



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



DL. 25, NO. 1

NEW YORK, N. Y., FRIDAY, OCTOBER 1, 1943

TEN CENTS

## Cox Resigns Under Fire

### Recording Men Study AFM Contract Terms

No official comment was forthcoming yesterday from the recording industry following release of the terms of the new contract by the American Federation of Musicians. Phonograph record and transcription men and their attorneys went into session at the Ambassador Hotel in New York. A spokesman stated that it would be additional time for the pact to be fully studied. At the moment they are not in a position to make their intentions known.

The contract for Decca Records and World Broadcasting System which was initiated Wednesday night by Joseph C. Petrillo for the AFM and William Diamond (attorney) for Decca Records, was further and officially announced yesterday.

(Continued on Page 7)

### "Dr. Christian" Renewed On CBS For 7th Season

Dean Hersholt of "Dr. Christian" returns for his seventh season on the Columbia network with Chesebrough Manufacturing Company renewing the dramatic show starting Oct. 27. Show broadcasts Wednesday evenings from 8:55 to 9:30 p.m. McCann-Erickson, Inc., handles the account.

### NBC Producer Leaves For Canadian Tour

Geoffrey Bridson, British writer-producer, has left for Edmonton, Canada to start preparation for a special feature "Alaskan Highway" which will be broadcast over the NBC network, Wednesday, October 7.

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### Timing

Hartford, Conn.—A War Bond demonstration, replete with smoke-grenades, bomb bursts, and other military activities was going on beneath the windows of WDRC this week during a newscast. Just as the announcer came to an item regarding "A Congressional explosion . . ." a bomb burst went off, shaking the building, the announcer, and the listening audience!

### Definitely?

With CBS plugging its programs through all printed media, Jack Carson, while interviewing his guest, Marjorie Reynolds, Paramount actress, on his Wednesday CBS show, asked her what radio program she liked best? Miss Reynolds replied, "The one who is always speaking of his five daughters and his wife, Ida."

### Ex-CBS News Writer Answers Paul White

Disclosure was made last night by Joseph Q. Riznik, former CBS news rewrite man of his letter of Sept. 29 to Paul W. White, director of news broadcasts for Columbia, in the current radio censorship row involving that network. The present writing is a reply to White's answer to Riznik's letter of Sept. 25, which was quoted in part by Walter Winchell at Wednesday's explosive luncheon meeting of the Overseas Press Club in New York.

(Continued on Page 3)

### Chinese News Service Steps Up Radio Work

An increased service to radio stations and radio programs will be offered by Chinese News Service, agency of the Chinese Government, it was announced by Dr. C. L. Hsia, director of the organization, yesterday.

Hugh Beach, formerly radio director.

(Continued on Page 2)

## WEMP Fights Manpower Raids With Baseball Contract Plan

### Hooper Study Confirms High Rating Of Newscasts

Breaking out with vast new sets of figures regarding the business of radio surveys and ratings as it affects the sponsor and listening audience, C. E. Hooper, president of the firm that bears his name, revealed that news programs have a current higher rating.

(Continued on Page 6)

## Head Of House FCC Investigating Unit Dramatically Bows Out; Was Charged With Taking Illegal Lobbying Fee

### Radio Free Speech Becomes Wash. Issue

Washington—Rep. Martin J. Kennedy, N. Y. Democrat, yesterday proposed an addition to the constitution prohibiting the passage of any law abridging freedom of speech by air and rendering illegal any contract, license or law now in existence which defeats the purpose of the amendment. Our broadcasting today still suffers.

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### AFRA For Legislation Recognizing Disk Rights

On the heels of what is described by AFRA as a "royalty deal" between the AFM and Decca Record and World Broadcasting System, Emily Holt, executive secretary said yesterday that as per resolution passed at the recent meeting.

(Continued on Page 8)

### Press Panel To Discuss "War In The Pacific"

A panel of newspapermen will discuss "The War in the Pacific" on CBS "People's Platform" tomorrow, WABC-CBS, 6:15 to 6:45 p.m. The panel comprises Victor Keen of the Chicago Tribune.

(Continued on Page 2)

Washington Bureau, RADIO DAILY  
Washington—Yielding to strong undercover pressure from his colleagues and even stronger and unconcealed pressure from the public and the press of the nation, Rep. E. E. Cox of Georgia yesterday announced his resignation as Chairman of the Select Committee to investigate the FCC. In his best old school oratorical style the Georgian told the House of the high ideals which led him to resign, then stalked from the chamber a picture of the pro-

(Continued on Page 3)

### Radio's Bond Rally Proves Big Success

A capacity sell-out house estimated at 2,500 filled the big tent at Manhattan's Victory Square last night, despite torrential rain, as the star-studded entertainment known as "United Nations Night" was presented under the sponsorship of the New York radio industry as its contribution to the Third War Loan Drive.

(Continued on Page 8)

### WJZ Sells Chain Stores 52-Week Service Show

Chalking up a time sale in the retail field, WJZ this week closed a 52-week contract with the John David, Inc., men's clothing stores to start today. The important five-store chain will be broadcast over WJZ.

(Continued on Page 2)

### Hot Wires

Philadelphia — Things really sizzled in the WIBG newsroom this week with a fire, a simulated parachuting and a small flood—all within five minutes' time. Hot news proved too much for the teletype machine and it burst into flames. An alert announcer seized the watercooler bottle and christened the machine, dousing the fire and washing out a few newsmen.





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**FRANK BURKE** : : : : : Editor  
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# FINANCIAL

(Thursday, September 30)

NEW YORK STOCK EXCHANGE				Net
	High	Low	Close	Chg.
Am. Tel. & Tel.	156 3/8	156	156	
CBS A	22 3/4	22 3/4	22 3/4	- 3/8
CBS B	22 3/4	22 3/4	22 3/4	+ 3/8
Crosby Corp.	19	19	19	
Gen. Electric	38 3/4	38 1/2	38 3/4	+ 3/4
Philco	24 1/4	24	24 1/4	+ 1/8
RCA Common	10 1/4	10 1/8	10 1/4	+ 1/8
RCA First Pfd.	71	71	71	+ 1/4
Westinghouse	98 1/4	97 1/2	98	+ 7/8
Zenith Radio	33 1/4	33 1/4	33 1/4	- 3/4
OVER THE COUNTER				
Farnsworth Tel. & Rad.		Bid	Asked	
		8 7/8	9 1/8	
Stromberg-Carlson		10 7/8	11 7/8	
WCAO (Baltimore)		20	23	
WJR (Detroit)		28		

## Press Panel To Discuss "War In The Pacific"

(Continued from Page 1)  
the New York "Herald Tribune" foreign cable desk; Robert Bellaire, formerly UP manager in China and Japan; John Goette, formerly chief China correspondent for INS and Gilbert Cant, war editor of the New York "Post." Harry Gideonse, president of Brooklyn college, will be chairman of the discussion.

## 'Archie Andrews' Gets New Time

"Archie Andrews," radio show built around the comic strip character, premieres as a full length night-time feature on the Blue Network, today from 7:05 to 7:30 p.m. Show recently completed a 16-week run as a five time a week, 15-minute presentation, on the Blue on the 5:45 p.m., spot.

**Wanted To Buy**  
Complete equipment for 250 Watt trans-mitter including transmitter, tower and studio equipment. Will buy all or any part. Write RADIO DAILY, Box 756, 1501 Broadway, N. Y. C.

# WEMP Fights Manpower Raids With Baseball Contract Plan

(Continued from Page 1)

stations. In fact the WEMP management and employees become business partners when negotiations with the employees' services arise.

Patterned after the professional baseball formula, the WEMP plans call for contracts with each individual employee. These contracts can be purchased by other stations at a mutually agreed price. The employee will receive 50 per cent and the station 50 per cent of the purchase price.

### Salary Ceiling a Factor

"Handicapped by the WLB salary ceiling, smaller stations are being drained of announcers and engineers," Lanphier said. "We like to see the boys get ahead, but we don't like to hold the bag."

In the past week WEMP lost two

key men, Charles La Force and Jack Raymond, to larger stations. La Force has been a mainstay with the station for several years.

### Three Announcers Lost

"During the past three years WEMP has supplied the major networks with three announcers and the management feels that both the announcers and station deserve some compensation for this fund of material," Lanphier continued. "We are using another phase of the baseball contract too, by signing up inexperienced men and optioning them to state stations in smaller communities."

Interest in the WEMP plan has already spread to several midwest stations and inquiries continue to come in from broadcasters faced with the same manpower problems.

## Chinese News Service Steps Up Radio Work

(Continued from Page 1)

tor for East and West Association, the organization headed by Pearl Buck, joins the staff of Chinese News Service today to take charge of the radio work. He will work in close collaboration with a committee of consultants on the staff of the service who have already been handling certain phases of the radio work there. This committee will include Dr. B. A. Liu, Dr. Lin Mousheng, and Miss Jean Lyon. The radio program now being developed in the Chicago office of Chinese News Service will also be correlated with the work of the head office located in New York.

As the war develops in intensity in the Far East, Dr. Hsia stated, the need for fuller radio coverage from China and for greater assistance to programs originating here on China news, background material, and speakers is expected to increase rapidly. The enlargement of the radio service in the New York office parallels a corresponding stepping up of the radio facilities and personnel in the Chungking office of the Chinese Ministry of Information.

## WJZ Sells Chain Stores 52-Week Service Show

(Continued from Page 1)

will sponsor "Letter to Your Servicemen" Wednesday and Friday from 10:45 to 10:50 p.m. New show will feature Bert Bacharach, writer. Gusow-Kohn, Inc., handles the John David account.

## 'Duke of Paducah' Returns to Air

Whitey (Duke of Paducah) Ford has signed a five year contract to appear as emcee of the Prince Albert "Grand Ole Opry" program heard on the NBC network, Saturdays, 10:30 p.m., EWT.

## BBC Producer Leaves For Canadian Tour

(Continued from Page 1)

ber 6 at 11:30 p.m., EWT. This is NBC's regular "Author's Playhouse" hour.

This is another "eavesdropping preview" of shows by Mr. Bridson specially built for and pointed to the British audience. Recordings of the show will be sent by bomber to London and broadcast in the Home Service.

Gerald Noxon, well-known Canadian writer, is now on the spot securing background information and from the Alaskan Highway Mr. Bridson will go to San Francisco to prepare a show on the Golden Gate city.

**Sic Transit!!!!**

The Baltimore Transit Company reports they carried a million more passengers last month than they did a year ago. W-I-T-H can put you in touch with this market . . . and at lower selling costs!

**W-I-T-H**

**IN BALTIMORE**  
TOM TINSLEY, President  
REPRESENTED BY HEADLEY-REED

## COMING and GOING

**BENEDICT GIMBEL, JR.**, president of V Philadelphia, is visiting at the Bucks Co. farm of Jack Kirkland, of "Tobacco Road" fame.

**HOWARD LANE**, newly-appointed director station relations at CBS, has arrived from C and will make his headquarters in New York.

**FRANK SMITH** is here from KXYZ, Blue N work affiliate in Houston, Tex. He plans to remain until the middle of next week.

**ALFRED H. MORTON**, president of NCA leaves tomorrow on his regular visit to company's branches in Chicago, San Francisco and Hollywood.

**JOHN NORTON, JR.**, manager of the B Network's station relations department, is expected back this week-end from a business trip to the West Coast.

**TED HUSING** and **JIMMY DOLAN** leave tonight for West Point where, tomorrow afternoon, they will broadcast over CBS the football game between Army and Colgate.

**STEVEN FRY**, BBC traffic manager, and **RHOL MAGID**, junior assistant, are flying today to Cincinnati to participate in a special dinner broadcast at WLW, the occasion being distribution of discs featuring the voices of servicemen which will be presented to the parents of boys, also guests at the dinner.

**KINGSLEY HORTON**, sales manager of WCB, is in town for conferences at the headquarters of the network.

**CARL POST**, publicity representative for WBP's waste paper campaign, is spending the days in Philadelphia co-ordinating the program drive in Pennsylvania.

**I. R. LOUNSBERRY**, station manager WKBW, Columbia outlet in Buffalo, N. Y., is in town for conferences at the headquarters of the network.

**WILLIAM ORR**, sales and commercial manager of WBNS, Columbus, is in town from Ohio on station and network business.

**BOB HOWARD**, comedian featured on WHN is back from Stamford, Conn., where he entertained at the local USO Center and participated in a War Bond radio program.

**BOB HOPE** leaving Hollywood by plane for Seattle where, on Sunday, he will entertain servicemen. The NBC and Paramount star will return to California on 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



# CBS News Writer Answers Paul White

(Continued from Page 1)  
 Riznik wrote on September 29: "CBS declares that I was 'personally interested' when I included the following in a news show of May 14, 1942:

"The House Committee has still not taken up the President's proposal for the \$25,000-a-year income limitation... The acceptance of the President's \$25,000-a-year limitation would bring the Treasury early a billion dollars..."

The point here is," the letter continues, "that the President of the United States was 'personally interested' in that proposal; that the American people, the vast majority of whom were not affected by this proposal, were 'interested'... CBS opinion is that the story should not have been used. I am ready to go to court of public opinion and let it decide whether the CBS opinion or mine was the most valid; whether the story was news to the great majority of the American people or not."

### Made Resentment Known

Allegation is made by Riznik that Robert S. Wood, his former superior at the CBS New York newsroom and head of the Columbia news staff in Washington, "naively declares that he has been 'told' that I resented his actions of my copy. He may re-wind with enough prodding, that I have no secret of my resentment in the CBS newsroom. Elmer Davis; Matthew Gordon, your former news assistant and now with OWI; Bob Cutler; John Edwards, now with OWI; and Calmer and any number of others at CBS will gleefully tell the world that I did not keep my resentment of Wood's opinions to myself. I did not put up my opinions and resentment to get from you, either. Yet you, yourself, did nothing about them."

### Wanted Charges Preferred

In refutation, the former CBS reporter continues, "The background, which can be vouched for by me, accepted publicly as every bit as honest as Wood, and also the written record, shows that on July 30, 1942, (more than a year ago) I asked a letter to the CBS management that charges made at that time by Wood be 'investigated' by CBS to clear my name."

In conclusion Riznik states, "It is my opinion of CBS that my statements are false; it is my opinion that the statements are accurate. Since the era under which all radio is allowed to present opinions stems from the American people, I am ready, anywhere, to take my case to the people and their decision."

### New Daytime Serial On CBS

Now and Forever—A Love Story," new daytime serial, starts on ABC-CBS, Monday. Program will be heard Monday through Friday, 3:15 to 3:30 p.m., EWT. Cast in leading roles are Carl Frank and Barbara Weeks.

# Cox Emphasizing 'High Ideals' Quits As Head Of FCC Probe

(Continued from Page 1)

verbal much-maligned sufferer in a manner worthy of John Barrymore at his best.

Speaker Rayburn told reporters later that he hoped to name a replacement for Cox on the committee roster. Whether the new member will be chairman is not certain. According to usual House courtesy, Rep. Warren G. Magnuson of Washington, critic of the Cox methods, would be the logical man to succeed Cox as chairman. He is a member of the majority party and has a longer term of service in the house than Rep. Ed. J. Hart, the other Democratic member.

Urging the house to continue to support the committee, whose membership and staff he praised highly, Cox said he resigned to spare the house further embarrassment. Obviously relieved to have one of the hottest potatoes in years pulled out from its hands, the fairly small group in the chamber gave him a resounding ovation as he completed his brief eulogy on "Representative Cox."

### Praised By Colleague

Cox's decision indicates his "high courage and unselfishness," House Majority Leader McCormack said, as soon as Cox finished. Declaring that Cox would never bend before vilification and slander, vicious abuse, etc., the Bay Stater declared that Cox's "nobility of character" accounted for his moving to spare the House embarrassment. After a brief interruption by Speaker Sam Rayburn during which Rayburn declared that his friendship and admiration for Cox of 20 years standing remains unshaken, McCormack continued to heap praise on the Georgian. His resignation, said McCormack is "the greatest act of personal sacrifice that any man has ever made who has ever been a member of this distinguished body. Great as he has been as a member of this body in the past in the estimation of his colleagues and his friends, Eugene Cox has risen to a greatness that impresses itself not only upon the members of our body but of the people of the entire United States."

### Won't Sustain Charges

In what appeared to be a warning to the Department of Justice against bringing criminal proceedings against Cox, the majority leader declared that "as to the honesty and integrity of our distinguished colleague from Georgia, Mr. Cox, there is no question. He is above reproach."

"Any attempt to besmear or besmirch his name will be defeated because it is impossible, no matter how cheap the efforts might be, to prevent the people of the country from knowing the truth on the question of the honesty of the distinguished gentleman from Georgia. His honesty and integrity are clearly evidenced to the people of America by the splendid, spontaneous and unanimous re-

ception that he received on this occasion."

Taking the floor with somber mien, Cox declared that "for more than a year now I have been the object of bitter and scurrilous attacks," after an impressive pause he went on;

"Day after day the poisoned shafts of slander have been driven through my heart. Every effort to tear down and to destroy a reputation I have spent a life time in building has been put forth; all this is something that I have been compelled to endure in silence. My hands have been tied—tied by the Chairmanship of the Select Committee of this House to investigate the FCC.

"This chairmanship has compelled me to maintain a judicial attitude which cannot longer be done in the face of the insults and the slander being hurled at me from day to day.

"Mr. Speaker, that which is being dealt out to me is a sorry wage for a service I have tried to render in the interests of my fellow men.

### Cites 'Lashes of Slander'

"It is a difficult thing—a terribly difficult thing—for a man to sit silent under the lashes of slander and falsehood such as have been laid upon me. But so long as silence appeared to be in the best interest of the operation of the Select Committee of which I am the chairman, it was the part of wisdom for me to do so.

"As long as I am connected with the investigation it is obvious that the effort will be made to divert public attention from the real issue of alleged maladministration of the affairs of the FCC to a personal controversy.

"In my judicial career when a case arose in which my own personality was involved or my impartiality was questioned, it was my practice to eliminate myself from the trial of the case. While such a custom does not prevail in investigations by legislative bodies, I have, nevertheless, reached the conclusion that in the light of the circumstances and the nature of the controversy in this instance, I may well follow that course.

"The truth of this personal controversy and my complete vindication will come at another time and in another way. It cannot be attempted on this floor in the limited time I have at my command and this is not the time for such an effort.

"I do want to say to you, Mr. Speaker, that I face my colleagues in this House—those who have known me and who have been my warm and cherished friends over the years—with an absolutely clear conscience."

# Radio Free Speech Becomes Wash. Issue

(Continued from Page 1)

tered through the FCC and the networks, he said, "has been diluted to the degree where it has become so neutral as to be ineffective."

In a brief address before his resolution was referred to the judiciary committee, Kennedy—who last spring proposed war medals for newspaper and radio foreign correspondents—declared that able, fearless commentators should not be "hampered because higher ups do not share their views or approve of their methods of expression."

### Warns Against Censorship

Because radio is now so important in the shaping of public opinion, Kennedy charged, government officials, radio officials and "various organizations" have imposed direct or indirect censorship on radio discussion. "Such censorship is not in the interest of the development of a free American public opinion.

"The American people are able to formulate their own judgments. They must have their information brought to them without interference from those who do not retain the true value of the public mind," said Kennedy.

"The more serious tendency toward censorship lies in the efforts to make our courts lean towards censorship restrictions on radio communications because broadcasting for physical reason is necessarily subjected to a licensing or a franchise system.

### Suggests Amendment

"There really should not be any question but that the provisions of the First and Fourteenth amendments to the Constitution apply to radio.

"America can only live while speech is free and the most important of all speech is speech by radio."

Kennedy proposed the following addition to the Constitution:

Amendment 22—Section 1—Congress shall make no law abridging the freedom of speech by radio or wire communications. 2—The provisions of any law, license or contract in violation of Section 1 hereof are hereby declared inoperative.

## MILDRED BAILEY

WTAG's Hostess



Central New England women appreciate her daily "housewife" approach.

**WTAG**  
 WORCESTER

## ANNOUNCER WANTED

Experienced — playing records and operating control board. Guaranteed minimum \$40.00 weekly. Write full information to E. A. ALBURY — WHBQ — Memphis 3, Tenn.

# A New Measurement of th

**O**f the 30,800,000 radio homes in the United States, only 8,000,000 or 26% are in the "program rating" cities.

What about the listening habits of the other 22,800,000 radio homes—in areas where there are fewer stations and less competition — and where, admittedly, people listen more?

You, as an advertiser, are naturally interested in finding out something about this large audience—and so, since November, 1942, we have had Hooper conduct a series of special rating-surveys in communities outside of the Hooper cities.

The results of the first five surveys are shown on the lower chart at the right.

While we knew that The BLUE was delivering good ratings in the Hooper cities—in fact, higher ratings now than ever before

—the surveys proved that BLUE ratings in communities outside the Hooper cities were even higher.

For example, on program "A," the rating in towns having only a BLUE station was 283% higher than the regular Hooper rating, and on program "B," the figure was 359%.

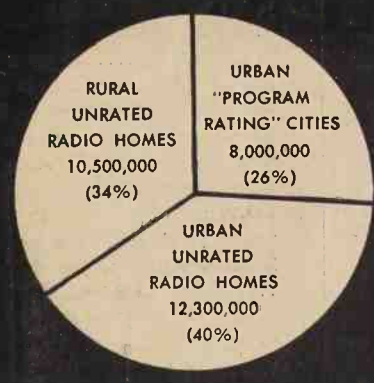
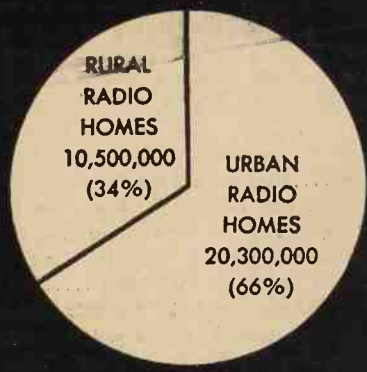
The obvious moral is: when you look at BLUE, look at the ratings, yes, but also look at BLUE program policies which have created an increasing listening habit—look at the audience-building activities of BLUE stations—look at the coverage of The BLUE's 167 stations—look at The BLUE's mounting list of good programs and top-rank advertisers.

Look at BLUE from your own sales angle, and you will buy BLUE.

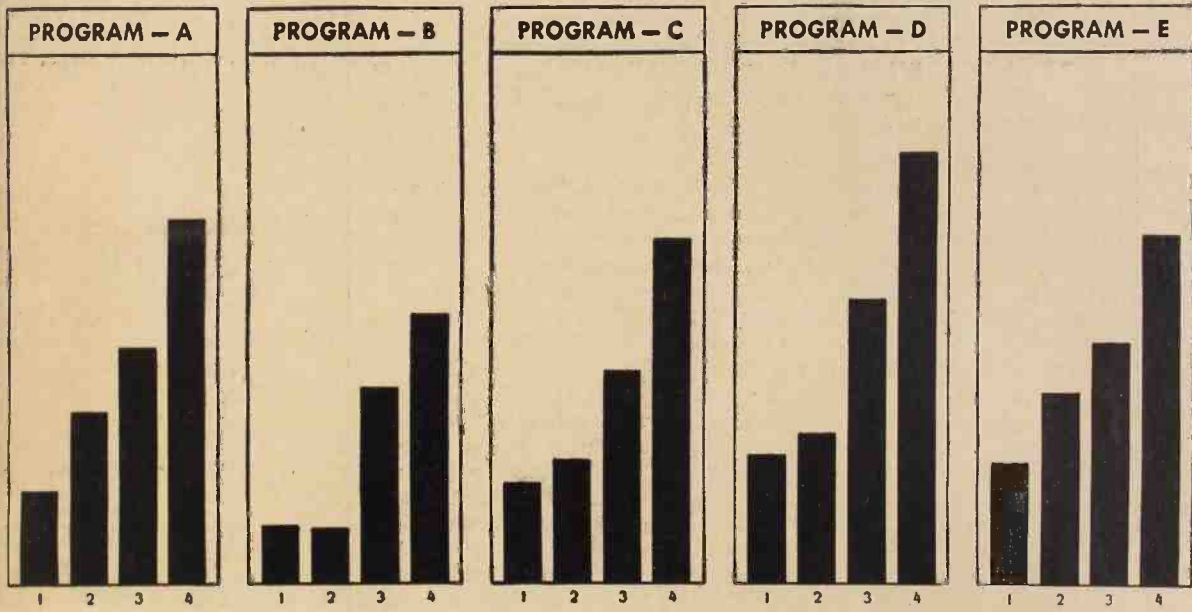
*IN THE WORKS—a new, national advertising campaign to create larger audiences for Blue Network Programs—watch for the full story.*



# National Radio Audience



## HOOPER RATINGS OF BLUE NETWORK PROGRAMS IN CITIES NOT REGULARLY SURVEYED



- 1. REGULAR HOOPER CITIES
- 2. CITIES WITH A BLUE AND 2 OR MORE OTHER STATIONS
- 3. CITIES WITH A BLUE AND 1 OTHER STATION
- 4. CITIES WITH A BLUE STATION ONLY

*The Blue Network*  
 RADIO CORPORATION OF AMERICA SERVICE



# LOS ANGELES

By RALPH WILK

WHEN Amos and Andy in the persons of Freeman F. Gosden and Charles J. Correll—and very nattily dressed, as usual—called on a top man of Lever Bros., the executive said: "I didn't expect you to look like bankers." "I guess you haven't read our contract yet," was Gosden's quip.

