate gains. East of the Mississippi three states (Florida, Maryland and Virginia) and the District of Columbia, all in the South Atlantic division, had appreciable increases.

Three other states, Michigan, Connecticut, and Delaware, had slight increases. The heaviest loser was New York with a drop of about 50,000 in civil population. New England dropped, according to the estimate 244,000, with its total civilian population now set at 8,176,658, a percentage loss of 2.9. Connecticut, gaining 46,000, or 2.7 per cent, was the only gainer. The middle Atlantic States dropped off by four per cent, losing an estimated 1,089,000, with the present civilian total set at 26,404,248. The East North Central States lost over half a million civilians or 1.9 per cent, with the total now estimated at 26,097,132. Only gainer in that group was Michigan, by a mere 18,000.

West North Central Hit

The largest drop for any region was that of the West North Central States, including Minnesota, Iowa, Missouri, the Dakotas and Nebraska. The percentage loss there is put at eight, with a population loss of 1,080,247, reducing the total for those states to 12,416,177. North Dakota is estimated to have lost over 105,000, or 16.4 per cent, and South Dakota 90,000, or 14 per cent, leaving them

U. S. Rubber Co. Prexy On Sunday CBS Program

Herbert E. Smith, president of the U. S. Rubber Company, sponsor of CBS broadcasts of the New York Symphony, will be heard in an address during the program this Sunday. Smith will speak from his home in Spring Lake, N. J.

Stork News

A boy, Joel Richard, was born to the Joe O'Briens on July 27. Proud papa is chief announcer at WMCA.

with 536,510 and 552,728 civilians respectively.

In the South Atlantic group, Delaware, with 2.4 per cent (6,398) Maryland, with 8.8 per cent (158,429); the District of Columbia, with 27.5 per cent (180,995); Virginia, with 4.7 per cent (125,060) and Florida, with 8.8 per cent (165,924) were the gainers in population. West Virginia, Georgia and the Carolinas lost in civilian population by 8.4, 4.4 and 3 and 2.8 per cent respectively.

In the case of the Carolinas and Georgia, however, total population probably did not drop because of the large number of servicemen training in those states. Total civilian population for the area went from 17,723,301 to 17,898,638.

South Central Losses

Losses of 4.8 and 3.2 per cent respectively for the East South Central and West South Central States were reported, with Kentucky, Tennessee, Alabama and Mississippi in the first group, reporting a loss of over half a million civilians. Arkansas, Louisiana, Oklahoma, and Texas in the second group, reported a loss of over 420,000 civilians. Civilian population for the first group is estimated at 10,250,117, and for the second group at 12,598,582.

Arizona, Utah and Nevada, among the Mountain States, reported gains of 15.5 per cent (76,813) 6.2 per cent (34,248) and 22.4 per cent (24,334) respectively, bringing their totals to 573,881, 583,970 and 133,095 respectively. Montana, Idaho, Wyoming, Colorado and New Mexico all lost in civilian population with Montana dropping 15.3 per cent and the others losing less severely. Total loss for the whole group was three per cent or 125,138 leaving the combined civilian population at 4,008,173.

The three Pacific States gained 706,146 or 7.3 per cent, and now count 10,381,638 civilians. Largest gainer was California, with 529,391, raising its civilian population to 7,397,456, a gain of 7.5 per cent. Washington was only slightly behind on the percentage basis with a gain of 123,961 representing a 7.2 per cent increase and bringing its civilian total to 1,843,104. Oregon gained 4.9 per cent bringing its total civilian population of 1,141,078.

Navy Recruiting Scripts Defended By OWI Official

Washington Bureau, RADIO DAILY

Washington—Replying to Navy officials' criticism of OWI broadcasts which appealed for recruits to the WAVES, Merritt W. Barnum, Jr., deputy chief of the Domestic Radio Bureau, yesterday declared that the radio scripts had been given the written approval of Navy public relations officers. The scripts had stressed White Plains, N. Y., as central point for WAVES recruiting information.

Price Issues Warning In Discussing Radar

(Continued from Page 1)

discussion of Radar is causing concern to the government.

"The principle of Radar is generally understood here and abroad and limited disclosures have been made officially. New methods of the principle are being developed, however, and there is much that does not know.

"The fact of prior publication should not be used to cover added discussion, discussion and deduction support a theory or to draw conclusion.

"Radar is a secret weapon and the meaning of the code. Editors, broadcast stars are especially required to be alert to every mention of and military electronic devices establish beyond all question that is an appropriate authority for statement made; and to submit material on the subject—other than that released by appropriate government authority—to the Office of Sorsorship for review in advance of publication or broadcast. So inclusion request would not be made without highest consideration of national security were not directly involved.