Our Passing Show: Dinah Shore, Bert Gordon, Manning Ostroff, Carroll Nye, Mack Millar, Hal Block, Matt Barr, Joe Alvin, Robert Mucks, Lou Irwin, Sam Kerner Joe Quillan, I. Ellinson, Berdie Nichols, "Cookie" Fairchild, Dave Elton at a luncheon at which Eddie Cantor introduced his new singer, Nora Martin, to the press.

Our selection of the week of the most photogenic non-professional—Rosalie Grainer of the KFI-KECA transcription department.

## Hooper Study Confirms High Rating Of Newscasts

(Continued from Page 1)

average rating trend than in the pre-war year of 1941, despite the fact that there is a two and one half time increase in the volume of sponsored network news programs.

Also revealed is the fact there were 68 hours of sponsored evening hours on the networks as compared to 54½ hours during August 1942. Additional figures of the kind Hooper said will be available now in the forthcoming Chartbook which will make its first appearance about the middle of November and cover the month of October.

Various other aspects of the coincidental survey field were spilled by Hooper by way of announcing five new features for Hooper subscribers without additional cost, made possible said Hooper by the 50 per cent increase in subscribers to his National Ratings Reports. These new features come as a follow-up to the five new ones announced last June.

New features are described as Sponsor Identification Analysis; Competition for Listeners Index; Program Rating Trends by Types; Analysis of Network Ratings and a series of blanks and charts upon which the subscriber can keep his own records of basic trend lines.

In describing how the new features work, Hooper indicated that all things compared, radio audiences were never better and also showed how his various figures are arrived at through the medium of his New York and Los Angeles office as well as 104 regular telephone interviewers. Hooper staff in New York which collates the studies now number 135 employees.

### Stork News

Jack Cleary, Blue Network audition director, is the father of a second boy. Newcomer's name is John Michael and he weighs over six pounds.



## Reporter At Large . . . !

● ● ● S'wonderful how Radiolites vie for the pleasure of helping people, worthy causes, National Drives, etc. . . . to list a few: Bob Hawk's "Thanks to the Yanks" has really been a "Yanksgiving" (a word we coined which we think is apt for that generous and far-sighted policy on the part of Hawk and his sponsors, who donate millions of cigarettes to our armed forces). . . . Ralph Edwards' "Truth Or Consequences" program, has been the "Aladdin's Lamp" for many individuals, the most prominent being that program in which Ralph asked people to send pennies to a Staten Island woman who wished to purchase War Bonds for her son now serving with the U. S. Marines. . . . her home was literally filled with mailbags containing over \$14,000.00 in pennies. . . . last week Gunner's Mate Mickey Costa, suffering from shrapnel wounds, was Ralph's guest and the quiz-master promised to present the sailor with a Thousand Dollar War Bond if listeners pledged the combined purchase of \$1,000,000.00 in War Bonds. . . . \$4,449,195.00 was pledged and Mickey got his "Grand". . . . Parks Johnson and Warren Hull's "Vox Pop" program, was the first quiz program to visit hospitals, camps, etc. donating gifts to cheer people and servicemen. . . . and emcees of other quiz programs, "Double Or Nothing," "Take It Or Leave It," "Better Half," "True Or False," and others, bend over backwards time and time again to help servicemen or women win prizes. . . . and as far as giving their services gratis to entertain our armed forces all over the globe, the record speaks eloquently of the unselfish acts on the part of Radio's own. . . . Bob Hope, Jack Benny, Al Jolson, Jane Frohman, Joan Brooks, Wini Shaw, Frances Langford, Gracie Fields, Bert Wheeler, Hank Ladd, Vi and Vilma Vernor (Victory Twins), Yvette and countless others whose efforts were accompanied by the sound effects of distant firing (often times 'not-so-distant'). . . . and when the accolades, for concentrated effort to arouse people to purchase War Bonds, are handed out, the role played by Radio in this important phase of the National War Effort, will rank at or very near 'the top.'



● ● ● While checking the time for Maestro Paul Lavalle's arrangement of the "Figaro" aria from the 'Barber of Seville,' Travis Wells, producer of the "Basin Street" swingeroo, cautioned Paul, "It's running too Long." "You mean," quipped the maestro, "the 'Barber' needs a trim?" . . . and while on that tonsorial topic 'Red' Barber and Bill Stern will join Franklin P. Adams and John Kieran, Monday on Clifton Fadiman's "Information Please" over NBC. . . . Carl Brisson claims he saw this bon mot in an NBC Exec's office. . . . "In wartime, the impossible takes a little longer". . . . Irene Rich will celebrate her tenth year as "Faith Chandler" on the CBSunday series, "Dear John". . . . Ernesto Lecuona, known as the "Victor Herbert of Latin-America," will conduct his Symphony Orchestra in a "Good Neighbor Concert," Sunday, October 10 at Carnegie Hall. . . . Mental telepathist Joseph Dunninger's next stunt for his Blue Net listeners, will be to reproduce in the New York studio, a cartoon, that will be drawn, at that instant, by Walt Disney in a studio, 3,000 miles away. . . . Charlie Spivak and his band have been signed by Universal to appear in its forthcoming musical "Three Cheers For the Boys". . . . Ann (Maisie) Sothern will star in the CBS Playhouse version of "The Lady Is Willing," next Friday. . . . Johnny Gart tells of the absent-minded cashier who rang up one of the waitresses and kissed the cash receipts good bye! . . . Bert Wheeler knows a Hollywood couple who got married and lived happily even after. . . . Milton Berle has a nifty reason why his nephew can't get out of the third grade. . . . the boy's teacher is a Republican and doesn't believe in a fourth term.



—Remember Pearl Harbor—

# CHICAGO

By BILL IRVIN

HYDE PARK BEER of St. Louis through Young & Rubicam, Inc. is sponsoring a series of 78 transcribed quarter-hour programs titled "So The Story Goes," featuring Johnnie Neblett, story teller, which will be heard thrice weekly for weeks over a midwest NBC network starting Oct. 4.

Tenor Charles Sears and announcer Cleve Conway will be featured in 15-minute weekly program for weeks starting Oct. 3 from 10:30 to 10:45 p.m., CWT sponsored by the Little Crow Milling Co. (Coca Wheats) through Rogers & Smit. Sears will offer light classical and popular tunes.

### STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC. REQUIRED BY THE ACTS OF CONGRESS OF AUGUST 24, 1912, AND MARCH 3, 1933.

OF "RADIO DAILY," published daily except Saturday, Sunday and Holidays New York, N. Y., for October 1, 1943. State of New York } ss: County of New York }

Before me, a notary public, in and for the State and County aforesaid, personally appeared Marvin Kirsch, who, having been duly sworn according to the law, deposes and says that he is the Business Manager of RADIO DAILY and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, circulation, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1924, as amended by the Act of March 3, 1933, embodied in section 537, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business manager are:

Publisher, John W. Alicoate, 300 Park Avenue, New York, N. Y.; Editor, Frank Burke, 24 Park Avenue, Baldwin, L. I., New York; Managing Editor, M. H. Shapiro, 240 West End Avenue, New York, N. Y.; Business Manager, Marvin Kirsch, 1616 E. 29th St. Brooklyn, N. Y.

2. That the owner is: RADIO DAILY CORP., 1501 Broadway, New York, N. Y.; John W. Alicoate, 1501 Broadway, New York, N. Y.; Donald M. Mersereau, 1501 Broadway, New York, N. Y.; Marvin Kirsch, 1501 Broadway, New York, N. Y.; Chester B. Bahn, 1501 Broadway, New York, N. Y.; Charles A. Alicoate, 1501 Broadway, New York, N. Y.

3. That the known bondholders, mortgagees and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: None.

4. That the two paragraphs next above giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the twelve months preceding the date shown above is 4,813.

MARVIN KIRSCH,

Business Manager.

Sworn to and subscribed before me this 1st day of October, 1943.

(Seal) Jeanette Handlin.

My commission expires March 30, 1944.



# Recording Men Study AFM Pact Provisions

# Terms of AFM Recording Contract

(Herewith are the exact terms of the AFM contract for phonograph records and transcriptions as transmitted to and signed for Decca Records and World Broadcasting System.)

(Continued from Page 1)  
natured yesterday morning at 11:30 by Diamond as secretary of the company and E. F. Stevens, Jr. executive vice-president. Pact signed yesterday (Sept. 30) is retroactive to Oct. 20.

Part from the fact that the contract is unique in that it provides for payment by the employer to the union of fees other than that of union scale, the monies going into "employment fund," of particular importance to radio, agencies and transcription firms is the provision in paragraph 6 which calls for full scale payment to musicians when an off-air recording for instance, is used for spot broadcasting other than by a work affiliate on the original chain not coming under the head of a day broadcast. Monies so paid to AFM will be transmitted to the conductor of the orchestra in question and he in turn must give the money to the members of the band.

### Income Tax Setup

At the AFM offices yesterday morning Joseph A. Padway, counsel for the union when queried on the tax arrangement said that the Internal Revenue Dept. had ruled that since monies to be paid the AFM direct are not wages and not income to disk companies, no income tax was to be paid by them on the money. Some taxes on such monies will be paid by musicians individually as required.

Petrillo stated that all locals have been notified by wire of the conditions upon which work may be resumed for Decca and World and that terms of the pact will be printed in the next edition of the International Musician, the official house organ so that all of the 138,000 members may read them. Approximately 100 musicians are the average employed in making records said Petrillo when all companies are working.

### Union Sees No Price Rise

AFM officials also were certain that a rise in the retail price of records would result from the new contract, particularly the lower priced disks. It was said that one firm would not meet the price even though the OPA permitted it. (While Petrillo was talking a long distance call from Jack Kapp, president of Decca came in from Hollywood, Kapp offering his congratulations to Petrillo in putting over his deal.)

Meanwhile the hearings by the WLB panel will continue on Monday morning, adjourned from Wednesday night. While the panel said it would be available to the ET men or the AFM in the interim it is not expected anything will happen along that line, nor will ET or record men make any formal moves until Monday.

### WOR Expected to Sign

Full terms of the contract between Decca Records, Inc. and World Broadcasting System, Inc. subsidiary of Decca is printed in full on this page. It is assumed that WOR Recording Studio will signature a similar deal shortly, as per its oral agreement.

This is to advise you that during the term of this contract you and your subsidiary companies may employ members of the American Federation of Musicians upon the following terms and conditions:

(1)—You shall use only members in good standing of the American Federation of Musicians for the performance of all instrumental music in recording phonograph records and electrical transcriptions, hereinafter sometimes referred to as "Recordings," and when employing persons who are eligible for membership in the American Federation of Musicians you shall employ only such persons as shall be members thereof in good standing.

(2)—We shall exercise full authority in order that our locals and members of the Federation engaged in or pertaining to such recording activities shall do nothing in derogation of the terms and intent of this agreement.

(3)—Immediately upon the making of any recording and prior to its release, you shall advise the Federation of such recording, of the serial or other number thereof, and any additional information in connection with any such recording which we may reasonably require. Upon demand by the Federation, you shall promptly furnish to it a copy of any such recording, including those made or pressed by you in Canada.

(4)—Upon the execution of this agreement you shall promptly furnish to the Federation a copy of your current catalogue of recordings, and thereafter from time to time as and when issued, you shall supply a copy of all supplements thereto.

(5)—You shall not require, request, induce, or in any manner attempt to influence any member of the Federation to play, or perform for recordings, or render services pertaining thereto, except as permitted by this agreement.

(6)—You shall not dub, re-record, or re-transcribe any recordings except upon previous written notice of any such intention to be given to the member through whom the performers were originally employed, as well as to the Federation; and upon payment to the said member of the full scale for all performers applicable to such new use.

(7)—You shall not require members of the Federation to make phonograph records containing commercial advertisements, or any recordings to be used by or for actors as accompaniment for or in connection with their performances.

(8)—No changes in our Constitution and By Laws will be made during the term of this agreement which shall contravene any of the provisions herein.

(9)—All laws, rules and regulations of the American Federation of Musicians (a copy of which is herewith

submitted) are made part of this agreement.

(10)—You shall pay our members for the services rendered by them in the making of recordings such sums as you may agree upon with them, but which in no event shall be less than scale.

(11)—All contracts for recordings between you and members of the Federation shall contain the following provision:

"As the musicians engaged under the stipulations of this contract are members of the American Federation of Musicians, nothing in this contract shall ever be construed as to interfere with any obligations which they owe to the American Federation of Musicians as members thereof."

Said contracts shall also contain the following paragraph which is part of a resolution adopted by the American Federation of Musicians:

"That members of the American Federation of Musicians are authorized to accept employment for the purpose of making phonograph records and electrical transcriptions by such phonograph and electrical transcription companies as shall have entered into an agreement with the American Federation of Musicians permitting the employment of its members upon the terms and conditions contained in the standard form of agreement promulgated by the American Federation of Musicians to its members on September 30, 1913."

(12)—In order to give effect to the principle of a continuing interest which all the members of the Federation have in the use of recordings containing instrumental music, you shall pay to the American Federation of Musicians the following:

(a)—For phonograph records manufactured or produced by you or others from masters hereafter recorded by you, containing performances by members of the Federation, and which phonograph records are sold by you or by the lessees of your masters to others, a payment equal to the following:

¼ cent for each record, the manufacturer's suggested retail price of which does not exceed 35 cents;

½ cent for each record, the manufacturer's suggested retail price of which is more than 35 cents but does not exceed 50 cents;

¾ cent for each record, the manufacturer's suggested retail price of which is more than 50 cents but does not exceed 75 cents;

1 cent for each record, the manufacturer's suggested retail price of which is more than 75 cents but does not exceed \$1.00;

2½ cents for each record, the manufacturer's suggested retail price of which is more than \$1.00 but does not exceed \$1.50;

5 cents for each record, the manufacturer's suggested retail price of which is more than \$1.50 but does not exceed \$2.00;

2½ per cent of the sales price of each record, the manufacturer's suggested retail price of which exceeds \$2.00.

You have advised us that the manufacturers suggested retail prices as referred to in the foregoing schedule are published in your catalogues of records.

(b)—For electrical transcriptions, manufactured from masters hereafter recorded by you containing performances by members of the Federation, and which are intended for more than one use by your customers, lessees or licensees as part of your library

service or otherwise, a payment equal to three per cent of the gross revenues derived by you from the sale, lease, license or other disposition thereof.

For spot announcement transcriptions, commonly known as "Jingles," a like payment of three per cent of the gross revenues shall be made.

(c)—For commercial electrical transcriptions manufactured for commercial broadcasting, intended for a single use and only so used, there shall be no payment pursuant to the terms of this paragraph 12.

(d)—All payments stipulated in this paragraph 12 shall be made to the Federation pursuant to the resolution referred to in the 11th paragraph hereof within 45 days following each calendar half-year and shall be accompanied by a statement certifying all payments required to be made pursuant hereto.

(e)—The Federation at its option shall have access and right of examination of your books and records relating to this subject at all reasonable times.

(f)—It is understood that your obligation to make the payments pursuant to this Paragraph 12 hereof shall continue after the expiration of the term of this agreement.

(13)—You shall not transfer, assign, or attempt to transfer or assign your rights pursuant to this agreement.

(14)—During the term hereof, we will not enter into any agreement with any phonograph record or transcription company upon terms more favorable than those contained in this agreement. In the event, however, that we shall make any agreement with any other phonograph record or transcription company upon any terms more favorable or different from those contained in this agreement, you shall have the right at your option to cause your agreement to be conformed therewith.

(15)—You shall not make, or permit the use of your facilities for making, or otherwise give aid or assistance in the making of any phonograph recording or transcription which shall utilize instrumental music, for or on account of any other person engaged in the phonograph recording or transcription business unless authorized in writing by the Federation.

(16)—You agree not to make recordings or transcriptions of any radio program broadcast from a studio or off the air, without written permission first obtained from the Federation; however, since it has been the practice of the Federation in the past to grant such permission, it is agreed that permission will not be unreasonably withheld, and that when granted it shall be upon the payment of transcription scale.

(17)—The term of this agreement shall be for the period commencing as of September 20, 1943, and terminating December 31, 1947.



# Radio Victory Sq. Bond Rally In Big United Nations Salute

(Continued from Page 1)

drive. Crowds of bond buyers, who purchased denominations beginning at \$100 and going up to \$1,000,000 to get in, were kept in check by extra details of military and New York police. Gross for the big bond entertainment-rally is expected to hit the \$2,225,000 mark.

Major Leslie Thompson, director of the Victory Square tent, said "Radio industry sponsorship has put on the top night in Victory Square. Credit goes to radio and the artists from every branch of the entertainment world who've donated their services."

Opening the show was the 101st Cavalry Regiment band. Major Thompson, as the keynote speaker, introduced W. Randolph Burgess, State chairman of the Third War Loan drive, who paid tribute to the radio industry for its fine co-operation throughout the Third War Loan campaign. Niles Trammell, president of NBC and chairman of the Radio Division of the Third War Loan, stressed radio's contribution to the war effort, not only for the Third War Loan drive but also in providing vital news such as rationing news and manpower needs. The NBC chief pledged, in behalf of the radio industry, "our continued co-operation as long as the vital need for backing the attack continues." Clay Morgan, assistant to Trammell, also was present, as was C. L. Menser, NBC vice-president in charge of programs.

Talent array included Lt. Rudy Vallee's "Lucky Leventh Coast Guard Band" from California, which provided the musical background for the huge show; the Double Daters; Allan Jones; Walter O'Keefe; Virginia O'Brien; Nan Rae and Mrs. Waterfall; Ella Fitzgerald, Kay Lorraine; Billie Burke, Danny Thomas; Barry Wood; "Can You Top This?" with Harry Hershfield, Senator Ford and Joe Laurie, Jr.; Jerry Lester; Rose Blaine; Henny Youngman; Joan

Brooks, Johnny Morgan and Perry Como. Among the emcees were Rudy Vallee, Barry Wood and Dan Healy. Lt. Vallee was assisted as conductor by Chief Petty Officer Jimmy Greer.

Radio stations broadcasting from the big tent, during the course of the evening, were WNEW, WEVD, WINS, WNYC, WMCA, WHN, WEA, WJZ, WABC and WOV. NBC's International Department recorded portions the program for possible shortwave transmission to South America.

Comment on the show was enthusiastic. Typical was that of James E. Sauter, chairman of the General Entertainment Committee of the U. S. Treasury's War Finance Committee. "It's really a sensational night," he said. "Credit for the evening's wonderful talent belongs to the performers themselves, and to the American Federation of Radio Artists and to the American Federation of Musicians, who have so graciously cooperated."

The production was staged under the supervision of James E. Sauter, George Heller, William Feinberg and Dwight B. Herrick.

## AFRA For Legislation Recognizing Disk Rights

(Continued from Page 1)

AFRA convention in Chicago, her organization would proceed to seek legislation which would recognize a property right in recordings for artists.

This is not exactly a new angle, said Mrs. Holt, since she had advised Actors Equity Assn. to seek such legislation many years ago. Mrs. Holt did not see any difference in an artist having vested rights in a recording whether he be musician, vocalist or actor. She believed however, that the time has come for such a move, if not for royalty reasons than to place the artist in a better bargaining position with his employer.

Although there are one or two such measures pending in legislation, the AFRA executive secretary said she hadn't fully studied them yet and didn't know whether one or both filled the bill.

Talent union has another meeting this afternoon with transcription, agency and radio men who are signatories to the AFRA Transcription Code, for purpose of discussing the rise of the ET scale re parity with that of live programs.

THIS LITTLE BUDGET  
WENT TO  
**WORL  
BOSTON  
MASS**



## Announcing

FIRST MEETING OF THE SEASON

RADIO EXECUTIVES CLUB OF NEW YORK

THURSDAY, OCTOBER 7, 1943

GOTHIC ROOM

HOTEL SHELTON

This year the Radio Executives Club will meet on the 1st and 3rd Thursdays of each month in the beautiful Gothic Room of the Hotel Shelton. Large plans are in the making . . . important speakers . . . top talent . . . and unusual high-lights.



JAMES LAWRENCE FLY

Chairman of the FCC

Will speak on October 7th

The Presidents of the four networks will be the club's guests at the speakers table.

### Out of Town Guests Welcome

Drop a card to Frank Silvernail of BBD&O. As chairman of the house committee he will make all arrangements for you.

The cost? \$2 per person — and more than worth it. Don't miss this first meeting. You'll not only hear Mr. Fly and meet all your friends in the business but you'll be told of the plans for coming meetings — a program that will make the REC an even more important voice in the industry than ever before.

See you Thursday, October 7th  
at 12:30

## 1943 BIRTHDAYS

October 1

Curtis Amall Joe Rines  
Maxwell Everett Rosenbloom  
Lt. Norman Weiser

October 2

Martha Atwood Harold W. Cassill  
Rosemarie Brancato Bonita Kay  
Groucho Marx Cecil Roy  
Roy Shield Joan Shields

October 3

Gertrude Berg Johnny Burke  
Lu Carrothers Jane Crusinberry  
Vincent Lorey Theodore R. Nathan  
Rico Marcelli Reinhold Schmidt



# Mull Successor To Cox

## Radio Correspondents Praised In Fly Speech

Washington Bureau, **RADIO DAILY**—Washington—War correspondents of radio and press are frequently heroes as much as the actual fighting men, FCC Chairman James Lawrence Fly said Friday night in a moving tribute broadcast by the Mu- network. Fly delivered the "Minute of the Week" from the Navy School of Music Band and Chorus to the correspondents. "I would like to take this opportunity to tell you of the fine contribution these newspaper

(Continued on Page 3)

## Texas Co.—Home Products Renew Programs On CBS

The Texas Co. renewed its Sunday night time on the full CBS network began its eighth year of consistent broadcasting on Columbia, as of yesterday. For its "Texaco" products the network sponsors "Texaco Star Theater" CBS Sunday nights from 9:30 to 10:00 EWT. Metropolitan Opera star Lina Cavalieri is featured in the musical variety program and guests stars

(Continued on Page 2)

## BBC Gets Press Opinion On "Brains Trust" Show

Clinical session for members of the general and trade press was held last week in the Rockefeller Center offices of the BBC for critical comment on a playback of the first broadcast in the British question- answering "Brains Trust" show now heard over WNEW Sundays from 5:30 to 6:00 p.m. EWT. Series of six

(Continued on Page 2)

**FDR On Webs**

All major networks are expected to carry the five-minute talk of President Roosevelt tomorrow which is scheduled for 10:30-10:35 p.m. EWT. President will mark the conclusion of the Third War Loan Drive in which the national quota has been exceeded, as announced late last week by Secretary of the Treasury Henry Morgenthau, Jr.

## WLB Panel To Hear Status Of Record Men

With resumption of hearings today by the War Labor Board's tri-partite panel in New York, the record and transcription companies who have studied the AFM's new recording contract will make it known officially whether they wish to continue the hearings or seek to negotiate a similar deal. Over the week-end, it was understood, no break in the ranks of

(Continued on Page 5)

## Lee Appoints Campbell Public Relations Head

West Coast Bureau, **RADIO DAILY**—Los Angeles—Pat Campbell, well known in radio circles, has been appointed director of public relations for the Don Lee network, effective Nov. 1. Campbell resigns his post with World Broadcasting System here having established the West Coast office of WBS in 1932, and having been with firm ever since.

## Speaker Rayburn Looking Over Likely Prospects To Continue Committee's Investigation Of The FCC

### OWI Issues '42 Resume Of U. S. Broadcasting

Summary of U. S. communications, including domestic standard-band broadcasting, was issued yesterday by the Office of War Information on the basis of data supplied by eight Government agencies and labor and industrial organizations. Recognition was given the radio industry for its great contribution of time and talent

(Continued on Page 5)

### West Coast Blue Execs. Discuss FCC Regulations

West Coast Bureau, **RADIO DAILY**—Hollywood—Station and network time as laid down by the Federal Communications Commission last June was one of many problems discussed by Blue Network executives and station managers at the two day meet

(Continued on Page 7)

### Howt Names Chas. Allen OWI News Bureau Chief

Washington Bureau, **RADIO DAILY**—Washington—Charles L. Allen former publisher and editor now on leave from the Medill School of Journalism, Northwestern University, on Friday

(Continued on Page 2)

Washington Bureau, **RADIO DAILY**—Washington—"I hope to have it soon. It won't be today, but it may be tomorrow or it may be Monday," Speaker Sam Rayburn told **RADIO DAILY** late Friday when asked for the name of the new chairman of what used to be called the Cox Committee, investigating the FCC. Rayburn made it plain that he did not expect to meet with the Committee before deciding who would fill the chairmanship vacated under pressure

(Continued on Page 6)

## NAB Retail Film Tour Completes Itinerary

Complete plans for the national tour of the radio industry's film study of retailing problems with dates, places, and routing of "emcees" have been listed by Paul W. Morency, chairman of the NAB Retail Promotion committee. The tour continues through Nov. 10, with radio's message to the retailers graphically told in the film, "Air Force and the Retailer," first showing of which will be staged

(Continued on Page 7)

## See FCC Taking No Part In CBS News Policies

Washington Bureau, **RADIO DAILY**—Washington—FCC Chairman James Lawrence Fly will speak from 10 to 10:15 p.m., EWT, tomorrow night over CBS on the topic—"Freedom to Lis-

(Continued on Page 2)

## ★ THE WEEK IN RADIO ★

... Chairman Cox Resigns  
By PEGGY BYRNE

**R**EPRESENTATIVE Eugene E. Cox resigned the chairmanship of the Select Committee investigating the FCC last Thursday, as the result of pressure which reached a new high in intensity earlier in the week when the American Civil Liberties Union submitted a Memorial to the House asking for Cox's removal and denouncing his methods of conducting the investigation. No replacement was named.

Decca Records and World Broad-

casting System last week signed a contract with the American Federation of Musicians setting a definite scale of payments for records and transcriptions. Range for phonograph records runs from 1/4 cent for each record retailing at 35 cents or less to 2 1/2 per cent of the sales price of each record retailing for \$2 or more. There is no fee for commercial ETs which are used only once, but transcriptions intended for library use or other fre-

(Continued on Page 5)

**Turnabout**

Louisville, Ky.—Fair exchange is no robbery, says **WAVE**. Fourteen months ago when Ray Marcus left for the Army, LaVell Waltman joined the **WAVE** announcing staff to take his place. Now Marcus, who has been discharged from the Army due to an injury, returns to the **WAVE** staff just in time to replace Waltman, who has entered the Armed Forces!

**Hot Tune**

First tune to be recorded by Decca Records since it made the new agreement with the AFM was "Pistol Packin' Mama," with Bing Crosby doing the honors. Release will be soon. Understood that recording men consider but four tunes that are really red hot at the present stage of the business, and that allocation of recording materials precludes a deluge.





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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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# FINANCIAL

(October 1)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	156 5/8	156 1/4	156 3/8	+ 3/8
CBS A	23	23	23	- 1/8
CBS B	23 3/4	23 3/4	23 3/4	- 1/8
Crosley Corp.	19	19	19	- 1/8
Gen. Electric	385 1/2	383 1/2	381 1/2	- 1/4
Philco	23 7/8	23 3/4	23 3/4	- 3/8
RCA Common	10 1/4	10 1/8	10 1/4	- 1/8
RCA First Pfd.	71	70 3/4	71	- 1/8
Stewart-Warner	12 3/8	12 3/4	12 3/8	- 1/8
Westinghouse	98	97 3/4	98	- 1/8
Zenith Radio	33	33	33	- 1/4

## OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	10 1/2	11 1/8
Stromberg-Carlson	20	23
WCAO (Baltimore)	28	29 1/2
WJR (Detroit)	28	29 1/2

## See FCC Taking No Part In CBS News Policies

(Continued from Page 1)

ten" it was announced Friday. The announcement was cause for considerable speculation concerning the CBS news policy. Earle Gammons, CBS director here said, however, that the date had no connection with the news policy controversy.

Fly's speech will be similar to that he delivered in Boston last week (RADIO DAILY, Sept. 29) It was programmed at Fly's suggestion, said Gammons. In the meantime, there was no sign here that the FCC intends to take any side in the CBS news policy dispute. Commissioners have been careful not to talk for publication, and the correspondence Winchell claims to have filed with the Commission has not been made available to the press here.

## BBC Gets Press Opinion On "Brains Trust" Show

(Continued from Page 1)

recorded programs, specially condensed and edited for U. S. consumption by Ted Cott, WNEW program director, and Gordon Heyworth, of the BBC in New York, will have its sixth U. S. airing from New York next Sunday.

Program caught, in addition to five English participants, including the late Leslie Howard, guest-starred New York's lively little mayor, Fiorello H. La Guardia. Succeeding shows all have a guest from this side of the pond. Originally broadcast as a weekly 50-minute feature over BBC's Home Service and the Forces Network, the production was not designed for a U. S. audience. Current overseas program numbers 20,000,000 British listeners.

Often compared to "Information Please," it is more of a discussion panel on non-topical subjects than a fast-moving memory quiz. Questions, which are sent in by English fans with no prizes offered, range from advice seeking to educational subjects. Spirit of the show frequently verges on the philosophical, consists of lots of good English conversation.

Opinion of guests from the press was divided, but all agreed the program came over remarkably well for a British production intended, in the beginning, for English listeners only. Consensus was that, with some changes, the show deserved further hearing as an international feature. Leading the discussion was Stephen Fry, traffic manager of the New York BBC, who invited suggestions as spade work for a possible new Anglo-American exchange program.

Noteworthy is WNEW's effort in providing a public service feature of this kind for its listeners. Station is reported to pay a fee of 20 pounds, or about \$80, to the panel of British experts in each broadcast.

## CBS Affiliate Group Calls Regional Meet

Boston—A meeting of New England CBS station representatives has been called for the Parker House here Wednesday and Thursday, Oct. 6 and 7. The meeting was called by Franklin M. Doolittle of WDRG, Hartford, who represents New England CBS affiliates on the CBS Advisory Board. Regional problems will be discussed.

## AVAILABLE

Announcer seeks connection with station or network, in or outside New York, Draft Status, 4-F. Experience in announcing, continuity writing and production. Write

RADIO DAILY

Box 160

1501 Broadway New York City

## Texas Co.—Home Products Renew Programs On CBS

(Continued from Page 1)

will be heard on the show each week. The music for the "Texaco Star Theater" is supplied by Al Goodman's Orchestra.

Buchanan & Company, Inc. handles the account.

American Home Products, Inc. renewed two of its Columbia network programs, "Mr. Keen, Tracer of Lost Persons," and "Easy Aces" effective Oct. 27.

American Home Products made its CBS debut in 1931, and has presented both "Mr. Keen" and "Easy Aces" since October, 1942 on Columbia. The programs are heard Wednesday, Thursday and Friday evenings—"Easy Aces" from 7:30 to 7:45 EWT, and "Mr. Keen" from 7:45 to 8:00 EWT. A network of 51 CBS stations carries "Mr. Keen, Tracer of Lost Persons," and "Easy Aces" is heard over 50 Columbia outlets. Both programs are presented for the client's Anacin and Kolynos.

Blackett-Sample-Hummert is the agency handling the account.

American Home Products also sponsors "Our Gal Sunday," and "The Romance of Helen Trent" over the Columbia network.

## Hoyt Names Chas. Allen OWI News Bureau Chief

(Continued from Page 1)

was named chief of the OWI News Bureau, by E. Palmer Hoyt, domestic director of the agency. Allen has been serving as acting chief for several weeks. He succeeds George H. Lyon, now a deputy director in charge of military news.

Appointment of a successor to Don Stauffer, resigned chief of the Radio Bureau, was expected late last week, but will probably not be announced until this week. Stauffer is now in Florida for a month's rest.

## Whiteman Guest Conductor

At the request of the Canadian Government, Paul Whiteman, musical director of the Blue Network, will conduct a concert in Montreal, Sunday, October 10, to promote bond sales of the French-Canadian War Loan.



"Ach, Fritz, maybe WFDF, Flint, Michigan, vass right!"

## COMING and GOING

NEVILLE MILLER, president of the left town on Friday for Washington, D. C.

JOSEPH RIES, formerly with WLW WCKY, Cincinnati, is expected in Washington, D. C., today and will leave shortly thereafter for Caracas, Venezuela, as radio field representative for the CIAA.

KINGSLEY HORTON, sales manager WEEI, CBS-owned outlet in Boston, left New York over the week-end for the home offices.

WILLIAM J. WILLIAMSON, of Ralph Jones Company, Cincinnati advertising agency is in town this week for meetings at the company's local office.

TED HUSING and JIMMY DOLAN are back from West Point where they broadcast Saturday's Army-Colgate game over CBS.

JAMES C. PETRILLO and JOSEPH A. PAWAY, president of the AFM and special counsel respectively, off to Boston to attend the convention of the AFL.

HENRY V. SEAY, sales manager of WDCR, Washington, D. C., was here Friday for conferences with the New York representative of the station.

GEORGE B. ARMSTEAD, war commentator WDRG, Hartford, visiting in New York with CBS news officials.

STANTON P. KETTLER, station manager WMMN, Fairmont, West Va., who had been here conferring at CBS, left New York over the week-end.

DAVID F. SHURTLEFF, station manager WFEA, Manchester, N. H., was in town Friday for talks with the local reps.

CHARLES CRUTCHFIELD, program director of Columbia-owned WBT, has returned Charlotte, N. C., following a short visit here.

CHARLES HARRIS, of WGRG, Louisville, Ky. in town on station business.

BEA WAIN goes out to Camp Upton today to entertain the servicemen.

HARVEY STRUTHERS, sales manager of CBS owned WCCO, Minneapolis, left for home over the week-end after a short visit at network headquarters.

## Sorry!!!!

The two Housewives' Jackpot programs are booked solid. But a few periods near this top daytime show in Baltimore are available. Write today for further information.

# WITH



## IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

BEST RADIO BUY IN BALTIMORE!

# WCBM

FRECK & PETERS John Eimer, President  
Exclusive National Rep. Geo. M. Roeder, Gen. Manager



# Radio Correspondents Praised In Fly Speech

(Continued from Page 1)

eters, radio commentators and technicians are making to bring us the news of our battles at sea, on land and in the air," said the FCC head. Day after day filed by the wireless voices are thousands upon thousands of words that must be sent from every fighting front back to the United States. There are also thousands upon thousands of words spoken over short wave radio. Men who have had years of training in telling the story as they sit at their desks and beam their stories to the networks so that you back here at home will be able to hear the reports of what is happening and the progress that is being made in fighting our enemies.

For us at home it is the simple task of reading a paper and, even easier, a twist of your radio dial to get the reports of the heroic actions and deeds of the men in our fighting forces. Remember this—every story reported from the front means that a correspondent is there with the soldiers, sailors, and marines. Our correspondents go with them in the invasions, in the battle, watch the beach operations being made. As the bombs fall, and bullets fly, he, too, must take cover in a fox hole. He, too, had to eat and taste dirt in the desert, freeze in the north, get cold and hungry on a life raft. He, too, has been shot in a plane, and yes, ladies and gentlemen, the war correspondent gathering these stories for us so that we may be better informed here at home has given his life, so please keep this in mind when you read the stories of heroes in this war. Remember the men who write these stories get them to you are heroes too. Remember, they, too, are sacrificing. They, too, are willing to give their lives so that you and I may know the truth.

# 100,000 Batteries For Use Of CD Outlets

Washington Bureau, RADIO DAILY  
Washington—Over 100,000 radio batteries which have passed their shelf-life expiration date have been turned over to the OCD's War Emergency Radio Service, it was revealed yesterday. They will be distributed free to WERS stations which have in many cases been forced to suspend because of battery failure. More than 225 communities have been licensed by FCC to operate WERS systems for the use of their Citizens Defense Corps. Each system consists of a number of separate two-way stations, the number varying from as few as five to more than one hundred according to the size of the community. A total of about 5,000 stations are now in operation. Virtually all WERS systems include fixed stations at civilian defense control centers, mobile stations in emergency vehicles, and "walke-talkie" stations which can be carried by the operator in the midst of emergency action.

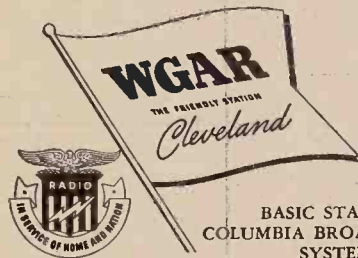
# The city that outlistens the nation

★ When Mr. Hooper picks up his telephone, rings Cleveland homes and asks if radio sets are turned on . . . he gets more "yesses" per hundred calls than he averages across the whole country.

Take the latest seasonal C. E. Hooper ratings. Simple arithmetic reveals that Cleveland generally has anywhere from ten to twenty-eight percent more sets-in-use than the national average. Break the figures down into almost any period you choose, and the story still is the same . . . Sunday afternoon, 27% more . . . Sunday evening, 18% more . . . Monday thru Friday afternoon, 10% more . . . Monday thru Friday evening, 28% more . . . Saturday evening, 13% more.

There are only three stations operating nighttime, four daytime in Cleveland. That's less than the minimum in any of the top seventeen cities surveyed by Hooper. Cleveland listening to all "outside" stations, even at night, totals only a 1.2 average Hooper rating.

So it is that, with less competition, plus the high percentage of sets-in-use, radio advertisers get more for their money in Cleveland, the community that goes for radio in a big way . . . *the city that outlistens the nation!*



G. A. Richards, Pres. . . John F. Patt, Vice Pres. & Gen. Mgr.  
Edward Petry & Company, Inc., National Representative





LOS ANGELES

By RALPH WILK

MEMBERS of the radio colony are still commenting on the excellent selling job Ed "Archie" Gardner did on behalf of the Third War Loan Drive Sept. 25. He agreed to make records of himself singing and playing the piano, and several interested listeners bought \$1,000 bonds to be placed on the list for the transcriptions.

Art Baker, who has resigned as master of ceremonies on "People Are Funny," to devote more time to special recordings beamed by the Army to the boys overseas, to date has waxed more than 41 "Music For Sunday" half-hours for the Army and has worked on numerous training films being made by Walt Disney.

Judy Canova was in Palm Springs Sept. 29 with her pig tails, famous grin and several comedy numbers and clowning in a gala street show to sell bonds. From there she visited mess halls and sang to the troops stationed at the resort. She was accompanied by her sister, Ann Hughes, boogie-woogie pianist.

The martial signature tune of "America—Ceiling Unlimited" has been titled "Wake Up America" by Wilbur Hatch, its composer. Hatch conducts the radio program's orchestra.

CBS "Church Of The Air" Announces Oct. Schedule

Completed October schedule for the CBS "Church of the Air" series has been announced. Two services will be broadcast each Sunday; 10 to 10:30 p.m., EWT and from 1 to 1:30 p.m., EWT. The schedule which follows covers the full month, including last Sunday's programs:

October 3—Early program: The Rt. Rev. Henry St. George Tucker, Presiding Bishop, from the General Conference of the Episcopal Church at Cleveland, Ohio. Later program: The Rt. Rev. Ambrose J. Burke, president of St. Ambrose College, Davenport, Iowa, from Chicago.

October 10—Early program: The Rev. Raymond A. McConnell, pastor of First-Plymouth Congregational Church, Lincoln, Neb. Later program: The Rev. Richard M. Steiner, minister of the Church of Our Father, Unitarian, Portland, Oregon.

October 17—Early program: The Rev. Henry Sloane Coffin, Moderator of The Presbyterian Church, U. S. A., from Pittsburgh. Later program: The Rt. Rev. Msgr. Thomas J. McDonnell, National Director of The Society for the Propagation of the Faith, from New York.

October 24—Early program: The Rev. Harry B. McCormick, pastor of Lakewood Christian Church, Lakewood, Ohio. Later program: Dr. Ira Eisenstein, associate rabbi of the Society for the Advancement of Judaism, from New York.

October 31—Early program: Luther P. Cudworth, from Boston. Later program: The Rev. Thomas J. McCarthy, editor of "The Tidings," from Los Angeles.



Memos of an Innocent Bystander. . . !

• • • The success of the Radio Industry-sponsored United Nations Night at Victory Square (in spite of the season's first stormy night) reflects credit on all Radiolites who braved the elements to do their part. . . . but the work of Irving Strouse, who was the production head for three networks and all local independent stations carrying the show simultaneously, with the able assistance of Bernie Estes, rates a special accolade. . . . and a similar award to James Sauter, Wm. Feinberg, George Heller and Dwight B. Herrick, whose supervision made possible "success" . . . . Perry Como, the CBS star, was heard over WEFB and WBNX and won many new friends for heaping due praise upon his accompanist, a U. S. Guardsman. . . . The beauty department of the air-planes was well represented by Joan Brooks, Kay Lorraine and the distaff side of the Double Daters. . . . Barry Wood's emceeing of the proceedings was almost as fine as his vocalizing. . . . Johnny Morgan rates a bow. . . . when it was learned that Jerry Lester's extra performances at the local Strand precluded his appearance at the "Big Top." Morgan went on again with a routine different from the one he presented earlier. . . . When Ed Sullivan got lost somewhere in the storm, Danny (Night Mayor of Broadway) Healey, took over the emcee job for all radio pick-ups and did himself proud. . . . Ella Fitzgerald sang her numbers with the rain dripping off her shoulders. . . . after all, in any endeavor it's the result that counts. . . . thus the result reflects the above-mentioned credit on the Radio Industry. . . .

★ ★ ★ Norman Corwin will not sign that M-G-Movie contract, but will, instead, re-sign with CBS, who we understand matched the M-G-M offer. . . . Norman heads East in three weeks. . . . The field for a sponsor for the Herb Moss-owned radio rights to "My Sister Eileen," is wide open. . . . seems that a sponsor, all set to buy the show, learned that his time conflicted with commitments of, not only Moss, but Shirley Booth as well. . . . Bob Kerr and Hi, Lo, Jack and the Dame, "ohiefed to Hollywood together but each returned on a different train. . . . and it wasn't due to a phfft in relations. . . . merely that reservations were hard to get. . . . When Betty Jane, of the Evans Sisters trio, featured on the Wheeling Steelmakers, received word that she had been named "Miss P. I. U. of 1943," she was a mite upset until Jack Grimes explained that P. I. U. stands for Photo Intelligence Unit, located in the Solomons, where she had been named that outfit's "Pin-Up Girl" . . . . By way of passing we might add that Lew Davies, new maestro of the "Steelmakers" Blue Network program, used to make "solid" arrangements for that program while playing in Tommy Tucker's orchestra. . . . In Thursday's pillar we mentioned "Woman of America" instead of "Woman of Tomorrow," in connection with Nancy Craig's WJZ program. . . . "A Woman of America" is the title of the NBC program, starring Anne Seymour and produced by Benton & Bowles for Procter & Gamble. . . .

★ ★ ★ George Lowther's MBSuperman went thru the entire summer without losing a point in rating. . . . Superman indeed. . . . Auditions are taking place to find a new "Hop Harrigan" to replace Chester Stratton who is leaving that program to join the cast of the Broadway Production, "A Connecticut Yankee" . . . . William Esty & Co. will handle the Piel's Beer advertising. . . . Jerry Lawrence WMCace disc-jockey notched a niche in this year's "Who's Who" . . . . Pilots at Scott Field, Illinois, have just voted Lawrence Welk's vocalovely, Jayne Walton, their "Bomba Dear."

★ ★ ★ Remember Pearl Harbor

CHICAGO

By BILL IRVIN

WGN's frequency modulation station, W59C will begin using new set of call letters, WBNB, Monday, Nov. 1, according to George La chief engineer, who announced the station's application for utilization of the new letters had been proved. The WGNB letters have been used for some time to identify emergency studio-to-transmitter radio link.

Fitzpatrick Brothers, Inc. (Kitel Klenzer), have bought new signals through Arthur Meyerhoff Co., and will run seven a week 13 weeks.

New business reported by WLS includes the return of two former sponsors Reliance Mfg. Co., Chicago (Work Clothes) again is sponsoring a portion of the Saturday night W "National Barn Dance" program (10:30-11:00). The contract, for weeks, was placed through Ruthra & Ryan.

The Quaker Oats Co., Chicago (Farm Seeds) has resumed sponsorship of "Man on the Farm," featuring Chuch Acree and George Menal. The program, heard each Saturday (12:00-12:30 p.m.) is now in its sixth year and originates on the Quaker Oats experimental farm near Libertyville, Ill. Contract, through Sherman & Marquette, Chicago, is for weeks.

Another new WLS account is the 15-minute weekly transcribed music program sponsored by the Industrial Training Institute, Inc., Chicago (Aircraft training). Show is heard Sundays from 10:15-10:30 a.m. Contract is for 13 weeks and was placed through Roche, Williams & Cunnyngham, Inc.

Baldwin Renewed On Blue

Renewal of the weekly new analysis by Hanson W. Baldwin, New York Times military and naval expert, is announced for another 13 week period over the Blue Network Sundays at 3:15 p.m., EWT. Baldwin leaves early this month on a tour of U. S. Army camps from which his broadcasts will be picked up as follows: Oct. 10, WMAL, Washington, D. C.; Oct. 17, WJHP, Jacksonville, Fla.; Oct. 24, WENR, Chicago. On Oct. 31 he will be back in New York over WJZ.

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Have You Met the Voices  
of  
GILBERT MACK  
?

LEX. 2-1100



# OWI Issues '42 Resume Of U. S. Broadcasting

(Continued from Page 1)

the broadcasting of Government messages—about \$140,000,000 during 1942—in addition to performing much wartime research in laboratories. Responsibility in large part was attributed to broadcasting stations and radio programs for public understanding and acceptance of wartime measures—gas rationing, point rationing, campaigns for V-mail, War Bonds, student-nurse recruitment. Point was made that every station in the country has been making between nine and 12 announcements of war messages a day, from material furnished by various Government agencies, through the OWI, which acts in a coordinating capacity.

Report credited contribution of this wartime service to 170 domestic foreign-language stations, broadcasting programs in 30 foreign languages for a total of about 1,500 hours a week, heard at the 25,000,000 inhabitants of this country, most of them American citizens, who speak at least one foreign language. Of these, the accounted, there are 11,000,000 whose primary language is not English, and 10,000 who neither speak English nor understand it.

### More Music in America

Content of these programs, it was pointed out, has higher rate of music in English-language shows, with news, drama and the like much the same. It was indicated that chief languages are Italian, Polish and Spanish, that the stations are heavily concentrated in the Northeastern and South Central states, with a number in the Southwest and Far West. Usually no foreign-language outlets exist in the South and Northwest.

The OWI record related that "Before Pearl Harbor a considerable amount of blatantly anti-democratic pro-Axis propaganda had gone over some of the foreign-language stations. The three existing Japanese-language programs went off air voluntarily when we entered the war, but in certain other programs spokesman continued to employ intonation, inflection and selection of news items to put across their anti-American views."

Present maintenance of foreign-language broadcast security was attributed to three groups: the FBI, which checks personal history statements and fingerprints of all persons engaged in production or presentation of foreign-language broadcasts; the Office of Censorship, which administers a voluntary "Code of Wartime Practices" for the stations; and the OWI, whose interest is in the operation of licensed stations in the public

# THE WEEK IN RADIO

... Chairman Cox Resigns

(Continued from Page 1)

quent performance, as well as transcribed spot announcements using musicians, require payment of 3 per cent of the gross revenue for each disc. Contract also provides for full scale payment to performers when discs are re-recorded or re-transcribed. Term of pact is retroactive to September 20, 1943 and runs to December 31, 1947. War Labor Board panel hearings of the transcription companies versus the AFM were fairly static last week, pending the completion of the contract. RCA-Victor and Columbia Recording Corp. joined the transcription companies as active participants in the case. Hearings were adjourned on Wednesday and will resume this morning.

CBS censorship row continued through last week with great sound and fury emanating chiefly from a luncheon meeting of the Overseas Press Club, where Drew Pearson, Cecil Brown, William L. Shirer, Walter Winchell and H. V. Kaltenborn vehemently condemned the network's news policy. Later in the day Paul White, CBS news chief, answered a statement by Winchell which referred to some CBS inter-department correspondence. Revealing that the letter Winchell referred to was written by Joseph Q. Riznick while he was employed by Columbia as a re-write man, White declared that corrections of Riznick's copy were made to remove his personal bias on the news. Following day Riznick answered White in a letter stating that his accusations would be supported by a number of present and former CBS newsmen. Repercussions were heard in Washington in the form of a proposed amendment to the Constitution, made by Rep. Martin J. Kennedy (D., N. Y.), prohibiting the pas-

interest. Stations themselves are responsible for all material which they broadcast, and censorship is thus on a voluntary basis, exercised either by the individual stations, or through an industry committee, the Foreign Language Radio Wartime Control.

Effect of the war on television, facsimile broadcasting and frequency modulation broadcasting has been considerable, it was explained. In each case postponement of widened service has been forced by shortage of materials and manpower.

### Facsimile Restricted

Restriction, for the present, of facsimile broadcasting to commercial use only was indicated, in connection with private point-to-point operations. But, the summary went on, "when its development and the development of Frequency Modulation broadcasting are resumed, the two will doubtless be carried on in conjunction with each other on a large scale."

Censorship was noted as a matter concerning overseas communications only. In domestic procedure the Office of Censorship merely administers voluntary "Codes of Wartime Practices" for the press and the broadcasting companies.

sage of any law abridging freedom of speech by air and rendering illegal any contract, license or law now in existence which defeats the purpose of the amendment.

National Association of Broadcasters set October 12 as the inaugural date for its nation-wide promotional campaign to acquaint retailers with the advantages of radio advertising. On that day the premiere of "Air Force and the Retailer," film to be used in the drive, will take place in Washington. New York broadcasting industry cooperated in a joint effort to bring the Third War Loan to a smashing finish with a tremendous bond rally last Thursday which was aired almost continually from 9 to 12 p.m. over local stations. NBC announced the creation of a Women's Activities Division for the purpose of contacting women directors of all NBC owned and operated outlets. First meeting of the recently formed program, sales, merchandising and station service committees of MBS will take place this week in New York, bringing together for discussion Mutual broadcasters from all parts of the country.