Spot Splurge Indicated Among WMAQ's New

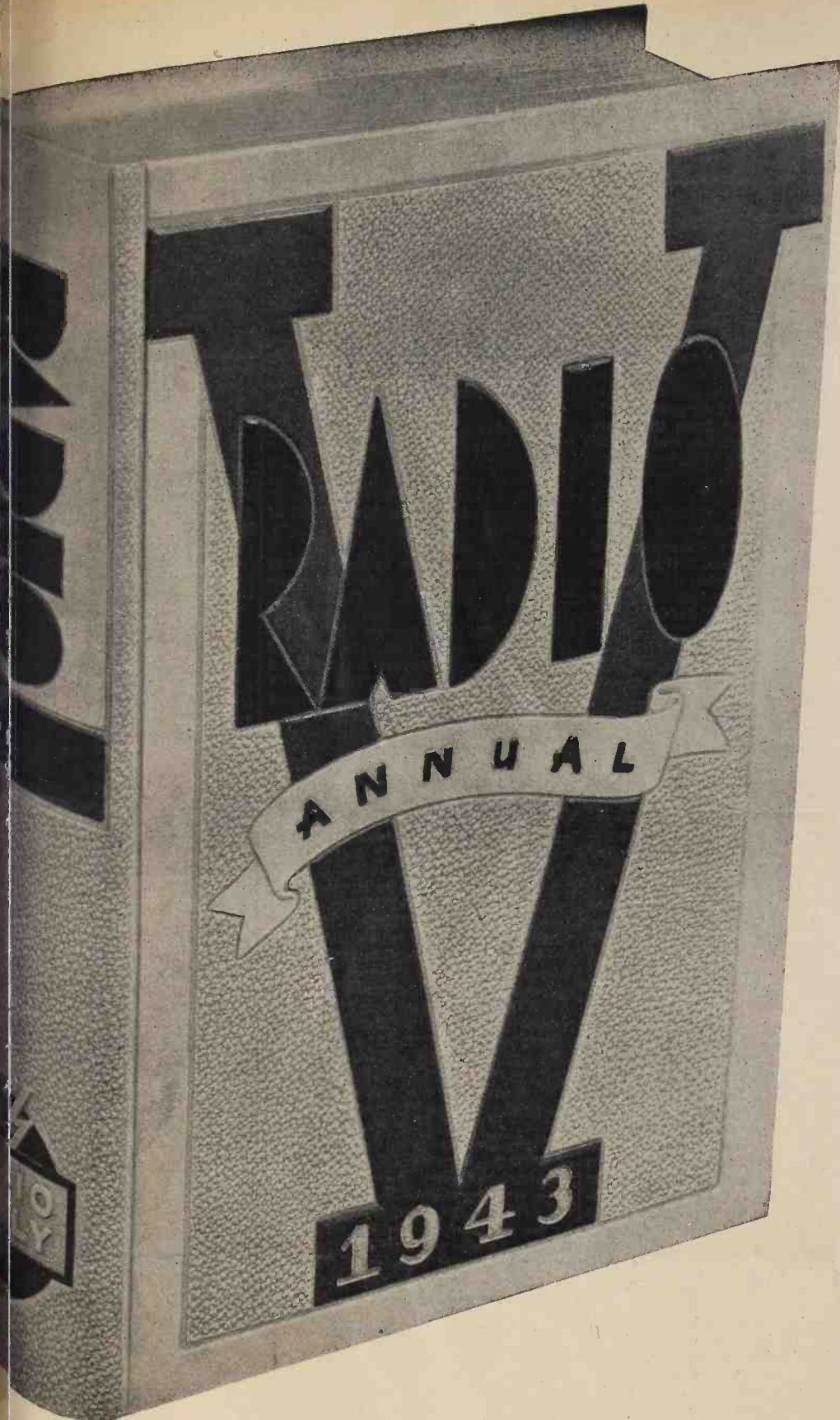
Chicago—New business order WMAQ this week included 144 scribed spot announcements, 14 signal announcements and a minute transcribed program, announced by Oliver Morton, manager of the NBC Central Division local and spot sales department. Transcribed spots were ordered by RCA manufacturing Co., the Ruthrauff & Ryan, New York will consist of institutional advertising for an eight-week period. Time signals, 91 were placed by Fred W. Amend Co., (chiclet's) through George H. Hartman (Chicago), for 13 weeks beginning August 9; 52 were ordered by Goldenrod Ice Cream Co., the Goodkind, Joyce & Moran, for weeks beginning August 29.

Other business included an edition order from Rit Products (all-purpose Rit dyes), through Ludgin & Co. for the addition of transcribed spot announcements original schedule of 56 spots.

With the Colors

HARVEY VOXX, engineer KMOX, St. Louis, has been inducted into the U. S. Army and has reported at Jefferson Barracks.