James L. Fly, chairman of the FCC, last week addressed the Boston Advertising Club emphasizing the aspect of "freedom to listen," pointing out that by selection alone listeners can be restricted, and that such practices, as well as other restrictive methods, must give way to a more democratic approach. FCC was challenged twice last week on its equipment freeze ruling. WFLA, Tampa, Fla., claimed that it can increase its power without any great demand on critical materials. WCOP, Boston, maintained that its application for power increase had been filed before the Commission's ruling.

# WLB Panel To Hear Status Of Record Men

(Continued from Page 1)

the companies was in evidence. As already announced, Decca and World, also WOR have signed with the AFM. Arthur S. Meyer is chairman of the WLB panel.

That the record and ET companies have made a decision on the matter is indicated by the meetings held at the Ambassador Hotel where the various items of the new AFM pact were fully talked over.

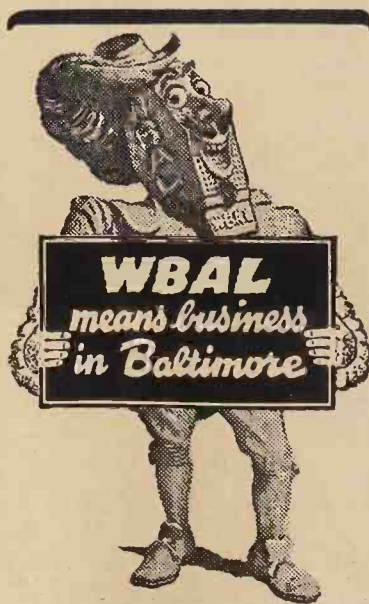
### Boston Symphony Returns to Blue

The world-famous Boston Symphony Orchestra, conducted by Dr. Serge Koussevitzky, will open its second season on the Blue Network Oct. 9, and will be heard each Saturday from 8:15 to 9:15 p.m., EWT. The inaugural broadcast will celebrate Dr. Koussevitzky's 20th season as conductor of the orchestra.

### Stork News

Son born last Sunday to Mr. and Mrs. Michael J. Boscia, both mother and son reported doing nicely, Boscia, formerly with CBS, is now in radio publicity department of Young & Rubicam, Inc.

- ATLANTIC CITY
- NEW JERSEY
- FAMOUS FOR
- THE BOARDWALK
- MISS AMERICA
- SALT WATER TAFFY
- AND



Edward Petry & Co., National Representative

# WFPG

NOW AFFILIATED WITH THE BLUE NETWORK

### ANNOUNCER WANTED

Experienced — playing records and operating control board. Guaranteed minimum \$40.00 weekly. Write full information to E. A. ALBURY — WHBQ — Memphis 3, Tenn.



## PROGRAM REVIEWS

## GERTRUDE LAWRENCE

Revlon Products, Inc.

WJZ-Blue Network, Thurs.

10:30-11 p.m., EWT

William H. Weintraub Agency.

## MISS LAWRENCE'S FIRST RADIO SERIES DEBUTS WITH A SOLID HT.

Now that Gertrude Lawrence will be on the air for the next 26 weeks for the "Revlon Theater" it is easy to conceive that her name will become the same magnetic draw for the dial twisters as it is for her legion of stage enthusiasts. And they are legion. (Her "Lady in the Dark" tour will vouch for that). Her coming to the airwaves marks the growing maturity of radio in the entertainment field. The premiere performance aired last Thursday night brought to listeners the George S. Kaufman-Moss Hart-Noel Coward school of humor which won't be hard to take.

There have been other stage and screen stars brought to the microphones in the past, but it is doubtful if they brought with them, whether because of materials or other manifest reasons, the same glamour or theatrical maturity as did the ebullient Miss Lawrence in playing the same role as she did on the stage to the delight of thousands of theater-goers. It might not be fair to make comparisons, but in this case they are not intended as odious so when the comparisons are made it might be well to bear in mind that it is going to take a car load of the best plays, dramatized books and screen play adaptations to match the coming Lawrence repertoire.

For putting the show together Charles Martin (Philip Morris Playhouse) will have to accept the kudos for a job well done. The show could have been bad if all the ingredients weren't mixed so carefully. And was apparent that the yawning pitfall of formula could have relegated it into the category of just another show, but that pitfall was deftly avoided. Another factor that enabled the show to keep its buoyancy was the casual insertion of the commercials. These were kept at minimum length and didn't have the habit indigenous to so many radio shows of jutting out into the proceedings to bring them to a jarring halt. As it was the show moved quickly, spontaneously, and indeed well.

Surrounding Miss Lawrence for this radio debut (She has been on the air before but this constitutes her formal debut) was a cluster of stars and talent that would make any motion picture producer bilious with envy: Robert Benchley, Ray Milland, Moss Hart, Choo Choo Martinez and Lyn Murray and his orchestra. A well-rounded line-up for any audiences' meticulous consumption.

Along with Miss Lawrence, Robert Benchley helps himself to top honors with his performance. Accustomed to small supporting roles of the jovial bibulous would-be roue he stepped out on his own Thursday night, a

Rayburn Considers Prospects  
In Picking Successor To Cox

(Continued from Page 1)

Thursday by Rep. E. E. Cox of Georgia, and said also that the Committee members do not have prerogative of naming their chairman.

The name of William M. Colmer, Mississippi Democrat and veteran of five terms in the House was advanced in several sources as the probable successor to Cox, but Rayburn would give no hint as to whom had in mind. There was doubt in some quarters that he would name anyone close to Cox as new Committee chairman, because Rayburn is anxious not to have any more difficulty with the Committee.

## Cox-Colmer in Confab

Cox was closeted with Colmer and Howard W. Smith, Virginia Democrat and head of the Committee authorized to investigate any executive agency, prior to telling Rayburn Thursday morning that he would resign. The Georgian has been close to Colmer for some time, and it is likely that if Colmer were to get the post he would continue Garey in office. With Cox gone, it is believed, the Committee could gain in prestige even without altering its tactics. Cox is known to be pushing Colmer, seeing in Colmer a man who would continue his onslaught against the FCC.

Colmer is reported also to have the backing of Majority Leader John W. McCormack, who is believed to be anxious to retain Cox's support. McCormack has his sights set to be speaker should Rayburn run on the national ticket.

Another possibility is Major Albert L. Bulwinkle, lawyer of Gastonia, N. C. Major Bulwinkle, serving his fourth term in Congress, would be a far more popular choice for the post with most people, having a reputation for fairness. Were he to be named to the chair, it is believed that the investigation would for the first time attain some semblance of objectivity. He is no particular friend of the FCC, as indicated by his questioning last year during the hearings on the Sanders bill (he is a member of the Interstate Commerce Committee) but he is believed to be capable of a fair and impartial approach. It is doubtful that he would retain Garey.

## Garey a Sore Spot

In the meantime, it was not known definitely at Committee headquarters whether the public session scheduled for Wednesday—a continuation of the inquiry on the FBI's and RID, with Commissioner T. A. M. Craven, OWI's Matt Gordon scheduled to be heard—would go on. General feeling at the office was that they would be held as scheduled, but that would depend entirely upon the retention of the present Committee staff, which

good, amusing, effervescent comedian. While this isn't intended to detract from the performances of the others in the cast the show was all Miss Lawrence and justly so. And this opening performance should allay any

is not at all certain at the present time.

That the Committee will not be free of the bad impression it has created thus far so long as Eugene L. Garey remains as chief counsel was freely admitted here, with the "Washington Post" calling editorially for Garey's removal. The newspaper hailed Cox's resignation as a "Victory for Democratic Government," declaring that although it was officially a resignation, Cox was in fact "pushed" out by his colleagues because of the disrepute he was bringing upon the House. The ovation given Cox by the House and the praise of the speaker and Majority Leader, the "Post," said, were intended only "to smooth over the hard blow that they were inflicting on him in behalf of decency in Government."

## Cox Played the "Martyr"

Cox made a great to-do about alleged lashes of slander and falsehood against him, said "The Post." "Of course, he pretended to be leaving the FCC Investigating Committee only to free it from attack and to give himself more latitude in meeting what he regards as an assault upon himself. But no public official thus runs to cover when he is right. It is only because Mr. Cox accepted money from a radio station and then attempted to smear the government agency regulating the radio industry that he was vulnerable to the criticism directed against him.

"The Congressman is right, however, in saying that his resignation does not end the matter. The House is under obligation not only to see that its members who are parties in interest do not conduct investigations in the name of Congress, it should also make certain that its investigations are conducted fairly by men who have no other kind of ax to grind. Many of the tricks played by the FCC Investigating Committee to date have originated with its counsel, Eugene L. Garey. Should he be retained by the reorganized Committee, it is reasonable to suppose that the investigation would continue to be only a smear campaign."

## Asks New Leadership

The "Post" declared that what the Investigating Committee needs is a new start under new leadership. That leadership might well come from the Committee on Interstate and Foreign Commerce, which handles legislation in the broadcasting field and knows something about radio and its regulation in the public interest. In any event, the new chairman will face the difficult problem of turning the proceeding into an impassioned search for pertinent facts on broadcast regulation.

fears in the minds of some that her audience is limited to the arch-sophisticate. Appreciation of her talents and offerings will be equally shared among the habitués of the Stork Club and the hinterland.

## PROGRAMS-IDEA

## "Shoot The Works"

Telephone numbers, bingo and o have been supplanted by WJZ New York, by rolling dice in a quiz game inaugurated by the station recently. Dice used vary a from the kind familiar to the b in the back room, as they meas a half foot square and barely tip scales at five pounds each. They rolled from large wicker baskets a runway with a mike suspended overhead to carry the sound.

Purpose of the dice is to determine the amount of winnings due a contestant who successfully answers question propounded by Joe O'Brien, master of ceremonies.

Show is sponsored by Herbert Blue White Diamonds, and is aired Saturday nights from 9:03 to 9:30 EWT.

Novel promotion for the show was sent out to trade publications. Attached to an invitation to attend initial broadcast was an "abbreviated pair" of dice similar to those used on the program... this writer particularly indebted to WMC promotion idea, as the dice netted substantial sum recently—played in usual way. (Editor's Note: The "writer's" name is Peggy Byrne).

Six Nat. Spot Clients  
Signed In Week By WJZ

Four drug and two food companies all national advertisers, this week signed up for spot campaigns on WJZ Colgate-Palmolive-Peet Company, beginning Oct. 4, will participate five times weekly in Ed East's "Breakfast in Bedlam" in behalf of the Palmolive shave cream. Ted Bates, Inc., is the agency.

Vick Chemical Company is promoting its products in live station breaks, sponsored six times weekly by Morse International, Inc., is the agency.

One-minute announcements in the "Kibitzers" early-morning WJZ show are being sponsored five times weekly by Maryland Pharmaceutical Company for its Rem and Rel through Joseph Katz Company.

Beaumont Company, for its 4-Way Cold Tablets, will sponsor five station breaks weekly beginning Oct. 4. Donahue & Coe handles the account.

In the food field, Quaker Oats Company is sponsoring four recorded one-minute announcements weekly in the "Kibitzers" program through Ruthrauff & Ryan, and McIlhenny Company, for its tobacco sauce, is using three announcements weekly in the same show through Huber Hoge & Sons.

## Newsmen Joins WKRC

Cincinnati—Robert L. Otto, veteran Cincinnati newspaperman and a feature writer for the Cincinnati "Post" for the past several years, has been appointed to the position of morning news editor for WKRC it has been announced today by that station's news chief, Tom McCarthy.



# AGENCIES

**WALTER THOMPSON COMPANY**, Calcutta, India, has been appointed publicity advisors to the Royal Government on matters of supplies and also as advisors to the Bengal Chamber of Commerce publicity in the Mills Centre.

**JOBERT CHAIN** has been produced by William H. Weintraub & Company, Inc., to the position of advisor of production for all radio shows handled by the agency. Chain formerly with NBC.

**CHARLES A. FOLEY ADVERTISING AGENCY, INC.**, Philadelphia, has been appointed to handle the account of Louis F. Neuweiler's Sons, owners of Allentown, Pa.

**AURICE FALLIS**, of the art department of Columbia Pictures, has been named to form his own agency under the firm name of Kallis Art Agency.

## OVI Newspaper Group raises Domestic Bureau

Washington Bureau, **RADIO DAILY** Washington—The American people are not being adequately informed at the war, the OWI Newspaper Advisory Committee declared last week. Ten editors including several who are also broadcasters, were on hand for the meeting which resulted in the statement.

The statement also indicated concern in OWI's Domestic Bureau in part: "Our committee has conducted a nation-wide survey of radio and newspapers as to whether they are recently discontinued regional editions of the Domestic Branch should be resumed. The survey indicated that the majority opinion is that the smaller, streamlined service of the Domestic Branch adequately serves the purpose. It is the committee's belief that the closer newspapers to the news sources, the better the service will be served, but we believe there is a field in which the Domestic Branch of OWI can render valuable service in handling complicated editorial and over-all problems especially for newspapers and radio stations not adequately staffed to do the job for themselves. Its concerns must be for factual information and never for propaganda.

We commend the efforts of OWI officials to obtain a more complete realistic picture of the war in its early phase. We pay tribute to the constant and courageous work of the American war correspondents in the land and on the seas."

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

**F F**

CONSISTENTLY  
SELLING THE  
NORTH-CENTRAL  
WEST MARKET  
George P. Hollingbery, Rep.

# NAB Issues Dates And Places For Tour Of Promotion Film

(Continued from Page 1)

at the Hotel Statler, Washington, D. C., on Oct. 12.

The tentative list of retail promotion showings are as follows:

- ALABAMA**—Mobile, Thursday, Oct. 21; Montgomery, Tuesday, Oct. 26.
- ARKANSAS**—Little Rock, Monday, Oct. 25.
- CALIFORNIA**—Los Angeles, Thursday, Oct. 21; Oakland, Tuesday, Nov. 2; San Diego, (No definite date set); San Francisco, Monday, Nov. 1.
- COLORADO**—Denver, Wednesday, Oct. 27.
- CONNECTICUT**—Bridgeport, Monday, Nov. 1; Hartford, Wednesday, Oct. 27.
- FLORIDA**—Gainesville, Tuesday, Oct. 29; Jacksonville, Wednesday, Oct. 20; Miami, Monday, Oct. 18.
- GEORGIA**—Atlanta, Monday, Nov. 1; Columbus, Tuesday, Nov. 2; Macon, Wednesday, Nov. 3.
- ILLINOIS**—Chicago, Monday, Nov. 1 and Tuesday, Nov. 2; Peoria, Thursday, Nov. 4; Rock Island, Tuesday, Nov. 9.
- INDIANA**—Fort Wayne, Wednesday, Nov. 3; Indianapolis, Tuesday, Nov. 2; Terre Haute, Monday, Nov. 1.
- IOWA**—Cedar Rapids, Monday, Nov. 8; Davenport, Tuesday, Nov. 9; Des Moines, Wednesday, Nov. 10; Fort Dodge, Thursday, Nov. 11; Sioux City, Friday, Nov. 12.
- KANSAS**—Wichita, Thursday, Oct. 28.
- KENTUCKY**—Louisville, Friday, Nov. 12.
- LOUISIANA**—New Orleans, Monday, Oct. 25.
- MAINE**—Portland, Thursday, Oct. 21.
- MARYLAND**—Baltimore, Thursday, Nov. 11.
- MASSACHUSETTS**—Boston, Friday, Oct. 22; Fall River, Tuesday, Oct. 19; Greenfield, Monday, Oct. 18 a.m.; Pittsfield, Monday, Oct. 18, p.m.; Springfield, Thursday, Oct. 28; Worcester, Tuesday, Oct. 26.
- MICHIGAN**—Flint, Wednesday, Nov. 3; Grand Rapids, Friday, Nov. 5; Kalamazoo, Thursday, Nov. 4.
- MINNESOTA**—Albert Lea, Thursday, Nov. 11; Duluth, Wednesday, Oct. 20; Minneapolis, Tuesday, Oct. 19; St. Paul, Monday, Oct. 18.
- MISSOURI**—Kansas City, Tuesday, Oct. 19; St. Louis, Wednesday, Oct. 20.
- NEBRASKA**—Lincoln, Monday, Oct. 18; Omaha, Monday, Nov. 15.
- NEW HAMPSHIRE**—Manchester, Wednesday, Oct. 20.
- NEW JERSEY**—Newark, Tuesday, Oct. 25.

- NEW YORK**—Albany, Monday, Oct. 25; Buffalo, Tuesday, Oct. 19; New York, (Tuesday, Nov. 2, Wednesday, Nov. 3); Plattsburg, Friday, Oct. 29; Rochester, Wednesday, Oct. 20; Utica, Thursday, Oct. 21.
- NORTH CAROLINA**—Asheville, Monday, Nov. 1; Durham, Monday, Oct. 18; Fayetteville, Thursday, Oct. 21; New Bern, Wednesday, Oct. 20; Raleigh, Tuesday, Oct. 19; Winston-Salem, Tuesday, Nov. 2.
- NORTH DAKOTA**—Fargo, Friday, Oct. 22; Grand Forks, Thursday, Oct. 21.
- OHIO**—Akron, Tuesday, Oct. 19; Canton, Thursday, Oct. 21; Cincinnati, Thursday, Oct. 28; Cleveland, Wednesday, Oct. 20; Columbus, Tuesday, Oct. 26; Dayton, Wednesday, Oct. 27; Springfield, Monday, Oct. 25; Toledo, Tuesday, Nov. 2; Youngstown, (No definite date set).
- OKLAHOMA**—Oklahoma City, Tuesday, Oct. 26; Tulsa, Wednesday, Oct. 27.
- PENNSYLVANIA**—Altoona, Wednesday, Nov. 10; Philadelphia, Thursday, Nov. 4; Pittsburgh, Monday, Nov. 8.
- RHODE ISLAND**—Providence, Monday, Oct. 18.
- SOUTH CAROLINA**—Charleston, Monday, Oct. 25; Columbia, Tuesday, Oct. 26; Greenville, Wednesday, Oct. 27; Spartanburg, Thursday, Oct. 28.
- TENNESSEE**—Bristol, Monday, Nov. 8; Chattanooga, Thursday, Nov. 4; Kingsport, Monday, Nov. 8; Knoxville, Tuesday, Nov. 9; Memphis, Wednesday, Oct. 27; Nashville, Wednesday, Nov. 10.
- TEXAS**—Austin, Monday, Nov. 8; Beaumont, Tuesday, Nov. 2; Dallas, Wednesday, Nov. 10; Fort Worth, Tuesday, Nov. 9; San Antonio, Thursday, Nov. 4.
- UTAH**—Provo, Thursday, Nov. 4.
- VIRGINIA**—Danville, Wednesday, Nov. 3; Lynchburg, Monday, Nov. 8; Norfolk, Tuesday, Nov. 9; Richmond, Thursday, Nov. 11; Roanoke, Thursday, Nov. 4.
- WASHINGTON**—Seattle, Tuesday, Oct. 26; Spokane, Monday, Oct. 25; Tacoma, Wednesday, Oct. 27.
- WEST VIRGINIA**—Beekley, Monday, Nov. 15; Charleston, Wednesday, Nov. 17; Clarksville, Friday, Nov. 19; Huntington, Tuesday, Nov. 16; Parkersburg, Thursday, Nov. 18; Wheeling, Tuesday, Nov. 9; Fairmont, Monday, Nov. 22.
- WISCONSIN**—La Crosse, Wednesday, Nov. 10; Milwaukee, Monday, Nov. 8; Racine, Friday, Nov. 5; Sheboygan, (No definite date set); Wausau, (No definite date set).

## With the Colors!

**JOEL HOLT**, staff announcer at WOV, New York, and emcee of the "Children's Amateur Hour" program, has taken leave of the station to be inducted into the U. S. Army Air Forces. He will become an aviation cadet at the AAF Technical Training School at New Haven, Conn.

**FRANK E. KOEHLER**, sales manager of WLSA, Roanoke, Va., is now a private at Camp Lee, Va.

**RUTH MOSS**, who has interviewed over 4,000 celebrities on WNAC, Boston, Mass., has become a lady Marine. She is training at New River, Georgia, and expects to be assigned to the Public Relations Division.

**LEE VINES**, member of the CBS announcing staff for the past year, has left the network to join the Army.

**JOSEPH RUSCOLL**, of the CBS program writing department, has left the web for the Army. At Columbia since January 1943, Ruscoll wrote several scripts for the CBS sustainer, "Romance."

## Squibb Acct. To BBD&O; New Program Series Set

The E. R. Squibb account which has been handled for radio by Geyer, Cornell & Newell, has been taken over by BBD&O and a new program set on CBS effective Oct. 11. Current Squibb program entitled "Calling America" is heard on CBS Sunday night at 8-8:30 p.m., EWT.

The new series on CBS will be heard Monday, Wednesday and Friday at 6:15-6:30 p.m. using Lyn Murray's orchestra and chorus plus soloists.

## Awarded Canadian Medal

Los Angeles—C. P. MacGregor, producer, has been presented with the Award of Merit gold medal by the Canadian government "for devotion of time and talent" on behalf of the Fifth Canadian War Loan Drive. The presentation was made by Don Henshaw, representing the Minister of Finance, Dominion of Canada. Others receiving the award include Mary Pickford, Norma Shearer, Ingrid Bergman, Herbert Marshall, Bing Crosby and Charles Laughton.

## Adam Hat Resumes Bouts With Blue Network Sked

Adam Hat Stores Inc., now a sponsor of a weekly program series on the Blue Network, will resume its schedule of fight broadcasts Wednesday, Oct. 13, when a blow-by-blow account of the heavyweight "duration championship" battle between Jimmy Bivins and Gus Dorazio will be broadcast on the Blue.

The word-picture of the 10-round bout will be carried on the same network of 120 Blue stations used by Adam Hats for "That's A Good One," the 15-minute Sunday night comedy show which marked the hat concern's debut as the sponsor of a regular series.

With Sam Taub and Bill Stern at the ringside at the Uline Arena, Washington, D. C., the fight will be aired beginning at 10:15 p.m., EWT, to conclusion. A recorded repeat broadcast will be carried at 12 midnight, EWT, for the Mountain and Pacific areas.

Incidentally, the bout is being staged by promoter Goldie Ahearn of Washington, who, only 10 years ago, ran an Adam Hats agency.

Glicksman Advertising Company, New York, handles the account.

## West Coast Blue Execs. Discuss FCC Regulations

(Continued from Page 1)

in the city of San Francisco recently. John Norton, Jr., manager of Blue Network Stations Relations, with headquarters in New York, made the trip to the coast for the confab which was the third held by the net since its formation a year and a half ago. All but one of the stations affiliated with the Blue in the west were at the meet.

Principal object of the gathering was to straighten out the time situation, which was accomplished to everyone's satisfaction. Norton said the network reaffirmed and ratified what the commission laid down in Washington, D. C., last June.

Norton also said that in two days of meetings in San Francisco both the stations and networks had opportunity to air gripes and discuss situations which would have taken much more time to straighten out if cases had to be taken up individually with stations. Periodic meets were originated by the Blue.

The trip to the coast was Norton's first in three years. He left Hollywood for New York on Wednesday (September 29th).

5000 WATTS · 1330 KILOCYCLES

**WEVD**

NEW YORK'S STATION OF DISTINCTIVE FEATURES

ENGLISH · JEWISH · ITALIAN

The roster of advertisers using WEVD 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.



★ ★ ★ COAST-TO-COAST ★ ★ ★

SPRINGFIELD, ILL.—Roger Patrick is back with WCBS as chief announcer and news editor. Before being honorably discharged from the Army, he served with the Signal Corps at its Western Replacement Center, Camp Kohler, California. He was assigned to the orientation lecture branch as news editor and commentator, being featured on daily newscasts over the camp public address system. Patrick is now being featured on six commercial newscasts daily over WCBS, as well as various assignments on feature productions.

SALT LAKE CITY, UTAH—Two shows carried by KDYL came in for praise recently when 2nd Lt. Paul Langford, assistant public relations officer of the local Army Air Base, told the Kiwanis Club how radio is helping to win the war. He specifically mentioned "Meet Our Fighters" and "Mission For Tonight" as outstanding examples of how KDYL is contributing to the war effort.

NEWARK, N. J.—Capitalizing on the current popular interest in the crooning merits of Bing Crosby versus Frank Sinatra, the Woodrow Stores for Men will sponsor "The Battle of the Crooners," a recorded show on WAAT, Monday through Saturday, 9:05 p.m.

DENVER, COLO.—Negotiations have been completed between KLZ and the University of Denver athletic department for the broadcast of all U. of Denver daylight home games. Station is also broadcasting the luncheon meetings of the University's downtown Quarterback Club. Cosmopolitan Hotel has signed with KLZ for remote broadcasts from its "Silver Glade." Outlet also airs remotes from the hotel's Rainbow Ballroom.

MEMPHIS, TENN.—"Something To Talk About," timely capsule feature of interesting vignettes, was inaugurated over WMPS last week. Chris Kenyon, local announcer, conducts the show. Latest innovation in the WMPS news schedule is a series of spot bulletins which are delivered to the listener as soon as the news arrives. No special time is set for these newscasts. Important items are released throughout the day as they reach the station.

MINNEAPOLIS, MINN.—James Claude Radcliffe, veteran showman, who was known as Uncle Mac on WCCO's "Red River Valley Gang" program, died suddenly last week of a heart attack following a bond rally program on which he had appeared. Mr. Radcliffe was 66 years old and had been in show business for 50 years, the last 11 in radio.

DES MOINES, IA.—Stanley Dixon's "Plain Talk for Plain People" is the medium chosen by National Biscuit Company on three stations of the Cowles Group, to help promote their Premium Crackers in the Central States Area. Dixon, Mutual commentator originating each morning from Des Moines, is now heard in a late afternoon spot for Nabisco, on KRNT, Des Moines; WMT, Cedar Rapids; and WNAX, Yankton, South Dakota.

PHILADELPHIA—WCAU is sending a "thank you" letter to every listener who made a bond pledge during the station's CBS Bond Day campaign. Over 650 have been mailed out to date, each signed personally by a member of the staff or a CBS star. Station drew over \$400,000 in pledges during its day which came towards the end of the drive locally.

NEW HAVEN, CONN.—WELI engineer Authur Mallory, formerly radio man third class, U. S. Naval Reserve, has just been awarded the Order of the Purple Heart for taking part in an action off Guadalcanal, during the course of which he was wounded. Mallory, who is 24, was honorably discharged from the navy last March and has since been employed as a member of the technical staff at WELI.

ROCHESTER, N. Y.—Largest "mass" audition in the outlet's history was held in the WHAM studios last Saturday to select an announcer and reporter for the Bausch & Lomb program "Marching Along Together." All seventy applicants were B & L employees, and through a process of elimination Gilbert Strayer was chosen as announcer and Hollace Arment as the "reporter." Show, which returns to the air on October 10, is aired from 6:10 to 6:30 p.m., EWT, every Sunday.

CINCINNATI, OHIO—Ralph E. Visconti, director of WLW Drug Trade Relations, announces that station WLW has scheduled a number of special features on its broadcasts as part of Wartime Health Week, October 1 to 11, which is being sponsored by the National Association of Retail Druggists.

DAYTON, OHIO—Jack Becker, new to radio is the latest addition to the staff of WHIO, Dayton. He took a job as page boy but plans on getting into some other phase of radio as he gets older. Jack made a promising start in this direction by going on the air during the CBS-WHIO Bond day and making an appeal that brought several phone pledges.

BROOKLYN, N. Y.—Clifford Evans, WLIB's tri-weekly news commentator, will celebrate his first anniversary in radio field today. A newspaper columnist and feature writer on Metropolitan newspapers for 15 years, Evans came to WLIB without any radio experience and has built up an extensive audience. In order to gain first-hand information about America at war, he made a tour of the country last year, ending up working out West as a common laborer in a construction camp building an Army munitions base. Evans will be heard over WLIB every Monday, Wednesday and Friday during October at 6:45 p.m., EWT, instead of his usual 7 p.m. spot.

JAMESTOWN, N. Y.—United Lumber & Supply Corp. of Jamestown and Warren, Pa., have purchased the UP feature "Great Moments in Sports" for nightly airing over WJTN. Clark Hardware Co. is also utilizing a new sports series on WJTN: football predictions on Friday evenings and scores on Saturday evening.

COLUMBUS, MISS.—Jimmie Eatherton, WCBI sales manager, is back from Camp Shelby and a civilian for the duration. Army medics classified him as 4-F and sent him back to the welcoming arms of the WCBI sales staff. Ensign Marcella Billups, former WCBI bookkeeper, has finished her WAVE training and is due back for a visit. Station is planning a party for her and Capt. Birney Ives, Jr., owner, who is expected to arrive at the same time as the Ensign. Shindig will also serve as a farewell gesture to Monroe Looney, WCBI engineer, who is leaving for the Army.

HARTFORD, CONN.—Leslie Coleman, of Hartford, has joined the news announcing staff at WDRG. Helping to enforce the dim-out law, WDRG uses a daily station break one-half hour after sunset (dim-out deadline) saying: "It's dim-out time. Make sure your shades are down."

YANKTON, S. D.—Charles Barbe, newscaster and former CBS war correspondent, has been signed by WNAX. He will be heard nightly at 10 p.m. with a complete commentary covering each day's events. Since the dedication of WNAX's radio tower, many announcements have been forthcoming, headed by Gardner Cowles, Jr.'s sponsorship of \$36,000 worth of scholarships for midwest farm boys and girls and followed by the announcement of the acquisition of Barbe. Other developments expected shortly from WNAX will be the sending of a newscaster aboard a cargo ship to cut ET's covering activities of the Merchant Marine, long-range planning for the agricultural effort, and building of listener interest through personal appearances of Barbe and other members of the staff over a five-state coverage.

KEARNEY, NEBR.—Anson Thom, manager of KGFW, has announced appointment of Maurice Wenzinger to program director's spot. Robert Ke has joined KGFW's announcing staff. Marjorie Davis is the new director of women's programs.

OMAHA, NEBR.—WOW invited McKesson & Robbins salesmen to luncheon at the Omaha Athletic Club following renewal for another year of company's own "Parade of Stars"—"Noonday Forum." E. P. Ellis, general manager of the Omaha house, and N. Dow, sales manager, headed the guests. Ray Clark will continue to conduct the Forum. KOWH is getting smaller day by day—in square feet of office space. The army transportation service has taken over what used to be the sales office. But if Seventh Service Command offices are moved, KOWH probably will have all its space returned and more.

INGLEWOOD, CAL.—Universal Microphone Co. has just published its catalog titled "U. S. Army Signal Corps Three Microphone Type T-30-S." Brochure completely illustrated with photographic cutaway views and operational circuit diagrams. Mike, developed somewhat from the original lapel type used for the street broadcasts, is now being produced for the Armed Forces.

BOSTON, MASS.—Linus Trave has announced that WNAC is now using the services of Press Association and the special AP wire. Outlet will receive Telescripts and hour news summaries in addition to A dispatches.

SAN ANTONIO, TEXAS—Recent additions to the staff of station WOAI include Bill Watson to the announcing staff, Renee Kelley, Mari Bel Seever and Esther Jackson Vance to the stenographic staff and Margie Wyatt to the traffic department. Johnny Anderson, staff pianist for station WOAI is now being featured with Eddie Stone and his orchestra playing at the Anacacho Room of the St. Anthony Hotel, San Antonio.

Gertrude Lawrence Show Moving To Sunday Night

Revlon Products Corp., which launched "Revlon Revue" in behalf of its lipstick and mail polish on the Blue Network Thursday night, will shift the show to a Sunday night period beginning Oct. 17 and at the same time will add between 15 and 20 stations to the lineup, of 63 Blue stations now carrying the program. The half-hour "Revlon Revue," starring Gertrude Lawrence, will be heard Sunday at 10 p.m., EWT, following two broadcasts on Thursday Sept. 30 and Oct. 7 at 10:30 p.m., EWT. William H. Weintraub & Co., New York, handles the account.

1943 BIRTHDAYS
October 4
Kathryn Card Yeoman John Conrad
James R. Curtis Lenore Kingston
C. E. Pfautz



# Rep. Lea Succeeding Cox

## Proposed Tax Jump May Affect Radio

Washington Bureau, RADIO DAILY  
 Washington—Aside from the sharp-increased personal and corporation income tax rates, broadcasting is hit hard by the proposed increases in communication taxes with a rise of 50 per cent in the rate on leased wires and for by the Treasury. The plan submitted to the House Ways and Means Committee yesterday would raise the rate from 15 to 20 per cent, that long distance telephone usage from 10 to 25 per cent, that on domestic graph service from 15 to 20 per cent.

Income tax proposals outlined by (Continued on Page 7)

## All Direct Campaign "March of Dimes" in West

Robert C. Coleson has been appointed West Coast radio representative for the 1944 "March of Dimes" campaign. It was announced today by Edward J. London, Radio Director of The National Foundation for Infantile Paralysis. Coleson will continue to serve as chief of the Hollywood Radio Branch of the War Department, Bureau of Public Relations.

## Flanagan III; Cancels Chi. Programs

Chicago—Ill health forced Pat Flanagan to relinquish his work as WGN's chief baseball announcer. Bill Wilson, who has assisted Flanagan all season took over for the few remaining games of the 1943 season, aided by Val Sherman and John Tringano.

## For The Record

Shortest radio review of the dramatic show was probably heard on WMCA last Friday night, all in 10 seconds flat. Reviews are done by Julius and Ethel Colby. Last night the subject An alleged musical comedy "Nights Harmony" opened tonight at the National Theater. My husband and I went, but you know we were lucky enough to have established at home."

**"O-le-o-lay"**  
 Olivio Santoro, 17-year-old radio artist from Inwood, Long Island, and said to be the outstanding boy yodeler in the United States, has arrived at the U. S. Naval Training Station, Sampson, N. Y., to begin training as a fighting Bluejacket. Olivio was formerly a radio artist in Philadelphia.

## Mutual Conference Gets Under Way Today

Conference of the Mutual Affiliates' Advisory Committees gets under way today in the Assembly Room of the Waldorf-Astoria at 10 a.m. First day is being devoted to the Program Committee, composed of 20 delegates of Mutual stations from coast to coast.

Agenda for today's session follows:  
 10 a.m. 1.—Introductory remarks by MBS' president, Miller McClintock; 2. Open discussion of Mutual program structure, with comments suggestions and criticism, led by McClintock and (Continued on Page 7)

## OWI Radio Advisory Unit Meets Today In Capital

Washington Bureau, RADIO DAILY  
 Washington—The new OWI Radio Advisory Committee meets today for the first time in what is scheduled as a general discussion of industry problems so far as war information is concerned. These include methods of co-operation with the OWI Radio (Continued on Page 7)

# Noble Defines Blue's Plans In Communication To FCC

## Hold Up WMCA Petition Until Blue Sale Okay

Pending official okay by the FCC of the Blue Network sale to Edward G. Noble, a decision which is expected any day now, Nathan Straus, who is buying WMCA from Noble has not yet filed his application for the station with the Commission.

Since Noble is only relinquishing (Continued on Page 8)

## ICC Communications Chairman Named By Speaker Rayburn As Chairman Of Committee Probing FCC

## WLB Hears Objections To New AFM Contract

Present status of the electrical transcription companies before the WLB special panel in New York is that they have read the contract as signed by Decca Records and World Broadcasting System and "found it wanting." Series of executive sessions were held yesterday with the WLB and they will be continued today; (Continued on Page 3)

## Wants FCC To Investigate CBS News Room Policies

Washington Bureau, RADIO DAILY  
 Washington—Demand for a formal investigation of CBS news policies by the FCC is contained in a letter, received by FCC chief James L. Fly from Joseph Q. Riznik, onetime (Continued on Page 2)

## "Salute To Youth" Tenor Gets Contract With 'Met'

Donald Dame, 26-year-old American-born tenor with the NBC "Salute to Youth" program, has signed a contract with the Metropolitan Opera to sing lyric roles this coming season; (Continued on Page 2)

Washington Bureau, RADIO DAILY  
 Washington—Representative Clarence Lea, a California Democrat, was named yesterday by Speaker Sam Rayburn to succeed Rep. E. E. Cox, resigned, as chairman of the special committee investigating the FCC.

In announcing the appointment of Lea, Speaker Rayburn referred to him as "a man of splendid courage and great ability" and declared he was "possessed of a splendid judicial temperament and his fairness cannot be questioned."

Lea, a veteran of nine terms and (Continued on Page 7)

## Predicts Wide Usage Of Post-War Tele

Hollywood—Television's relationship to wartime problems, and to those after the peace is won, was discussed by Klaus Landsberg, television director of W6XYZ, Paramount Pictures' subsidiary, in a paper presented before the Radio-Television Seminar of the Writers' Congress in Los Angeles last week-end. Meetin (Continued on Page 2)

## Bergen Leads Ratings; Hope Running Close 2nd

Evening show ratings again find Charlie McCarthy (Edgar Bergen) leading in national ratings. Program sponsored by Standard Brands is (Continued on Page 3)

## Gridiron Expert

The field of sports in radio, heretofore regarded as exclusively a male domain, will be invaded by the distaff side, and in the field of football, at that! WMCA, in broadcasting the home games of Columbia University, has assigned Ruby Hunter, blonde in charge of recorded music, to act as spotter for Joe O'Brien and Don Phillips, who give the play-by-play.

Washington Bureau, RADIO DAILY  
 Washington—Individual determination of the worthiness of each time request, either sustaining or commercial, with the aim of presenting a rounded, balanced broadcast day, is the policy Edward J. Noble will follow with the Blue Network if its transfer to him is approved by the FCC. Each request will be met "with an open mind...and without arbitrary discriminations," Noble told the (Continued on Page 8)



# RADIO DAILY

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

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## FINANCIAL

(Monday, October 4)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Chg
Am. Tel. & Tel.	156 1/2	156 1/8	156 1/4	- 1/4
CBS A	23	23	23	- 1/8
CBS B	22 1/2	22 1/2	22 1/2	- 1/4
Crosley Corp.	19 1/4	18 3/4	18 3/4	- 1/2
Gen. Electric	38 1/2	37 3/8	38	- 1/2
Philco	23 1/2	23 1/2	23 1/2	- 3/8
RCA Common	10 1/4	10	10	- 1/4
RCA First Pfd.	71	70 1/2	71	- 1/4
Stewart-Warner	12 1/2	12 1/8	12 1/8	- 1/4
Westinghouse	96 3/4	95 5/8	96 5/8	- 5/8
Zenith Radio	33 1/2	33	33 1/2	+ 1/2

### OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	9 1/8	9 3/8
Strömberg-Carlson	10 3/4	11 3/4
WCAO (Baltimore)	20	23
WJR (Detroit)	27 1/2	...

## Wants FCC To Investigate CBS News Room Policies

(Continued from Page 1)

Columbia rewrite man in the New York news room. While no official confirmation was obtainable, it is believed that the letter contains the request for a probe because of Riznik's claim that a trial of the case in the press would not give the public, through its representatives, an official hearing. The letter, it is understood, asks the FCC to select a jury of news editors (rather than one of Columbia's choosing) to pass on Riznik's allegations of unwarranted blue penciling of CBS news scripts, copies of which are reported to be on file with the Commission.

### ANNOUNCER WANTED

Experienced — playing records and operating control board. Guaranteed minimum \$40.00 weekly. Write full information to E. A. ALBURY — WHBQ — Memphis 3, Tenn.

## WMGA To Carry Series: World-Wide Army Pickup

Washington Bureau, RADIO DAILY  
Washington—WMGA, Moultrie, Ga., will carry the World Series broadcasts, the FCC was notified late last week. At the same time, the FCC has the problem of deciding whether that station may be charged for technical services by WALB, Albany, which will feed the programs to the 250-watter.

### Soldier Listeners a Factor

WMGA, following up its original complaint last week, sent the FCC a wire quoting Col. L. H. Rodieck, commanding officer at Spence Field, Moultrie, who stated that he was "extremely disappointed" to hear that the station would not carry the series. Only two per cent of the receivers at the field can get any signal but that of WLGA during the day, he said, and "this means that the big majority of officers, cadets and enlisted men of this (base) will not be able to listen to the series." If arrangements could be made for WMGA to carry the series, he continued, it would "constitute a true public service."

Mutual wired the FCC last week that WMGA has been granted permission to carry the programs sustaining, with full Gillette commercials, WALB feeding.

### Washington Bureau, RADIO DAILY

Washington—Full series broadcasts will be shortwaved to American troops throughout the world, the war department announced yesterday. Five shortwave stations on the East and the West coasts will participate in the broadcasts, flashing play-by-play description of the baseball classic to Greenland, Iceland, England, North Africa, Sicily, Italy, Liberia, Egypt, Panama, Puerto Rico, Hawaii, The South Pacific Islands, Australia, India, China, The Aleutians, Canada and Alaska.

Commanders of overseas theaters and bases have been notified of the time of the broadcasts to their particular locality as well as the station broadcasting the games. The stations participating are WBOS of Boston, WKRX of New York City; KWIX and KWID, both of San Francisco, and KROJ, of Los Angeles.

Arrangements for the program were made by the Special Service Division, Army Service Forces.

### "True Story" Transcribed

Nationwide series of five-minute transcriptions over 100 stations is scheduled for "True Story" magazine, beginning Oct. 20. Raymond Spector Co., Inc., handles the account.

THIS LITTLE BUDGET WENT TO WORL BOSTON MASS.



## Predicts Wide Usage Of Post-War Tele

(Continued from Page 1)

was sponsored by the Hollywood Writers' Mobilization and the University of California.

Usefulness of the sound-and-sight medium was keynoted by the speaker as a means of public information and source of peacetime employment, not only to factory workers and technical men but also to every type of creative talent. Educational role of television was illustrated by its utilization for the training of civilian defense volunteers.

Importance of electronics was stressed. "Just as sound effects in radio are of more than secondary help to a show and their use cannot be left to the discretion of the engineers," declared Landsberg, "the proper use of electronics for visual effects must be familiar to the writer and producer of a television show."

Excessive lighting is no longer necessary, the speaker indicated, because camera tubes of new design will reduce required light to below that required for photography.

### Talent Problem Seen

Talent remains a difficulty, stressed Landsberg, because retakes are not possible. "The players must know their lines," he emphasized. "Informality is generally the right theme for a television show—performers may never forget that they are visiting people in their own homes."

Analysis of program types was broadened from home reception to include theater showings. Most promising method for screen-size theater projection, Landsberg reported, "is that using a superionic light valve as developed by the Scophony Corporation of America and that of using a high intensity cathode-ray tube combined with a Schmidt reflector optical system developed by the Radio Corporation of America." Color was revealed as a definite possibility, though not technically perfected for home use by the layman.

Relay broadcasting was denoted as the most important development. It was also stated that relay stations spaced at distances from 30 to 50 miles will be capable of transporting television broadcasts across the country, making a television network a possibility.

## Jelke Buys Spot Time

John F. Jelke Co. of Chicago, manufacturer of packaged food products, has placed 26-week contracts through Young & Rubicam, Inc., for announcements on 15-minute daytime participation programs in eight markets—Toledo, Pittsburgh, Philadelphia, Indianapolis, Cleveland, Baltimore, Detroit and Schenectady.

In addition, the Jelke Co. has bought 15-minute daytime programs in Kansas City, Mo., and Chicago.

# WDRC

CONNECTICUT'S PIONEER BROADCASTER

## BULL'S-EYE!

You supply the advertising. We'll give you the country's richest trading area—and the station to do the job! It's a bull's-eye, when you use WDRC in the Hartford Market! Basic CBS, Hartford.

Connect In Connecticut!



## COMING and GOING

KEN CHURCH, general manager of WKRC Cincinnati, has arrived from Ohio for conferences with the New York representatives of the station.

JAMES KANE, CBS, assistant to the director of press information, back from his vacation.

ELLIS DREW, owner, and NATHAN FRANK, commercial manager and sales promotion director of W.B.T., Roanoke Rapids, N. C., in Washington for talks at the offices of the Blue Network.

LEWIS ALLEN WEISS, vice-president and general manager of the Don Lee Broadcasting system, is en route to the West Coast following attendance at the meeting of Mutual executive committee.

FRANKLIN M. DOOLITTLE, president of WDRC, Hartford, Conn., is back at the home office after meeting with officials of the FMI in Washington, D. C.

WES MCKNIGHT, program director of CFRB, Columbia's outlet in Toronto, Ont., in town for talks at CBS headquarters.

WALTER KOESSLER, general manager of WROK, Peckford, Ill., plans to leave for home on Thursday.

ARCH SHAWD, vice-president and general manager of WFOL, Blue Network affiliate in Toledo, Ohio, is in New York. He is accompanied by MRS. SHAWD.

ROBERT A. JOLLY, president, and W. ENNIS SPAY, station and commercial manager of WMRC, Greenville, S. C., are spending the week in New York on station and network business, with side-trips scheduled at the Yankee Stadium.

## "Salute To Youth" Tenor Gets Contract With 'Met'

(Continued from Page 1)

Dame, native of Cleveland, graduate from the Juilliard School after attending Western Reserve University and has been heard with the New Opera Company, the Chautauqua Company and in recital at Town Hall.

## Maryland Wins!

Maryland was the first state in the Union to meet its 3rd War Loan Quota. A constant stream of hard-hitting messages on sponsored and sustaining programs on W-I-T-H was typical of the way Baltimore went all out on this drive.

# W-I-T-H



IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED



## ETLB Hears Objections To New AFM Contract

(Continued from Page 1)

known as yet when the public hearings will be resumed. Officially, A. Walter Socolow, attorney for the ET men merely stated while the transcription men realize they can resume recordings under certain conditions, they find many objections in the proposed AFM contract and are seeking, with aid of the Panel to obtain modifications before further moves. Officially, it is understood that the ET men are against signing the portion of the pact as agreed by Decca and World. In the first the ET men are not in favor of principle of direct payments to union; this is probably the most important drawback. Lack of an arbitration clause is another objection, no fixed wage scale being mentioned in the pact. Continued interference in the recordings by the musician will an additional objection. Language of the contract in the opinion of the ET men is a little vague in spots from a legal point of view and there is fear that the lack of a fixed wage scale permits any actual rise in scale the AFM may fit. Some protection against a strike for a certain minimum time is

## Sees Advertising's Role Vital In Post-War World

Boston—Advertising and selling can perform a leading role in assuring full production and employment in the post-war period, Robert M. Ganger, vice-president of Geyer, Cornell & Newell, Inc., said in addressing the first fall luncheon meeting of the Sales Managers Club at the Parker House.

"Our plant capacity will be fully developed and people will have high incomes and vast savings when the war ends," Ganger said. "It will be the task of manufacturers to create and supply consumer demand for their products as soon as it is possible so there will be a minimum of time-lag in shifting to a peacetime economy."

### To the Colors

Chicago—Lt. Comm. Will Eddy, former B & K television director, has been promoted to the rang of commander.

also thought desirable by the recording men.

On the basis of all the above objections, it its very definite that the rest of the ET and record men are not rushing to sign, unless some concessions are granted.

Executive sessions of the group will be resumed this morning at the offices and hearing rooms of the New York State Mediation Board. These are not open to the public.

## Book Publishers To Hold "Radio Clinic" This Month

Advertising and publicity executives of the book publishing industry will hold a "Radio Clinic" at the October meeting of the Publishers Ad Club with both sustaining and commercial aspects of broadcasting explored from the publishers' point of view. Adelaide Hawley, WABC femme commentator, will discuss "Authors as Radio Guest Personalities" while Albert Rice Leventhal, sales manager of Simon & Schuster, Inc. will speak on his firm's experiences with the use of radio as a sales medium. Meeting will be held at Town Hall, 123 W. 43rd Street, New York, on October 14 at 1 p.m.

### Stork News

Dallas, Tex.—Mac Weldon Jeffers, engineer of WFAA-KGKO, carried a pocketful of cigars for all and sundry recently in celebration of the birth of a son, his first. The baby has been named Mac Raymond Jeffers.

## Bergen Leads Rating; Hope Running 2nd

(Continued from Page 1)

closely followed by the returned Bob Hope for Pepsodent Co. This is Hope's first appearance on the ratings this season. In third place is "The Aldrich Family," for General Foods. Walter Winchell is in fourth place according to the Hooper "National" evening program ratings.

Others in the "First Fifteen" as reported by Hooper follow in order: Joan Davis—Jack Haley, Nat. Dairy Products; Lux Radio Theater, for Lever Bros.; Frank Morgan-Fanny Brice, for General Foods; Bing Crosby, Kraft Cheese; Screen Guild Players, Lady Esther; Mr. District Attorney, Bristol-Myers; Durante-Moore-Cugat, for R. J. Reynolds; Blondie, also R. J. Reynolds; Kay Kyser; Take It Or Leave It, Eversharp and Your Hit Parade, American Tobacco Co.

**WCKY**

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

L.B. Wilson  
C B S

**FIFTY GRAND IN POWER**



You could tie your four-in-hand in the dark just as easily as in front of your mirror because that simple action has become an ingrained habit.

Habit is an important factor in radio, too. For more than eighteen years, the people of this area have habitually turned to WTIC for the best in entertainment, the latest news, and the foremost educational features. That explains why so many advertisers use WTIC to sell this wealthy Southern New England Market.