J. GORDON LLOYD, former court executive of WJZ, has been commissioned a second lieutenant in the United States Army at graduation exercises of the Adjutant General's Officer Candidate School at Fort Washington, Md., this week.



1943 RADIO ANNUAL

**CONTAINS
A COMPLETE
LIST OF
WRITERS
FOR RADIO
AND
THEIR WORK
DURING 1942**

•
PAGES 817-822



✓MORE THAN 1000 PAGES

✓HARD COVER CLOTH BOUND

✓COVERS RADIO COMPLETELY

***Y**OUR 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



RONNA RICHARDS, composer of "Don't Be An Absentee"; Eddie Senz, make-up artist, and Christine Ayers of the "Follies" are scheduled for interviews by Adrienne Ames on WHN, New York, Monday, Tuesday and Wednesday, respectively.

The "Liberty Forum" heard each Sunday at 3:30 over WLIB, Brooklyn, will present Prof. Mark Flonin of Florence University and Paul Hagen, author of "Will Germany Crack?" this Sunday in a discussion of "What's Behind Moscow's German Committee." J. Max Weiss of World Peaceways will be moderator of the program. Noretta Brown becomes acting chief of continuity in Joan Sack's absence. Ethel Shapiro and Richard Sterne have been added to the music and script departments at WLIB. Ruth Brummer, studio engineer, and Andre Brummer, staff announcer, are the announcer-engineer team on WLIB. Beginning Sunday WLIB will supplement the hourly five-minute newscasts with a complete fifteen-minute summary of the news. Bob Scholle, sales manager of WLIB, is vacationing at Lake George in the Adirondacks.

While Richard Stark, NBC and CBS announcer, vacationed in Manchester, Vt., his daily routine comprised of breakfast, golf lesson, luncheon, 18 holes of golf, dinner and bed. The puzzled desk clerk at the Equinox House queried Stark for the reason of getting up at 7:30 each morning while on vacation. Stark replied that it was an hour later than he gets up the rest of the year...and that he had to get a lot of golf in while he could. That he did, about 70 miles of it.

After two years of prying into "Other People's Business," heard on WQXR, New York, Alma Dettinger will reverse the procedure on the broadcast marking her second anniversary on the air by inviting Harriet Van Horne, radio editor of the New York "Herald-Tribune" to look in on the program's format.

"Sam at War" has just completed

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|----|----|----|----|
| 1 | 9 | 4 | 3 |
| 4 | 5 | 6 | 7 |
| 17 | 18 | 19 | 20 |
| 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 |
| 29 | 30 | | |

July 30
Herbert Anderson Archie Braunfeld
Henry Ford Carl Goodman
Walter Horn Theodore Karle
Ted Lewis

July 31
Capt. Taylor Branson Herb Glover
Dick Dickerson Barbara Fuller
Robert Griffin H. E. Hendrick
William Hillpot Jerry Mann
Ann Neil John Snyder
Chester Stratton Howard White

August 1
Ed Dukoff Alice Frost
Margaret Maloney Ernie Sanders

its first year on the air, originating locally on WHK, Cleveland. The purpose of the program is to convey a message, through dramatization, suggesting to the listeners how they can devote themselves to the war effort. The programs are written by Theodore Hall and produced by Leslie Biebl. The dramas are written by Sam Baldwin, who acts as the narrator. The transcriptions which are made at WHK for the 5th region of the OCD are sent to Hollywood where they are pressed and from there are distributed to 58 radio stations in Ohio, West Virginia, Kentucky and Indiana.

Latest newspaper to subscribe to the war commentary column by the WMCA. New York commentator Johannes Steel is the "Minneapolis Times." Other major newspapers now featuring the column, titled "Steel Filings," include the "New York Post" and the "Philadelphia Enquirer."

Val Martin, WSSR, Stamford, has returned to the station after an absence of two months to direct a disc program of his own personal library. Cam Mitchell, former chief announcer at WSSR, is now stationed at Burlington, Vt. with the college training detachment at the University of Vermont. "Housewives News" heard over WSSR at 8:45 each morning is now being sponsored by Sears-Roebuck Co. on Monday, Wednesday and Friday.

Leila Gillis, KPO feature writer of San Francisco, spent a few days of her vacation getting acquainted with the NBC press department in New York, and on her way back stopped off in Chicago and made the rounds of the dailies there.

WTAG, Worcester, reports two 52-week program renewals and several year round renewals for spot clients during the last few weeks. "The Community Hostess," half-hour show on Tuesdays and Thursdays has been signed by Resnick-Miller-England, Inc., New Haven for a second year. Worcester Baking Company for Town Talk bread has renewed its newscast period on WTAG Mondays, Wednesdays and Fridays for 52 weeks. B and W Lines, bus company; Mattson's furniture; Rome clothing and Heilborn shoes are among those who have renewed spot contracts.