Having heard a sales message, WTIC listeners have the buying power to

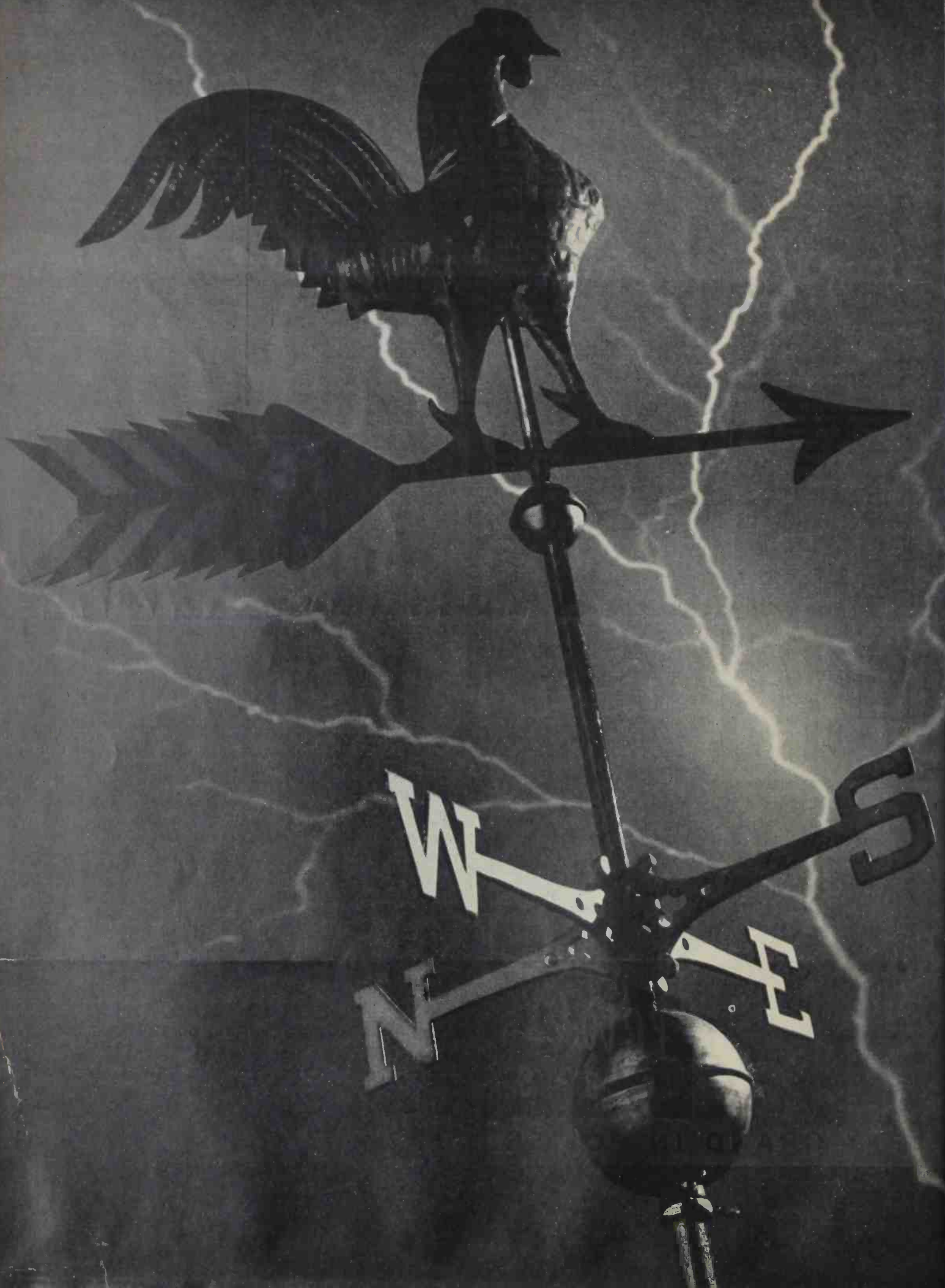
translate sales suggestion into sales action. In the seventeen counties in Connecticut, Massachusetts, New York, Vermont and New Hampshire covered by WTIC, the per family effective buying income is more than 50% greater than the average for the entire United States. Put part of your next appropriation to work on WTIC. Get into the habit of getting results in Southern New England.

IN SOUTHERN NEW ENGLAND  
PEOPLE ARE IN THE *Habit* OF LISTENING TO WTIC

**WTIC**  
50,000 WATTS

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET  
The Travelers Broadcasting Service Corporation  
Member of NBC and New England Regional Network  
Represented by WEED & COMPANY, New York, Boston,  
Chicago, Detroit, San Francisco and Hollywood







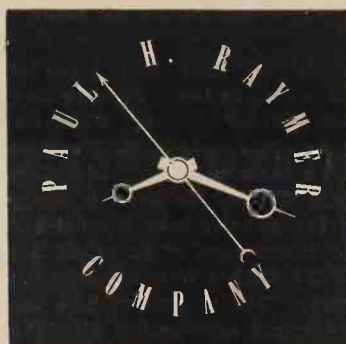


## ... at dawn it's history!

Few things move more swiftly and silently into the past than the weather. Everchanging days pass into even more variable nights. But at dawn it all becomes history.

Today's markets are fluid, different from those of last year or last month—yes, even those of twenty-four hours ago have, like the weather, altered.

Data becomes obsolete, but our finger is on the pulse of the nation's markets. Our statistics are the weather-vane of present spot radio trends. For you, this information is invaluable in planning your spot campaign.



**PAUL H. RAYMER COMPANY • RADIO STATION REPRESENTATIVES**  
NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO • LOS ANGELES



LOS ANGELES

By RALPH WILE

ANNABELLA signed by C. P. MacGregor to appear in a forthcoming Radio Theater broadcast. She will star in "The Peacock Screen," by Elizabeth Heisch and Barbara Berry. Our Passing Show: Carlton E. Morse, John Swallow, Ken Carpenter, Milt Samuel, Noel Corbett, Walter Bunker, Edward Barker, Buddy Twiss, John Masterson lunching at Lyman's. Conrad Binyon, 12-year-old "Butch" on Lionel Barrymore's "Mayor Of The Town" has been signed to a contract by the producers of the show. The young dramatic actor has been making a big hit on the Barrymore show.

Del Castillo, former program director and production manager for WEEL, Boston, has been signed to produce "Opportunity PDQ" young talent program, heard over KNX. Castillo, who came to Hollywood in March of this year, has been working at RKO as a writer.

Alan Lipscomb, writer on the Jimmy Durante-Garry Moore show, has written a book, "Fun-file For Children," in collaboration with Scott Corbett, now in the army, and it's to be published by Simon and Schuster.

Maestro Felix Mills of the Burns and Allen series, is also a composer, and his screwball composition, "Concerto For Index Finger," will be featured in M-G-M's "Two Sisters And A Sailor," played by La Allen.

The porker on that recent "Blondie" broadcast was so authentic, because it was portrayed by Mel Blanc, who voices "Porky The Pig" for the Leon Schlesinger animated cartoon comedies.

"Graflex Sees the War," a special exhibit of 64 war photographs taken by military and naval cameramen, was viewed by 10,248 persons during its eight-day display in the lobby of Columbia Square. The display was held in conjunction with the CBS war bond campaign in which KNX topped the network's nationwide drive with over \$14,000,000 in war bond pledges.

Janet Gaynor, hostess for "Hollywood Showcase," is getting a variety of fan mail. Just this week several letters arrived from Rio de Janeiro, Brazil and one from Glasgow, Scotland.

MAIN STREET OL' SCOOPS DAILY

A Reporter's Report Card. . . !

● ● ● GERTRUDE LAWRENCE: When screen star Walter Pidgeon appears opposite you on Thursday's 'Revlon Theater' you'll emote a scene from Noel Coward's "Private Lives" instead of Charlie Martin's original story "Double Furlough"..... Warner Bros. purchased the latter as an exclusive vehicle for Bette Davis..... ROY ROGERS: You have a date to guestar tomorrow on Uncle Don's WOR program..... just a reminder so that you won't forget those thousands of eager kids, during your hectic preparations for the Rodeo which opens same day at Madison Square Garden..... DOCTOR MORRIS FISHBEIN: You probably weren't aware of the fact that Joan Roberts, star of the sensational musical "Ok'ahoma," is a Nurse's Aide and is studying medicine..... we didn't know either until Martha Deane, the WOR listenable, tipped us..... SENATOR "HAPPY" CHANDLER: If you take time out from your duties tomorrow and tune in on Jack Carson's CBSouper-duper, you'll have the pleasure of hearing your daughter Mimi's national radio debut from Hollywood..... WINSTON CHURCHILL: If you haven't yet heard these gags about you by Bob Hope, you have a laugh coming..... among the best quips the Cleveland Comic told the overseas Yanks are: quote:—Churchill certainly travels; he's been to Casablanca more than Humphrey Bogart..... It's sure great being in England..... you know, that's the place Churchill visits when he leaves America, unquote:.....

★ ★ ★ JACK BENNY: We just wanted to let you know that we are aware of the hundreds of phone calls you have made and are making to Mothers of our Boys 'Over There'..... that is a promise you made and one which no doubt a great thrill in keeping..... DAVE ALBER: Ted Collins' daughter, Adelaide, is recuperating from an operation, performed at the Lenox Hill Hospital, yesterday afternoon..... ALICE CLEMENTS: We heard your five-year-old star Bobby Hookey sing a song titled, "Pd Like To Kiss Susie Again" over MBS..... the studio audience laughed so hard we could hardly hear all the lyrics..... EDWARD JOHNSON: Galli Campi, the operatic coloratura, guestrills October 14th on the Blue Net's "Thursday Concerts"..... first time on that network, though she's sung on all the other nets..... MIKE TODD: We caught Marjorie Knapp's performance last Friday on the "Full Speed Ahead," MBS show..... your little singing star of "Star And Garter" is as easy on the ears as on the eyes..... SAMMY KAYE: Just in case no one told you, your new vocalovely, Sally Stewart, hails from your own home town, Cleveland, Ohio..... VICK KNIGHT: Did you know that Dave Willock has been signed for an important role in the forthcoming Fox flicker, "Purple Heart"?..... and where's the info you promised to air mail?

★ ★ ★ HARRY LINK: If you help keep Wheeling, W. Va. on the map via a plug on the "Wheeling Steelmakers Program" theme song, which you published, the city fathers there will probably hand you the key to the city..... LON CLARK: The listener-response to the announcement of the formation of the "Chick Carter Inner Circle Club" is making producer Charlie Michelson a happy man..... HENRY MORGENTHAU, Jr: You probably know that Ralph Edwards' three performances of "Truth or Consequences" at Springfield, Mass., last Saturday, netted Uncle Sam \$27,984,000.00 in War Bond Sales but you may not have heard that Ralph doing a "single," bounced back into New England soil three days later and helped raise another \$123,000.00 at the Warner Theater in Waterbury, Conn..... MAX MARCIN: The second Columbia flicker, based on your radio program, "Crime Doctor," gets under way before the cameras this week..... JACK KEARNEY: Count Basie's lads will serenade Harlemites when he opens this week at the Apollo.

—Remember Pearl Harbor—

CHICAGO

By BILL IRVIN

PROF. JOHN T. FREDERICK began his seventh year as cond of the WBBM-originated "Of and Books" series with the broa of Saturday, Oct. 2, 12:30-1:00. Prof. Frederick took over the "N western University Bookshelf" years ago when it was broadcas a regional CBS hook-up. In 1938, the series was re-titled "Of and Books" and today it is h from coast-to-coast.

WMAQ's popular weekly feat "High School Studio Party," ret to the air for its sixth consec season Saturday morning, Oct. 9. Radio Council of the Chicago Pu Schools has issued an invitation talented students of all Chicago suburban high schools to try out the program. Students who have interesting hobby or personal exp ence to relate are also invited audition. Student writers are be urged to contribute five-minute re sketches. In addition to entert ment features the program also f ures news flashes from the school. William Walbaum, formerly WIND, has joined the WBBM contil ity department.

Lois Aeppli, secretary to Will Weddell, assistant sales manager the NBC Central Division, transfer to KOA, Denver as of Oct. 1.

Dale Shimp, who recently receiv a medical discharge from the Ar is the newest addition to the W engineering staff. Prior to joining service he was with station WHIP. the "Quiz Kids" recent bond to stopover in Richmond, Va., Har Fischman, student of American h tory, asked to see a copy of "T Richmond Wing." "Son," a report drowled, "That newspaper folded in 1870."

A new quarter-hour program at 91 time signal announcements are included in the new business categor at WMAQ this past week, it was announced by Oliver Morton, manag of Local and Spot Sales Departmen of NBC central Division.

Morgan Perron, magazine editor the NBC Central Division press d partment, was delayed a week in returning from her vacation at Este Park, Colo., after she dislocated her right elbow in a fall while mountai climbing.

SPECIALIST

SERVING ADV. AGENCIES & STATIONS

RADIO PRODUCERS PROGRAM DIRECTORS ANNOUNCERS SCRIPT WRITERS WRITERS OF "COM'LS" PROMOTION—PUBLICITY LICENSED OPERATORS TIME SALESMEN

FRANK McGRANN

POSITION SECURING BUREAU, INC. (Agency)

331 Madison Ave., New York, MU. 2-6494

BASCH Tested 5 minute TRANSCRIBED SHOWS "IT TAKES A WOMAN" 200 Dramatic Stories "FACT OR FANTASY" 92 Thrilling Episodes FRANCES SCOTT Narrator Write or wire for details Audition Records on Request RADIO PRODUCTIONS 17 E. 45th ST. NEW YORK



# Proposed Tax Jump May Affect Radio

# Speaker Rayburn Names Lea As Chairman For FCC Probe

# Mutual Conference Gets Under Way Today

(Continued from Page 1)

Treasury provide for a stiff increase in all brackets, with the greatest proportionately on those individuals earning between \$5,000 and \$10 per year. Corporation taxes would be raised from 40 to 50 per cent. Combined normal and surtax rates on all corporations netting over \$100,000, with the excess profits rate being at 90 per cent. Combined taxes for companies earning under \$100,000 are upped from 25-29 per cent to 33 per cent and from 53 to 69 per cent for those earning between \$100,000 and \$500,000. Total payments on income corporations, as proposed by the Treasury would amount to \$25,400,000,000.

**Expect Proposal Rejection**  
 One here expects to see the Treasury's proposals adopted. Republican members of Congress have already made it plain that they fear the proposed by Morgenthau's will remove the profit motive from both individuals and corporations, and are sure to fight the plan all along the line. Many Southern Democrats are sure to join with them, nor is there any assurance that any but the highest administration men will support their political lives by fervent championing of a bill such as this.

**Amusement Tax May Pass**  
 At the same time, it appears that the projected trebling of the admission tax rate has far greater chance of acceptance on Capitol Hill than any other items in the plan. Although the Treasury wants it especially, less public opposition to such a tax is looked for because of the war situation. Although the Treasury wants higher taxes, the public is aware that the war costs money, and is psychologically better prepared to pay a higher excise of amusements if it is on the income which must be used for the necessities of life.

Participating drastic revision of the rates of the items, the Treasury does not expect to obtain passage of the suggested admissions tax rates and higher rates on many other excise taxes. Cabaret taxes, are scheduled to jump from 10 to 30 per cent, with bowling and pool rates raised correspondingly. Amusement travel rates would jump from 10 to 25 per cent with communications rates rising somewhat less sharply. Long-distance telephone taxes are scheduled at 25 rather than 20 per cent. Domestic telegraph at 20 rather than 15 per cent, leased wires likewise and long distance telephone service at 15 rather than 10 per cent of the total bill.

## WOV Announces Sponsors

Two 52-week contracts, it was announced by WOV, New York independent, have been signed with Ivel, 100 Avenue Furrier. Beginning this week, Ivel is sponsoring songstress Dexter on Monday, Wednesday and Friday at 6:05 p.m. while news commentator Hans Jacob is scheduled Tuesday, Thursday and Saturday at 7:30 p.m. The place of sponsored 52-week shows

(Continued from Page 1)

chairman of Interstate and Foreign Commerce Committee, has been candidate of both the Republican and Democratic parties since 1936. His plans for the committee have not yet been formulated. "We want to conduct an investigation that will command the respect of the public," he said yesterday when informed of his selection to succeed Rep. Cox, Georgia Democrat, who resigned under fire last Thursday. Lea said also that he

sessions will be held. Lea has asked for time to study the record of the investigation thus far, so that his decisions regarding content, staff, and the direction of the inquiry are not to be expected for at least another week.

The new chairman is no friend of the FCC, judging from his remarks during the hearings before his committee last year on the Sanders Bill, but he is held by most observers to be fair. His stewardship of the investigation is expected to lend it far more dignity and authority than it has had thus far.

There was also in Washington yesterday a persistent rumor that the entire investigation would be transferred to the Interstate and Foreign Commerce Committee, of which Lea is chairman. This is the logical committee to conduct such a study. This could be done only by resolution that the Select Committee be abolished and that the inquiry be taken over by the Lea's standing committee. That such a resolution is being prepared was not known.

It is known, however, that the \$60,000 originally appropriated for the investigation is nearly used up and that a supplemental fund must be sought within the next six weeks. A resolution for shifting the job may be forthcoming at that time.

**Lea's Background**  
 Born in California July 11, 1874... attended Stanford and University of Denver... admitted to bar in 1898... served as district attorney, 1st Dist., Sonoma Co., California 1907-1917... was elected president California district attorney's association... married... in Congress since 65th session in 1917... nominated by both parties... has served nine consecutive terms... at present is chairman of the Interstate Commerce Committee handling all communications legislation in the House... has made several studies of FCC.

is not certain about the future makeup of the committee staff. "There may be a necessity for some readjustment," he said.

The new chairman was closeted briefly with Committee Counsel Eugene L. Garey, to discuss the immediate future of the inquiry. One result is that the several hearings scheduled for this week are called off with only a brief session Wednesday afternoon, at which time Garey will place in the record testimony taken in New York regarding Short Wave Research Inc. No witnesses will be called. There is no indication yet as to when future

## OWI Radio Advisory Unit Meets Today In Capital

(Continued from Page 1)

Bureau and other government agencies, as well as examination of the OWI news campaign setup as it now operates with the reduced budget provided by Congress last summer.

The committee includes Mark Woods, Blue Network president; Niles Trammell, NBC president; William S. Paley, CBS president; Miller McClintock, MBS president; Neville Miller, NAB president; Lewis Allen Weiss, Don Lee manager; Herb Pettey, WHN, New York; Leo Fitzpatrick, WJR, Detroit; Martin Campbell, WFAA, and WBAT, Dallas.

was also added last week: Pastene & Co., food manufacturers, took a 15-minute participation on Alan Courtney's nightly disk session, which was handled by Ausonia Advertising Agency. Graham Company's Redbow food products, through the Emil Mogul agency, placed a half-hour musical program, featuring Mina Cravi, Saturday at 6 p.m.

(Continued from Page 1)

Adolph Opfinger, director of programs; 3. Discussion by Lester Gottlieb, Mutual publicity chief, of publicity and program promotion; 4. Discussion by Opfinger of general news coverage, both overseas and domestic. 1 p.m.—Luncheon period.

2:30 p.m.—1. Talk on special events by Tom Slater; 2. Discussion of cooperative programs; 3. Discussion of the release of major programs in major markets; 4. Discussion on the responsibility of originating stations.

Sales and Merchandising Committee will convene tomorrow, while the Station Relations Committee will hold its meeting Thursday.

## Wallace To Speak

Vice-President Henry A. Wallace is to be heard Sunday, Oct. 10, on WABC-CBS, 3 p.m., during the intermission of the New York Philharmonic-Symphony program.

## Gracie Fields Returning

Fresh from her "command performances" before British and American soldiers and workers from the British Isles to the invasion posts in North Africa, Gracie Fields, England's beloved comedienne, will inaugurate her new five-time weekly "Victory Show" over the network of Mutual on Monday, Oct. 11, from 9:15-9:30 p.m., EWT.

Ed "Archie Gardner"  
 DUFFY'S TAVERN



Blue Network

Tuesdays



# Noble Letter To FCC Describes Blue Plans

(Continued from Page 1)

Commission in a letter received Saturday in Washington. This statement had been asked by FCC Chairman Fly during the hearing last month. It has been placed in the hearing record.

At no point in the letter did Noble depart from his determination that maintenance of a listening audience is of paramount importance, nor did he indicate any intention seriously to tip the scales on the matter of commercial time ratio. He did not mention the NAB code, nor did his letter make it plain that he intends to depart from the code. Nothing in the letter is of itself at variance with the code.

Complete text of the letter follows: At the adjourned hearing on September 20, 1943, regarding the proposed transfer of the ownership of The Blue Network, Inc. to American Broadcasting System, Inc., of which I am the sole stockholder, I was requested to submit to your Commission for inclusion in the record a written statement of general policy with respect to the sale of broadcasting time for other than the advertisement of commercial goods and services which would be put into effect in event of approval by the Commission and consummation of such transfer.

After careful consideration of the matter and with realization, which I am sure the Commission shares, of the difficulties and perplexities involved in actual practice and administration, I am prepared to say that my policy, stated in general terms, will be in refrain from adopting any restrictions which will automatically rule out certain types of programs on the basis of the identity or personality of the individual, corporation or organization sponsoring or offering them. I propose to meet each request for time with an open mind and to consider such request strictly on their individual merits and without arbitrary discriminations. More particularly, I think that the operation of a national network should follow a policy whereby all classes and groups shall have their requests, either for sponsored or sustaining time, seriously considered and network time determined in accordance with true democratic principles and with the aim of presenting a well-rounded and balanced broadcast service in the best interests of the public and of the network.

With regard to the sale of time in

# COAST-TO-COAST

**LYNCHBURG, VA.**—Dorothy Foster, of Bloomfield, N. J., has been added to the secretarial and announcing staff of WLVA. She is a newcomer to radio, and is being trained by Claude Taylor, production manager. One of her first assignments is WLVA's new "Top O' The Morning," which she is conducting with Charles Ledingham. Program is sponsored by the local office of the Seaboard Finance Corp.... Recent Third War Loan speech by Cedric Foster, MBS commentator, at Randolph-Macon College was aired by WLVA... Texas Jim Robertson is scheduled for an air show on WLVA when he makes his appearance in Lynchburg with a western stage review on October 26.

**LINCOLN, NEBR.**—Earl Williams, manager of KFAB, has announced the appointment of William E. MacDonald as farm editor. MacDonald has been with KFAB for two years, and previously was associated with WJAB, Norfolk, Nebr., KGBX, Springfield, Mo. and KFEO, St. Joseph, Mo. He revealed that KFAB's farm department will be known as "Your Neighbor," and will be expanded to provide even closer cooperation with all agricultural agencies in the Lincoln area.

**ST. LOUIS, MO.**—George Reeves, formerly with WAKR, Akron, Ohio, has joined the staff of KWK as an announcer. Reeves' previous experience is mainly in the field of sports-casting, including play-by-play baseball for Socony Vacuum over WSIX, Nashville, and other outlets.

addition to the sustaining time already provided for the discussion of controversial issues, consideration will be given to the use of a limited amount of time for this purpose insofar as consonant with the maintenance of listener audience and interest and thereby of the usefulness of the network as a medium of public discussion.

At the above hearing I was also asked to advise regarding instances in which station WMCA has sold time to organizations other than business organizations, and in that connection wish to advise that time has been sold by that station to the following non-business organizations: Gospel Broadcasting Assn., Los Angeles, Calif; Young Peoples' Church of the Air, Philadelphia, Pa.; Lutheran Laymen's League, St. Louis, Mo.; First Baptist Church, New York City; Sunday Morning Meditations, New York City; St. Christopher's Inn, Graymoor, N. Y.; Society of Jewish Science, New York City; Unity School of Christianity, Kansas City and Political parties during campaigns.

In this connection I may add that station WMCA under my direction has recently accepted from the Greater New York Industrial Union Council of the CIO one-minute "spot announcements" under its sponsorship urging voters to register for the Fall elections.

**YANKTON, S. D.**—George B. German, WNAX inquiring farm reporter, has been doing more than mere talking to alleviate the farm labor shortage. It all started when a Dekalb Hybrid (sponsor) dealer in one community discovered that farmers were so short-handed that they were unable to take time out for German, who visits five farms weekly and makes transcriptions for future broadcasts. Not to be daunted, the dealer went out to each farm and worked one day in order to speed up farm production enough to enable German visit the farmer. German not to be outdone, pitched in himself x half-day on each farm, aiding the farmers and getting his broadcast material.

**TROY, N. Y.**—Freddie Miller, WTRY "Timekeeper," has recently acquired so many additional sponsors that his air time has been increased to almost two solid hours, interrupted at two periods to allow for two commercial newscasts.

**MILWAUKEE, WISC.**—Smith Brothers Fisheries, of Port Washington, Wisconsin have taken their first try at radio with a one-year contract for spot announcements over WTMJ. Spots will be placed on "Top of the Morning," record show "What's New," Nancy Grey's women's commentary show, and "Heinie and his Grenadiers," variety program.

# Sir Thomas Speaks About Canadian Ra

Vancouver, B. C.—Sir Thomas Beecham conducted the Vancouver Symphony Orchestra Sunday, a characteristic interview during the Canadian Broadcasting Corporation was "not only the worst" broadcasting system in the world but the reputation of being the worst. Thomas asserted the CBC was "weak and spineless" and blamed it what he said was a constant mention of Canadian musical talent the United States.

He had a good word, however, for Canadian music but cautioned it not good enough to regard music something that is to be heard on records or kept in library shelves. Beethoven, Wagner, Tchaikovsky, Bach wrote their music to be played in concert halls."

# Hold Up WMCA Petition Until Blue Sale Ok

(Continued from Page 1)

WMCA because of buying certain Blue outlets, particularly WJZ in New York, an adverse decision by the FCC would mean Noble might not want to go through with the WMCA sale. Noble decided however that the Blue sale would be okayed shortly and Straus immediately file his petition with the FCC.



## for STILLE & DUHLMEIER CO.

Stille & Duhlmeier, established 1877, is one of Cincinnati's leading furniture stores... Location is away from retail shopping district—advertises to get customers to make the trip by free taxi.

The Company tried other local stations... now uses only WSAI... which it has used for eight years. Again, experience proves WSAI is the wisest buy among local Cincinnati stations.



5000 WATTS

DAY AND NIGHT



BASIC BLUE NETWORK STA.

Nat'l Reps. SPOT SALES, INC. New York, Chicago, San Francisco

1943 BIRTHDAYS

17	18	19	20	21	27	23
15	25	26	27	28	29	30

Oct. 5

James S. Appell J. W. Bixler, Jr.  
Bob Byron Clare Davison  
A. A. Klinger



# Mutual's Speed-Up Plans

## Radio Advisory Comm. For OWI-Trade Co-Op

Washington Bureau, RADIO DAILY  
 Washington — Consideration of means to effect closer co-operation between the industry and government was the main topic of yesterday's meeting of the OWI Radio Advisory Committee—the first since its formation last August. Main point raised by the eight broadcasters on hand was the need for strengthening the OWI clearance authority on government messages, with the committee asking that all material on future campaigns and drives be

*(Continued on Page 8)*

## Caplan Heads The CBC Production Department

Rupert Caplan, producer for Canadian Broadcasting Corporation in Montreal has been named to the newly-created post of supervisor of production for the whole of Canada. Caplan is now in Toronto, having recently returned from trip to Chicago, where he made arrangements for the CBC radio campaign in connection with the Fifth Victory loan, which begins today with a special pro-

*(Continued on Page 2)*

## Gracie Fields Returns; Program Starts Oct. 18

Gracie Fields, English comedienne returning to the United States from 10 weeks tour of entertaining seremen abroad, arrived in New York yesterday. Plans for the opening of her new "Victory Show," however, have been postponed from October to October 18. The show will originate

*(Continued on Page 2)*

**Gracious**

When Nadine Conner, Metropolitan Opera singer and star of the NBC "Salute to Youth" program, heard that Donald Dame, 26-year-old member of her supporting Good-year chorus, had been signed to a Met contract, she canceled out her own solo and invited him to sing a duet with her on the next show. Miss Conner, herself, made quite a hit last season at the "Met."

**"Freedom To Listen"**

James L. Fly, speaking over CBS last night, enlarged on his "Freedom to Listen" theme of his talk before the Boston Advertising Club last week. He gave chapter and verse regarding severe punishment visited upon citizens in Axis Countries who tune in verboten broadcasts or who fail to listen to tirades which dictators order them to hear.

## Thrower To Navy; Leaves Blue Net

Fred M. Thrower, Jr., vice-president in charge of sales of the Blue Network, has been commissioned a lieutenant in the United States Naval Reserve, and has been granted a military leave of absence by the Blue. He will report for active duty in November.

Taking over the sales executive duties of Thrower will be C. P. Jaeger who has been appointed network sales manager by Edgar Kobak,

*(Continued on Page 2)*

## Seven New Spot Accts. Among WABC's New Biz

Seven new campaigns and one intensified advertising schedule are announced for WABC by Arthur Hull Hayes, general manager of the CBS New York outlet. These campaigns are in addition to those announced previously when the station reached an all-time high July record for future

*(Continued on Page 8)*

# Radio's 3rd War Bond Drive Most Successful Campaign

## James Fly Will Speak At First REC Meeting

James L. Fly, chairman of the Federal Communications Commission, will be guest speaker at the first meeting of the Radio Executives Club, which takes place tomorrow in the Gothic Room of the Hotel Shelton, New York, at 12:30 p.m.

Guests of honor at the initial ses-

*(Continued on Page 2)*

## Will Change Daytime Sked For Faster Programming, Also Develop Talent And Outlets Via Web 'Subsidy'

## Another Company Okays ET Contract

First deviation in the ranks of the transcription companies who are petitioners before the War Labor Board panel hearing the dispute between the AFM and the ET and recording men was Empire Broadcasting Corp. which yesterday signified that it was signing with the musicians union. Empire which produces transcribed commercial programs was on the verge of

*(Continued on Page 6)*

## House Committee Cool To Treasury Tax Bill

Washington Bureau, RADIO DAILY  
 Washington—Rejection of the entire tax plan of the Treasury Department seemed likely last night as a result of the frigid reception accorded the suggestions of Mr. Morgenthau's office

*(Continued on Page 7)*

## War Booms Radio Adv. In San Francisco Area

San Francisco—Radio advertising in the San Francisco Bay area has increased approximately 700 per cent since Pearl Harbor, according to John W. Elwood, general manager of KPO-

*(Continued on Page 2)*

Plans to speed up daytime schedules, develop local talent via pickups from affiliated outlets and expansion of world-wide news coverage were among the highlights of yesterday's meeting of Mutual's program, sales, merchandising and station service committee holding the first session since the inception of the group last summer. Miller McClintock, president of MBS, presided at the gathering which was held at the Waldorf-Astoria Hotel.

At least one additional comprehensive

*(Continued on Page 6)*

## New Appointments Announced At CBS

Two research and promotion posts were filled by CBS' Radio Sales, one being Charles Smith appointed Supervisor of Research for Radio Sales and Columbia owned stations effective Oct. 11, according to Howard Meighan, Eastern Sales Manager, of the Radio Sales Dept.

Second post is filled by Dick Dorrance, who joined CBS as Director of

*(Continued on Page 2)*

## Texas Co. Renews Opera Broadcasts On Blue Net

Texas company has renewed sponsorship of the Metropolitan Opera performances on the Blue Network for the fourth consecutive year and

*(Continued on Page 2)*

**From the Shoulder**

On the Vox Pop program Monday night over CBS, Parks Johnson was interviewing a midwest farmer who despite not feeling any too well managed to raise considerable in the way of produce to feed both civilian and the army. "And" asked Johnson, "what are you going to raise next year?" Answered the farmer: "If I don't get more help, I'm going to raise hell!"





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

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**FINANCIAL**

(Tuesday, October 5)

**NEW YORK STOCK EXCHANGE**

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	156 1/4	156	156 1/8	— 1/8
CBS A	22 1/4	22 1/4	22 1/4	— 1/4
Gen. Electric	38 3/8	37 1/2	37 3/8	— 1/8
Philco	23 3/8	23 3/8	23 3/8	— 1/8
RCA Common	10	9 7/8	9 7/8	— 1/8
RCA First Pfd.	71	70 1/2	70 1/2	— 1/2
Stewart-Warner	12	12 1/8	12 1/8	— 1/8
Westinghouse	96	96	96	— 5/8
Zenith Radio	33 1/8	33	33	— 1/2

	Bid	Asked
Farnsworth Tel. & Rad.	9 1/4	9 1/2
Stromberg-Carlson	10 3/4	11 3/4
WCAO (Baltimore)	20	23
WJR (Detroit)	27 1/2	29 1/2

**OVER THE COUNTER**

**War Booms Radio Adv. In San Francisco Area**

(Continued from Page 1)

NBC here. Credit for the gain goes to enlarged payrolls due to shipbuilding, higher farm prices, and increased listening population, now estimated as between 350,000 and 500,000, Elwood said. KPO is doing its best business in history, he declared and finding for the first time that retail downtown stores are anxious to participate in air advertising. The only other time retail stores gave radio a real try was three years ago, when five were on KFRC, Don Lee station. KPO at present has six—W & J Sloane, Emporium, Owl Drug Stores (chain), West Coast Auto Supply (wallpaper), Consolidated Millinery (for retail outlets), and Capwell-Sullivan-Furth (Oakland). Contracts are signed with another large department store and the local outlet of a large mail-order chain, shows scheduled to start next month.

Other new KPO business includes a 52-week contract with "42 Products Inc." for station breaks plugging hair oil, a 13-week deal with Standard Brands Inc. for one-minute transcribed announcements for Stams and renewal of a 52-week contract with Golden State Co. for transcribed announcements to advertise Golden-V Milk.

**Throrer To Navy: Leaves Blue Net**

(Continued from Page 1)

executive vice-president. Announcement will be made later concerning the position of commercial program manager which Jaeger now holds.

Another appointment announced yesterday is that of Walter C. Tupper to the post of assistant to Alexander D. Nichol, controller of the Blue. Tupper has been in the controller's department of NBC for the past 16 years.

**Texas Co. Renews Opera Broadcasts On Blue Net**

(Continued from Page 1)

will pick up the first Saturday matinee of the opera on November 27. The entire series of 20 Saturday matinee performances will be aired direct from the stage of the opera house with Milton J. Cross again acting as announcer and commentator. Buchanan and company handles the Texas account.

**Caplan Heads The CBC Production Department**

(Continued from Page 1)

gram featuring Walter Pidgeon, Canadian born screen actor and Jessica Dragonette, American singing star of radio. The duties of the new post of production supervisor have not yet been announced but it is expected that Caplan will work in advisory capacity with producers in all the Canadian broadcasting centres, examining new methods of production and presentation employed in other countries, introducing them to CBC networks and generally being concerned with the standards of Canadian radio.

Caplan, Montreal-born radio producer for the CBC was long associated with local drama, professional and amateur before becoming interested in radio work 12 years ago. He received his early theater training in New York, worked with the famous Provincetown Theater, and first became interested in radio production when he worked with Tyrone Guthrie, noted British director who came to this country in 1931 to produce the Romance of Canada series for the CBC. Since then he has become one of the leading figures in Canadian radio.

**New Appointments Announced At CBS**

(Continued from Page 1)

Promotion Service for CBS-owned outlets and named to the post by Paul Hollister, vice-president in charge of advertising and sales promotion.

Smith is currently CBS assistant director of research and joined CBS in March 1939 as a research assistant. In 1941 he was named chief of the Surveys Division and in 1942 was appointed to his present post. He was formerly with WQXR, New York and also with Crossley, Inc. for four years. In the new post, Smith succeeds George Mateyo, who left the network.

Dorrance most recently was special assistant to Palmer Hoyt, director of the domestic branch of the OWI. He will be responsible for the promotion service for stations owned by CBS, for its regional networks and Radio Sales, the spot sales division of the network. Prior to his affiliation with the OWI, Dorrance was with the FMBI, with the Broadcasters Victory Council and before that with WOR, New York. At CBS, Dorrance succeeds Jerome Sill, recently resigned.

**COMING and GOING**

HOWARD W. THORNLEY, president, and FRANK CROOK, treasurer, co-owners of WFCL, Blue Network outlet in Providence, R. I., are spending a few days in New York.

VIRGINIA WADE RYDER, program manager of WCED, DuBois, Pa., has returned to the home offices following a visit here during which she attended the BMI meetings and made final arrangements at CBS for WCED's joining the network on Oct. 10.

HARRY H. HOESSLY, sales manager of WHKC, Columbus, is in town from Ohio for conferences with the New York representatives of the station.

GRACIE FIELDS, who starts her new show over Mutual shortly, arrived in town yesterday, having made the trans-Atlantic trip by bomber.

CHARLES BARHAM, president and station manager of WCHV, Charlottesville, Va., is in New York on station and network business.

EDGAR T. BELL, secretary-treasurer of WKY, Oklahoma City, Okla., a caller yesterday at the offices of the station reps.

PATRICK J. MONTAGUE, general manager of WHYN, Holyoke, returns tonight to his Massachusetts headquarters after having been in town since the early part of the week.

EILIEEN DEVNEY, who has been assistant in production for the Morris B. Sachs Amateur Hour over WENR, Chicago, is leaving for Venezuela to take a position as private secretary to her uncle, Dr. Frank P. Corrigan, United States Ambassador to Venezuela.

NORMAN LIVINGSTON, WOR assistant director of programs, has returned from a visit to Chicago.

DEWEY LONG, general manager of WELI, New Haven, Conn., in town yesterday on business. The station is a Blue affiliate.

KAY KYSER and the members of his program entourage are at the Naval Operating Base, San Pedro, Cal., from which point they will broadcast tonight's "College of Musical Knowledge" over NBC.

JOHNNY OLSON, conductor of WTMJ's "Rumpus Room" in Milwaukee, to New York for a look-around this week.

**James Fly Will Speak At First REC Meeting**

(Continued from Page 1)

sion will include William Paley, president of CBS; Mark Woods, Blue Network chief; Frank Mullen, NBC vice-president and general manager; Alfred J. McCosker, president of WOR; Theodore Streibert, executive vice-president of Mutual, and Ira Hirschmann, president of the Metropolitan Television Corp.

**Gracie Fields Returns; Program Starts Oct. 18**

(Continued from Page 1)

ate over KHJ and Mutual from Hollywood and will be heard Mondays through Fridays from 9:15 to 9:30 p.m., EWT, with Pall Mall cigarettes as sponsor.

1480 Kilocycles Full Time Operation

**WHOM**

FOR BETTER THAN AVERAGE RESULTS

Joseph Lang, Gen. Mgr.

New York Studios: 29 West 57th Street, New York City

**197 In The Know . . .**

During the first 9 months of this year, 197 local companies used Station W-I-T-H . . . putting this station head and shoulders above the others as the preferred medium of market-wise merchants.

Get quick sales action in Baltimore with W-I-T-H!

**W-I-T-H**

**IN BALTIMORE**

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

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

**WSAY**

ROCHESTER N. Y.





## A Bullet . . . and the Cleveland Market

A bullet? The Cleveland market? What have they got to do with each other? Simply this . . .

The American people know that today a bullet is essential . . . or back we might go to bows and arrows.

And American businessmen know that advertising in the *right market is essential*—particularly today . . . or back they might go to the commercial Stone Age.

Cleveland is one of these *right markets* . . . and WTAM is the *essential* station in that market. For WTAM is the most listened-to station in the Cleveland market—listened to *ten times more* in urban counties than any combination of stations in the area. And, in the area itself, em-

ployment is up 33%, business has increased by 42%, and 92% of the people own radio sets.

### WTAM—CLEVELAND

One of Eleven Essential Stations  
in Eleven Essential Markets

Represented by NBC Spot Sales

WTAM is one of eleven essential stations in eleven essential markets. Here's why they are *essential* to you:

1. They broadcast to 55% of the radio homes in the U. S.

2. They are in markets whose buying power is 34.2% higher than the country's average.

Essential? Yes, indeed. These eleven stations are as essential to American business for its sales—both now and in the postwar period—as a bullet is to the defense of America.

And WTAM, Cleveland, will score a *direct hit* every time!

#### WTAM—CLEVELAND

WEAF—New York	KPO—San Francisco
KYW—Philadelphia	WGY—Schenectady
WRC—Washington	WBZ—Boston-Springfield
KOA—Denver	WOWO-WGL—Fort Wayne
WMAQ—Chicago	KDKA—Pittsburgh



## NBC SPOT SALES

A SERVICE OF THE RADIO CORPORATION OF AMERICA





# Baltimore's "Parade of Stars" . . .

In advertising as in entertainment you will find the foremost local and national "stars" represented in this WBAL schedule.

With the many excellent announcement campaigns, the list represents the greatest "Who's Who" of local and national business it has ever been the privilege of WBAL to serve.

All because, to a greater extent than ever before, advertisers know "the brands that sell—are those advertised on WBAL."

**NATIONALLY REPRESENTED BY EDWARD PETRY & CO., INC.**

A. M.	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	A. M.	
5:30	Star Parade	GITTIN' UP TIME WITH HAPPY JOHNNY - - - - - (Participating)						5:30	
		DeKALB HYBRID CORN SEED - - - - - 6:15 to 6:30 A. M.							
6:30		AROUND THE BREAKFAST TABLE WITH BOB ELLIS - - - - - (Participating)						6:30	
8:00	REV. H. B. RITTENHOUSE	ESSO NEWS REPORTER 7:30 to 7:35 A.M., AUNT JEMIMA, Thur., Fri. and Sat. 7:45 to 7:50 A.M. MANO SWARTZ "Stories Behind the Headlines" 8:00 to 8:15 A. M. GROVES NEWS 7:00 to 7:05 A.M. and 8:45 to 8:50 A.M.							
9:00	News							9:00	
9:15	Commando Mary	EVERYTHING GOES - - - - - NBC Sustaining						9:15	
9:30	The Melody's The Thing	SWEETHEART SOAP Galen Fromme	McKESSON & ROBBINS Galen Fromme—News	SWEETHEART SOAP Galen Fromme	McKESSON & ROBBINS Galen Fromme—News	SWEETHEART SOAP Galen Fromme	McKESSON & ROBBINS Galen Fromme—News	9:30	
9:45		MOLLIE MARTIN - - - - - (Participating)						Gif-Ted Club	9:45
10:00	RED CROSS That They Might Live	BAB-O-CLEANSER - - - - - Lora Lawton				Camp Wheeler		10:00	
10:15		ROYAL BAKING POWDER - - - - - The Open Door				NBC Quartet		10:15	
10:30	News and SUNDAY ROUNDUP (Participating)	OLD DUTCH CLEANSER - - - - - Helpmate				SPAULDING Babe Ruth		10:30	
10:45		N B C FEATURE - - - - - Music Room				Family Hour		10:45	
11:00	GOSPEL TABERNACLE Rev. G. E. Lowman	DUZ - - - - - Road of Life				Saturday Showdown		11:00	
11:15		CRISCO - - - - - Vic and Sade						11:15	
11:30		P. & G. SOAP - - - - - Snow Village				Musical Maneuvers		11:30	
11:45		BAB-O-CLEANSER - - - - - David Harum						11:45	
12:00 Noon	ESSO MARKETERS - - - - - News Reporter						Noon 12:00		
12:05	Behind the News	FOUR WAY Behind the News	PETER PAUL Behind the News	FOUR WAY Behind the News	PETER PAUL Behind the News	FOUR WAY Behind the News	PETER PAUL Behind the News	12:05	
12:15	AUMAN & WERKMEISTER Man and His Music	MUSICAL EXPRESS - - - - - Participating					FUL-O-PEP Man on The Farm	12:15	
		GROVES—Golden Gate Quartet 12:25 to 12:30 P. M.						12:30	
12:30	MEADOWRIDGE Blue Horizons	MIRTH AND MADNESS - - - - - NBC Sustaining						12:30	
12:45	RANGER JOE Ranch							MIRTH AND MADNESS	12:45
1:00	DR. N. F. SPECTOR Health and Harmony	NEWS and BEHIND THE NEWS - - - - - (Participating)				NEWS POST Jungle Jim		1:00	
1:15		BOB ELLIS PRESENTS - - - - - (Participating)				Melodies		1:15	
1:30	Senator Tydings	BALTIMORE NEWS POST - - - - - Alexander Gifford				NEWS POST Front Page Drama		1:30	
1:45	LISTEN MOTORISTS STAY OUT OF COURT	WHEATIES - - - - - Guiding Light				War News		1:45	
2:00	GEN'L. FOODS Those We Love	KITCHEN TESTED FLOUR - - - - - Lonely Women				Football		2:00	
2:15		CHEERIOATS - - - - - Light of the World						2:15	
2:30	WESTINGHOUSE John Charles Thomas	SOFT-AS-SILK - - - - - Hymns of All Churches						2:30	
2:45								2:45	



N.	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	P. M.
00	CANDY COUNCIL Rationing	IVORY - - - - - Woman of America					Football	3:00
15	SHEAFFER PEN Upton Close	OXYDOL - - - - - Ma Perkins						3:15
30	This is the Army Hour	CAMAY - - - - - Pepper Young's Family					Football	3:30
45		WHITE NAPHTHA - - - - - Right to Happiness						3:45
00		HALEY'S M-O - - - - - Back Stage Wife					Football	4:00
15		DR. LYONS - - - - - Stella Dallas						4:15
30	SCHLEISNER CO.	PHILLIP'S CREAM - - - - - Lorenzo Jones					Football	4:30
45	Woman of the Week	PHILLIPS MILK OF MAGNESIA - - - - - Young Widder Brown						4:45
00	GENERAL MOTORS Symphony Orchestra	DIAMOND CRYSTAL SALT - - - - - When a Girl Marries					Glory	5:00
15		POST BRAN FLAKES - - - - - Portia Faces Life					CALVARY HOUR	5:15
30		BENEFAX - - - - - Just Plain Bill					Rev. Wm. Detweiler	5:30
45		FREEZONE - - - - - Front Page Farrell					SCHUTTER CANDY Curt Massey	5:45
00	CATHOLIC HOUR	ESSO MARKETERS - - - - - News Reporter						6:00
05		NATIONAL BREWING CO. - - - - - National Sports Parade						6:05
15		AROUND THE DINNER TABLE - - - - - (Participating)						6:15
30	ESSO NEWS GROVES Behind the News	MANO SWARTZ "Songs of Romance" 6:40 P. M.						6:30
45	MANO SWARTZ Galen Fromme	SUN OIL - - - - - Lowell Thomas					ARUNDEL News	6:45
00	JELLO Jack Benny	CHESTERFIELD CIGARETTES - - - - - Fred Waring					For This We Fight	7:00
30		ALKA SELTZER - - - - - Newsroom of The Air						7:30
00	FITCH SHAMPOO Band Wagon	PARKAY Great Gildersleeve	GOODYEAR Salute to Youth	BALTO. SALVAGE CO. Nights H. V. Kallenborn	LEVER BROS. Bob Burns	FREE STATE Hands Across Sea H. V. Kallenborn	BROMO SELTZER Ellery Queen	8:00
30	CHASE AND SANBORN Charlie McCarthy	DU PONT Cavalcade of America	PHILIP MORRIS Johnny Presents	WOODBURY Mr. and Mrs. North	MAXWELL HOUSE Coffee Time	CITIES SERVICE Concert	DRENE Abie's Irish Rose	8:30
00	ROYAL DESSERT One Man's Family	FIRESTONE Voice of Firestone	TUMS Horace Heidt	RALEIGH Hildegard	JELLO Aldrich Family	LUCKY STRIKE All Time Hit Parade	IVORY Truth or Consequences	9:00
30	DR. LYONS Manhattan Merry Go Round	TELEPHONE HOUR	MOLLE Mystery Theatre	IPANA SAL HEPATICA Eddie Cantor	KRAFT CHEESE Bing Crosby	PHILLIPS MILK OF MAGNESIA Waltz Time	ALKA SELTZER National Barn Dance	9:30
00	BAYER ASPIRIN American Album of Familiar Music	VICKS Dr. I. Q.	JOHNSON FLOOR WAX Fibber McGee	VITALIS Mr. District Attorney	SEALTEST Joan Davis	BUGLER TOBACCO People Are Funny	COLGATE Can You Top This?	10:00
30	GENERAL ELECTRIC Hour of Charm	CARNATION MILK Contented Hour	PEPSODENT Bob Hope	LUCKY STRIKE CIGARETTES Kay Kyser	CAMELS Abbott & Costello	SWAN SOAP Amos and Andy	COLGATE Million Dollar Band	10:30
00	LORILLARD Bob Crosby	H. J. HEINZ Information Please	RALEIGH TOBACCO Red Skelton		TIME MAGAZINE March of Time	COLGATE Bill Stern WM. TUERKE Soldiers of Press	PRINCE ALBERT Grand Ol' Opry	11:00
05	EMBROS WINE War News	ESSO MARKETERS - - - - - News Reporter						11:05
15	THE OPEN BIBLE	NATIONAL BREWING CO. - - - - - National Sports Parade					Link Aviation	11:20
00		HAMILTON BAPTIST CHURCH - - - - - The Open Bible					FIRST CHURCH OF NAZARENE	11:35
30 AM	ALL NITE STAR PARADE - - - - - 7 Nights Weekly						11:45	
	NAT'L. BREWING CO. - - - - - News on the Hour			BULOVA - - - - - Time Signals On the Hour			to 5:30 AM	



## MBS' Speed-Up Plans; Aid To Local Talent

(Continued from Page 1)

sive roundup of news from all parts of the world will be scheduled during the morning hours at an hour considered best suited for the news. Mutual will also seek out the "character" of different parts of the country and bring them before listeners.

Of prime importance is considered the move to build up local station sustaining shows and bring the strongest of them to the network on regular schedules. Toward this end Mutual will also help to develop local talent and will program such shows in a manner planned to give it a buildup. Network will lend its utmost co-operation along these lines and both the buildup of the local outlet and the talent will be worked out more or less in harmony.

Other points were taken up but the above items were set down as definitely on the future agenda of the network's plans.

### Stand On Sports

In connection with the broadcasting of sports and special events of national importance, Tom Slater, director of special features for Mutual yesterday told the meeting that the network will henceforth refuse to air triple-network broadcasts of such big events, but may not mind one other network doing the same show. An example, Slater said, was that MBS alone would air the clash between two unbeaten teams, Army and Temple, this Saturday. On three other webs there will be the game between Michigan and Notre Dame.

Slater said in part: "The choice of the Mutual network not to duplicate games with other networks is in the light of a public service to the radio audience, which is being forced to listen to one game by such conflicting schedules of the networks."