Joe Girard, formerly with WPAT, Paterson, N. J. is the new addition to the WIBG, Philadelphia, announcing staff.

Sunny Skylar will inaugurate his own program of romantic melodies on Mutual Tuesday at 10:15 p.m. for 15 minutes. Skylar is also a songwriter, having composed "Fifteen Minute Intermission," "Just A Little Bit of South Carolina," amongst others. While Skylar will be on the air he will be accompanied by Pauline Alpert at the piano and Louise Wilshire at the console.

Now that Sidney Schechtman, WINS, New York news editor, is on his way to the army, George Finney, on the night desk for the past year, will take Schechtman's place. Krass Keston, newsman and graduate of the University of Illinois, will take over the night desk. Art Green has been signed by Wright Aeronautical to plug for defense workers not now engaged in essential industries, on his "Magic Carpet" program each week-day from 12 to 1 p.m.

Elsa Maria Trojka, WBNX, New York German commentator who has been off the air as a result of an operation, returns the first week of August. Another WBNX regular who has been ailing is Livia Chill of the Sunshine Sisters. Ned Ervin, production manager of WBNX, is limiting his vacation to the confines of Long Island. Four doctors of the New York City Health Department will give the weekly health talks at 4:30 p.m. Fridays during the month of August. Drs. Irving Crain, Edmond Goode, Jerome Meyers and August Kritz will be heard. The WBNX "The Other Americas" is now heard twice a week, Wednesdays and Sundays.

WBBM, Chicago will present tomorrow a story behind the snub-nosed pint bottle from its donation to the Red Cross to the actual transfusion on the field of battle during its program "Midwest Mobilizes."

When the United Press feature, "Today's Hero," featured an item about a hero of Wethersfield, Conn., Capt. James Rankin, WDRC, Hartford played the disc twice so that Capt. Rankin's family could hear it. They missed it the first time. A letter of appreciation from the family followed. WDRC has begun a short program review on its early "Memory Lane" program each week-day. All major CBS programs are condensed into a short eight or 10-line plug, slipping the item into the middle of the program.

Rivalry between the soft ball teams of WTAG, Worcester, and the local "Gazette" editorial department flared anew last week when the paper carried the story that the game, although it may be the first, may also be the last for the WTAG Angels—or what's left of them after the editorial boys show them that the pen or typewriter is mightier than the spoken word.

When Jo Andres of the WING, Dayton morning clock "Sunny Side Up" program tried to pay for alterations on her new suit, the seamstress nonchalantly declined in favor of a request for her autograph.

"Everything," a program schedule and news sheet of WBIG, Greensboro, N. C. has been released, featuring Kate Smith in a one column half-tone and Claudia Morgan, heard on the General Foods feature, "We Love and Learn" in a similar make-up.

For her contribution in morale and toward the war Mrs. Ruth Stramel, plant recreation director at the Co-tric Company of Chicago will receive the fourth monthly Tribune Woman Workers Awards ceremonies that will be broadcast tomorrow. The award of a \$25 war bond and an Certificate of Merit. Kate editor of the Chicago column, "Women in War" will make the presentation.

Leaving WOWO-WGL, Fort Lauderdale, for WTAM, Cleveland is Fred newscaster. Bill Stewart, general manager for WOWO-WGL will be Moore on the newscasts. Tommy Longworth for WOWO-WGL recently appointed chairman of a committee to formulate recreation for juvenile delinquency in Fort Way.

Bob Merryman, the new announcer at WLW-WSAI, Cincinnati, hails from WISH, Indianapolis, also served as announcer on several stations in West and Pennsylvania. D. A. who studied at Kansas City of Commerce, has been added to WLW-WSAI continuity staff. formerly promotion and director for KOMO, Kansas City. Seaman Basil Izzi, who was an interest story throughout the newspapers when he was after floating on the seas for will tell his story in person on WLW program "Your Son A tomorrow. Tomorrow and WLW-WSAI will broadcast programs in connection with the fourth war drive. Speaking on both programs will be Cincinnati's Mayor Stewart. Mrs. Margaret Smith, who lived in China years, will be Ruth Lyons' guest on the "Consumers' Foundation" and tomorrow.

Vivian della Chiesa Dr Shows For National

Vivian della Chiesa, lyric soprano of concert and opera, has substituted her regular appearances on two programs, "The American Melody" on WABC-CBS Tuesdays and American Album of Familiar Music on WEA-F-NBC Saturdays, to requests for concert and opera appearances throughout the country. Meanwhile, Miss della Chiesa will devote her time to the remainder of the summer to appearances preparatory to her as well as her first vacation in years.

Early in October the lyric soprano is expected to begin her tour coast-to-coast, including stops at Chicago, Philadelphia, Washington, Denver, Seattle, San Antonio, Los Angeles as well as some cities through Canada.