Second session of the Mutual Affiliates' Advisory Committees, being held today at the Waldorf-Astoria, is devoted to the Sales and Merchandising Committee. Program will begin at 10 a.m. this morning with an opening address by Robert A. Schmid, director of promotion and research for Mutual. Talk will be followed by a report on sales and merchandising, presented by MBS' president, Miller McClintock, after which Ed Wood, Mutual sales manager, will speak.

The afternoon period will be devoted to an open discussion on: 1. rate card; 2. sales of shows; 3. audience promotion; 4. daytime re-broadcast plan; 5. station leads; 6. station and network research. Schmid will lead the discussion, with Peter Zaphir and Hal Coulter, of Mutual's New York promotion department, participating, as well as the delegates.

### ANNOUNCER WANTED

Experienced — playing records and operating control board. Guaranteed minimum \$40.00 weekly. Write full information to E. A. ALBURY — WHBQ — Memphis 3, Tenn.



### Notes From A Ringside Seat . . . !

● ● ● Seems to us Henny Youngman, Kate Smith Hour comic, would do well, were he to remember the classic line in Owen Wister's "The Virginian" . . . . . to wit:—"When you say that, smile" . . . . . we're referring, of course, to the threats of mayhem to his person, by aroused jitterbug-followers of Frank Sinatra, who seem resentful of Henny's 'Sinatra Routine' at the Capitol Theater. . . . . The routine is a 'howl' and we say since the 'great swooner' can take it, his fans certainly should. . . . . After Lena Horne, completes her role in "Two Sisters And A Sailor" (her seventh film in less than a year), she heads East for p.a.'s . . . . . Jerry Lester, comedian, heard over CBS, will be the lead in Vinton Freedley's forthcoming musical, "Blind Date" . . . . . Phil Spitalny's "Hour of Charm" celebrates its seventh consecutive year on the NBChannel for General Electric Sunday. . . . . Ork Pilot Erskine Hawkins, whose dad was killed in action in World War I, has been turned down by Army physicians . . . . . perforated ear drum. . . . . Barry Wood, who has been renewed for another 19 weeks as vocalist- emcee of the "Million Dollar Band" program, will guestrill, Friday on the "Army Air Forces" MBSalute. . . . . Bobby Sherwood's new vocalovely is the Indianapolis 'tenable,' Gale Landis.

★ ★ ★ Lieutenant Emil Velasco, U. S. N., who before joining the colors was nationally famous as composer-conductor, is in Gotham, to supervise the synchronization of an original score for the Navy Department's forthcoming production based on the activities of the WAVES. . . . . Felix Knight, returns in November, from a six month entertainment tour of the South Pacific battle area. . . . . Mose Gumble, genial head of the Warner Bros. Standard Music, heads for the coast next week. . . . . Joe Rines and his Blue Network Band, opens at Loew's State tomorrow. . . . . Jackson (Cisco Kid) Beck, who is also the narrator of the "Man Behind the Gun" socko, has been added to the "Hop Harrigan" program. . . . . "Joe (Ted DeCorcia) and Mabel" (Ann Thomas) will be heard on the Kate CBSmith program, October 15. . . . . might be added as a regular weekly feature. . . . . Everett "Brag" Bragdon, of NBC press staff, one of the town's most popular 'news hawks,' out ill for the past week. . . . . Elizabeth Beeson, formerly with 20th Century-Fox, has joined the Don Lee network's writing staff. . . . . Mary Little, Des Moines Register Radio Editor, in town this week for a look-see, will be guest armchair detective on "Ellery Queen" "whodunit" Saturday. . . . . Ed (Steve Wilson) Pawley will also try to name the killer of 'Elias Marnier.'

★ ★ ★ At the Governor's suite in the Hotel Roosevelt, Jay Iostyn, was personally congratulated by Governor Dewey on his "Mr. District Attorney" program. . . . . The Governor's "Gang-busting" activities of a few years ago, inspired the program. . . . . Walt Framer, writer-producer of the "Ladies Be Seated" program, starring Ed East and Polly, has bowed out as the scripter of the "Black Hood," MBSHOW. . . . . If it's true that Benny Goodman's annual take is \$750,000, B. G. can answer to the title of "the Payed Piper of Broadway" . . . . . Harry Wismer, Blue Sportscaster, in from Detroit for the World Series. . . . . not at the mike at this show. . . . . just a cash customer. . . . . Now that Chucho Martinez has started as the singing star of the Gertrude Lawrence program, he'll drop cafe engagements when he winds up a four-month run at the La Conga, Saturday. . . . . A low bow to Natalie Purvin Prager, producer of the "Game Parade" program, who brings her own talent, scripts, etc. each Tuesday nite to the Long Beach (L. I.) USO where she stages 'Miniature Broadway Revues' . . . . . Nadine Conner, Metropolitan Opera star, heard on the NBClassic "Salute To Youth," made her first public appearance at the age of eight. . . . . as a dancer. . . . . Jim Boles, CBS starts a new running part in "Amanda of Honeymoon Hill" today.

★ ★ ★  
Remember Pearl Harbor

## Another Company Okays ET Cont

(Continued from Page 1)

signing two weeks ago but de not to until the contract between AFM and World had been scrutinized.

Owner of Empire is Mrs. Gertrude Kelleher (widow of the late owner) and in her case as with all ET making straight commercial, which can be controlled as to there is no additional fee beyond musician scale.

Apart from the Empire break in ranks, the remaining five transactions companies plus RCA Victor Columbia Recording Co. are waiting on the WLB panel and seeking obtain concessions from the commission as signed by Decca and World Broadcasting System. Executive sessions between the ET petitioners and panel, were again in progress yesterday and are expected to continue tomorrow unless there are last minute changes which would resume the public hearings.

"Substantial progress" was reported by the ET men as a result of the executive sessions with the WLB panel and the AFM. The ET men stated in these columns yesterday seeking concessions from the panel, signed by Decca and World, and effect of the present sessions is more or less mediation.

Thus to date, four companies have accepted the new AFM contract. Among other items, provides for direct payments to the union over and above the wage scale. Four firms are Decca Records, the only phonograph firm now making disks; World, World Studios and Empire.

### "King Arthur's Court," New Show on WBBM-CH

Chicago—WBBM is reviving "Court of King Arthur," famed song and story, for a CBS network series titled "King's Arthur Court in 1943," which makes its bow today (11:05 p.m.) the fantastic program will have Guy Wallace, the ye goode King Arthur, and Cesar Petrillo and his orchestra, singing stars, Danny O'Neil, Barbara Mars and the King's Jesters as the radio melody makers. Al Morey is producing and Michael Connor is handling the scripting. "King Arthur's Court" replaces "Forty Chicagoans."

### SPECIALIST

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RADIO PRODUCERS  
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WRITERS OF "COM'LS"  
PROMOTION—PUBLICITY  
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TIME SALESMEN

FRANK McGRANN

POSITION SECURING BUREAU, INC.  
(Agency)

331 Madison Ave., New York, MU. 2-6494



Washington Front

ington:  
 TLT brewing among newsmen because of a leak in the FCC has enabled one publication to come up with several good which were kept in strict as far as all competition is ed. The objection, of course, is out the lucky reporter who's getting the breaks, but rather th such a leak in existence the sion has apparently done g either to plug it (which would hult) nor to give competing ers a shot at stuff it knows will ough. . . . The departure of Nat om the Hollywood office of the Radio Bureau has occasioned of headshaking. The shaking mean that the Hollywood stu- anticipating widespread com- l television after the war, in- o control the appearance of ontract players rather rigidly.



Brown's recent statement ning his resignation from eated quite a stir here, with opinion supporting the com- or. The free speech question ly seems to be the one cardinal radio today. CBS, by the way, rged with forcing Brown out e he was the last of their com- ors who might have been an e supporter for the administra- 1944—which, lest we forget, is ction year. Who, us? All we report what we hear. . . . Talk- out CBS, there's a lot of talk egarding the removal of Charles gwood from the Italian theater. gwood is now in London, hav- en replaced by John Daly. As it, the rumor that Collingwood dered out by the State Depart- because he was too friendly e French Committee just isn't not an illogical assumption, but ue story seems to be that Daly arry Butcher, CBS vice presi- ow serving as aide to General ow, work better together than gwood and Butcher. Which is egitimate reason.



have you heard of Ed Noble's remark during the Blue gs recently? Discussing the of advertising, etc., Noble, who his fortune as head of the Life Co., explained a point this "Everybody knows that Life aren't worth a nickel. It's the ge and the advertising that puts over."

CHARLES SCHENCK

Producer  
 Director — Script Doctor  
 Daytime Nighttime  
 Free Lance time available  
 Phone BAyside 9-1077

Radio's 3rd War Bond Drive Most Successful Campaign

(Continued from Page 1)

War Finance Committee, commented. "Radio certainly co-operated wonderfully in the United Nations Night show."

In addition to the use of daily plugs on sustaining and commercial shows, Bond Day and regular Treasury material, stations made every effort to schedule special shows and events of high quality as frequently as possible, as well as various outside promotional stunts, such as troupes of

*Columbia's key station, WABC, obtained \$85,044,750 in War Bond pledges during the Third War Loan Drive which ended Saturday night, October 2. For 24 days, the station maintained a 24-hour telephone service for listeners desiring to purchase bonds. Hundreds of stars of radio, stage and screen acted as salesmen.*

performers touring the boroughs and neighboring vicinities attending bond rallies and staging their own.

WEAF's main effort in the line of individual shows was its "Battle of New York," which it held at the beginning and end of the drive. The two and three-quarter hour show originated in all five boroughs of New York, featuring the theme "I Have Sold a Bond—Have You?" and including extensive promotion involving lapel tags with the slogan and tieups with chain drug stores in all boroughs. Additionally, WEAF enlisted the active participation of its own personnel in the drive, not only through broadcasting but through appeals for program and promotion ideas and slogans. War bonds were awarded for the best ones, which were heard during station breaks throughout the campaign. One of the winning slogans making use of the station's call letters—"War Effort Always First"—will be used for the duration.

Newspaper Role Vital

New York newspapers played an important role in WABC's drive. Nearly 100 N. Y. columnists and feature writers made appearances over the air from the WABC studios and from night clubs and introduced prominent personalities as their guests. Night club broadcasts were part of a series aired nightly over WABC from various cafes and clubs in which radio and stage stars, as well as columnists, acted as auctioneers. One of WABC's special feature programs entitled "Command Performance" was offered for honorary sponsorship to any company buying a substantial amount of bonds. Among those accepting the offer were U. S. Rubber; Shell Oil; Melville Shoe Corp., and Association of Savings Banks of New York State.

Special WJZ promotion was the sponsorship of the premiere of "Ice-capedes," in which all seats in Madison Square Garden were sold for bonds. Series of six 15-minute programs starring Jane Cowl were writ-

ten for the drive, each presenting the life story of an American who had been wounded in action and is now recuperating in he U. S. Aired over WJZ-Blue, the shows ended with a plea from each man whose story had been told in a pick-up from the hospital.

Indies Also Active

Beside many special features, including a matinee at the Victory Square Tent with bond and stamp admission fee, WOR claims the distinction of having originated the idea of a radio station devoting an entire day to be known officially as "Bond Day."

Independent stations were as enterprising as network outlets in promoting the Third War Loan. In addition to shows of general appeal, stations catering to particular types of listeners built a large part of their campaigns to reach those audiences—foreign language outlets, such as WOV and WBNX, concentrated on various groups with outstanding results, and WQXR and WLIB directed their appeals in part to New York music lovers, staging contests and talks, as well as special broadcasts by commentators, other staff members and outside personalities. WQXR took advantage of the news of the Italian surrender to auction off a framed copy of the AP flash and bulletin announcing the capitulation.

Giveaways Popular

One of the most successful sales methods on the independents was the offer of tickets, records and other items for a bond purchase. WNEW in particular made use of this means on many of its programs, with offers of personal visits from performers as well as tickets to theaters, and night clubs, nylon stockings, etc., resulting in one entertainer traveling to Milford, Pa. to sing in the home of a bond buyer.

WMCA installed lines into Victory Square for the duration of the drive to carry special shows originating from that point. Biggest promotion on WHN was bond rally put on at the Victory Tent by Dick Gilbert, tickets for which were sold for bonds over the air and through several stores in different neighborhoods.

New York's broadcasting industry played an important role in the campaign, amassing an impressive sum for the Treasury Department. Figures are not being released by most stations, however, as radio's effort is considered cooperative, not competitive.

Joins CBS Legal Dept.

Sutherland G. Taylor has joined the Legal Department of CBS, Julius Brauner, General Attorney for the network, announced yesterday. For the past year and a half Taylor has been a member of the firm Breed, Abbott & Morgan, of New York City, with which he specialized in tax work.

AGENCIES

ADVERTISING FEDERATION OF AMERICA board of directors has approved the appointment made by the Federation's president, Joe M. Dawson, of the following War Advertising Committee: chairman, Willard D. Egolf, Washington, D. C.; vice-chairman, Gardner Cowles, Jr., Des Moines, Iowa; vice-chairman (representing the International Affiliation of Sales and Advertising Clubs) Eric Zimmerman, Greensburg, Pa.; members: Robert Fuller, Springfield, Massachusetts; Robert Dundas, Houston, Texas; George C. McNutt, Peoria, Illinois; Paul A. Kelly, Columbus, Ohio; Sally Woodward, Minneapolis, Minn.; Forbes McKay, Birmingham, Alabama, and Paul H. Bolton, War Effort Films, Washington, D. C.

DURKEE FAMOUS FOODS, INC., division of the Glidden Company, has appointed Duane Jones Company to place the advertising for its Soya Bits and Soyarrich Flour. Radio will be among the media used in a test campaign scheduled to start this month in five key cities.

GENERAL MILLS, through Blackett-Sample-Hummert, is planning a New England campaign for Gold Medal Flour. Radio thus far has not been included.

JEROME F. SEEHOF, has joined Sherman K. Ellis Company in an executive capacity. He formerly was director of copy, art and radio for H. W. Kastor & Sons, Chicago.

House Committee Cool To Treasury Tax Bill

(Continued from Page 1)

by the House Ways and Means Committee. General feeling was that the proposed bill would be too hard on most taxpayers, with the personal and corporation taxes getting the harshest criticism. There was little discussion of the details of the bill.

**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.



# Radio Advisory Comm. For OWI-Trade Co-Op

(Continued from Page 1)  
cleared and co-ordinated through the OWI Radio Bureau.

This request sprang mainly from dissatisfaction with the methods used in recent weeks by the Treasury, which has frequently by-passed OWI and gone directly to network officials and embarrassed them into offering aid, it was declared.

There were no prepared speeches, although OWI Director Elmer Davis stopped in briefly, and Domestic Director Palmer Hoyt was on hand for most of the meeting. The OWI setup was carefully reviewed, with some suggestions regarding bureau functions being made.

The committee also commended OWI for "The recent improvement and expansion of its activities in facilitating the release of war news" and recommended a "continuation and expansion of such material" because broadcasters are aware, they said, of the desire of "the listeners of America for all of the war news, whether it is good or bad, that it be released to them factually at the earliest possible moment that the exigencies of military and naval strategy will permit."

NBC President Niles Trammell was represented by General Manager Frank Mullen, the MBS head, Miller McClintock was unable to attend. MBS was represented, however, by Lewis Allen Weiss of the Don Lee network. Other members of the committee were present, including Mark Woods, president of the Blue Network; the CBS head, William S. Paley; NAB President Neville Miller, Leo Fitzpatrick, WJR, Detroit; Martin Campbell, WFAA, and WBAT, Dallas, and Herbert Petey, WHN, New York.

## Thomas Newscasts On Coast

Series of 15-minute news broadcasts by Lowell Thomas under Standard Oil of California sponsorship is announced for 13 Pacific Coast stations of the Blue Network, beginning Nov. 1, Monday through Friday, at 9:30 p.m., PWT. Newscasts, originating in New York, have been placed for 52 weeks through BBD&O's Los Angeles office.

## Stork News

Birmingham, Ala.—Clint Blakley, announcer at WAPI, announces the arrival of an eight-pound daughter, Stella Sue Blakley.

1	9	4	3
17	18	19	20
21	22	23	24
25	26	27	28
29	30		

October 6

Tom Carson                      Reo Fletcher  
Cork O'Keefe                  Charles Pearson  
Richard H. Roffman

# COAST-TO-COAST

**BOSTON, MASS.**—Marion Bowles has joined WEEI as secretary to Guy Cunningham, sales promotion director. . . . Mary C. O'Malley is the new editor of WEEI's "Food Fair" magazine. . . . Olga M. Noranjo has joined WEEI as secretary in the sales department, while Janet Lee Foster has been added to traffic as assistant to Alice Santti, manager of the department. . . . Bill Elliot, WEEI's singing cop, has inaugurated a series of thrice-weekly shows titled "Bill Elliot—American." Aired Monday, Wednesday and Friday from 7:20 to 7:30 a.m., EWT, programs including songs written for and about America.

**VINCENNES, IND.**—Plans are being completed for a series of broadcasts over WAOV to herald the local premiere of "This Is The Army." Outlet will air descriptions of an hour long military parade of units from various local camps, and interviews with different military personalities along with a broadcast of an all-soldier stage production which will precede the showing of the picture.

**NEW YORK, N. Y.**—With the close of the regular baseball season WHN's afternoon period has been taken over at 3 p.m., EWT, by the "Connie Desmond Bandstand," a two-hour variety recorded musical. Show will include a 15-minute spot dedicated to an orchestra that is no longer in existence due to the fact that its leader is in the Armed Services. . . . Following the "Desmond Bandstand," station is introducing Freddie Robbins' "Swing Class," a recorded show designed for jitterbugs. Robbins is a newcomer to New York, having formerly produced his "Swing" show over WITH, Baltimore, Md.

**TRAIL, B. C.**—At CJAT they have hit upon an effective way to minimize careless little errors in announcing and production. Transmitter engineers record each law on a graph. Each week this graph is posted in the studios. Since its inception there has been a steady improvement in the day to day run and on some occasions 48 hours of broadcasting has gone by without a single error of any kind.

**SYRACUSE, N. Y.**—Paul Thomas Lane, WAGE announcer, died after an illness of only two days at University Hospital. Death was caused by pneumonia. Lane, who was 28, is survived by his wife and one child.

**SALT LAKE CITY, UTAH**—Glen E. Harris, formerly with KMBC, Kansas City, is the newest addition to the announcing staff at KDYL. He is replacing Charlie Buck, who has left for the coast. . . . The new and enlarged promotion and publicity department of KDYL has been moved into KDYL Radio Playhouse in order to accommodate increased personnel and heavier plans for the future.

**GARY, IND.**—Al Tyler, formerly with outlets in Worcester, Massachusetts, and Ashland, Kentucky, has joined the sales staff of WIND.

**CINCINNATI, OHIO**—WLW has inaugurated a new series of shows titled "We Must Be Vigilant," which is to be a regular Saturday feature from 10:30 to 11:30 a.m., CWT. New series incorporates material formerly heard on the WLW shows "Black Market," "Aunt Mary" and "Your Health," all of which have been presenting facts pertinent especially to the war effort. . . . Harold Ettlinger of the Chicago "Sun" is to be WLW's World Front Guest Observer on three broadcasts next week-end. Ettlinger is the author of one of the latest war books, "The Axis On the Air."

**PHILADELPHIA, PA.**—Harry Reinhard, former sports writer with the "Philadelphia Record," has been appointed news room editor of WCAU. Reinhard, who suffered a crushed knee in the Army, just received his CDD. . . . Mrs. David Beattie, radio chairman of the Pennsylvania Federation of Women's Clubs, has begun her sixth year of club comment on WCAU every other Saturday at 9 a.m. . . . Johnny Warrington's 16-piece WCAU orchestra has lost four more men to the draft. Army has taken eight men from the band in the last year.

**SAN ANTONIO, TEXAS**—Liberty Mills will sponsor airings of the "Women's Page of the Air" over WOAI. Programs start on October 19 and will be heard each Tuesday, Thursday and Saturday from 9:30 to 9:45 a.m. Jane Rawley is the commentator. . . . Cy Baker is the newest addition to the news staff at WOAI, reporting the news daily at 7 a.m., 8 a.m. and 12 noon. . . . New to the WOAI announcing corps is Bill Watson, who was formerly with KWKH, Shreveport, La.

**SAN FRANCISCO, CAL.**—An hour and a half continuous program over three stations, with a half-hour on each, has been undertaken by the Weinstein Department Stores, local chain, each Sunday morning. Entire piece is titled "Melody Parade," with first two stanzas signing off with admonition to tune to "another station" for continuance. First half-hour over KFRC is conducted by Cy Trobber. Second chapter is heard on KGO, with Dick Tate and Bob Greene offering supplementary narrative. Third portion comes from KQW, featuring a recorded "Sunday Musicals." Shows were placed direct.

**ALBANY, N. Y.**—Last Spring John G. Myers Department Store set up a special radio booth to collect for war Bonds pledged to Forrest Willis for his morning hour musical clock for the store on WOKO. On September 29 the company reported \$1,115,000 had been actually purchased at the booth by people mentioning the program. . . . Gren Rand, WABY ballcaster and educational director, rounds out his vacation by sitting in at the New York games of the World Series for his outlet. Rand has handled play-by-play accounts of the Eastern League games over WABY for the last six years.

# Seven New Spots For WABC's News

(Continued from Page 1)  
Fall bookings. The campaign The Maryland Pharmaceuti for Rem Cough Syrup, has st five-minute campaign, from 8:20 a.m., EWT on Monday, W day and Friday. Title of the p is "Music for Today," and the Katz Company is the agency. the client's fifth campaign on having made its debut on the in 1939.

The Ralston Purina Co., in of its breakfast cereals, will s on Tuesday and Friday "Quincy and the News" over WABC, fro to 6:15 p.m., EWT October 5, starting date, business placed th Gardner Advertising Co.

Dog Food on "Godfrey" Spratt's Patent (America) Li its dog foods, has purchased par tions in the "Arthur Go program, effective Septembe The client continues to particip Tuesday, Thursday and Sat from 6:30 to 7:45 a.m., EWT. Spratt's second campaign on the tion. The agency is Paris and

The Musterole Company, st Oct. 5, will sponsor "Musical C Calls" from 4:40 to 4:45 p.m., on Tuesday and Thursday, fr Musterole. The client also partic in WABC's "Woman's Page o Air" from 8:45 to 9:00 a.m., EW Monday, Wednesday and Frida will continue this schedule along its new campaign. Erwin, Wase Company, Inc. is the agency.

Seck & Kade, Inc. has signe the 4:40 to 4:45 p.m., EWT peri Monday, Wednesday and Fr effective October 4, for its tussin Cough Medicine. The pro will be called "Pertussin Si Neighbor," thru Erwin, Wasey.

**RKO Plugging Film**  
The Piso Co., on Oct. 19, will participations in the "Arthur frey" program from 6:30 to 7:45 EWT on Tuesday, Thursday Saturday. This is the client's campaign on WABC, and it will vertise its Piso Cough Syrup, th Lake-Spiro-Shurman, Inc.

RKO Radio Pictures will adv its forthcoming motion picture, hind the Rising Sun" on two W programs. On Oct. 9, the client participate in the "Arthur Godf program from 6:30 to 7:45 a.m., and from Oct. 11 to Oct. 15 will vertise Monday through Friday "Personally, It's Off the Record" 4:30 to 4:40 p.m., EWT. This is ninth picture RKO has advertise WABC and Foote, Cone & Beldin the agency.

Through BBD&O, Penick and E Ltd. Inc. has increased its sched on WABC as of October 2. The cl currently advertises its My-T-E desserts on the "Odd Side of News" on Saturday from 8:20 to 8 a.m., EWT, and also participates "Arthur Godfrey" from 6:30 to 7 a.m., EWT Monday through Frid Penick and Ford adds Saturday to latter schedule, also continuing "Odd Side of the News" campaign





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 25, NO. 5

N. Y., THURSDAY, OCTOBER 7, 1943

TEN CENTS

## Tele Networks Forecast

### Challenges Fly's Right To Immunity

Washington Bureau, RADIO DAILY  
Washington—Challenging the right of FCC Chairman Fly and Budget Bureau Director Harold E. Smith to withhold information from Congress, Rep. Robert F. Jones, Ohio Republican, has demanded the release of the Budget Bureau from the executive office of the President. A bill to this effect was introduced last month, and Jones has spoken of the matter several times, in each case citing the refusal of Fly and Smith to testify as an affront to Congress.

This week Jones called upon the  
*(Continued on Page 6)*

### AFRA-ET Code Group Reporting Progress

Another conference was held yesterday between AFRA and signatories of its Transcription Code for the purpose of arriving at a higher scale for the ETs and putting it on a par with that of live shows. Both agency and radio representatives were in attendance. The difference sought by AFRA is about \$5 additional per list on a 15-minute program.

Progress is reported by AFRA and  
*(Continued on Page 2)*

### Swift & Co. Renews Blue "Breakfast Club"

Chicago—Swift & Co., through J. Walter Thompson, has renewed for two weeks over the complete Blue Network its 9:30-9:45 period, Tuesdays through Saturdays, of Don Neill and the Breakfast Club, effective Nov. 2.

### Busman's Holiday

Salt Lake City—Unable to go anywhere on his vacation, due to gas restrictions, Nephi Sorenson, KDYL engineer, decided to do his bit to help out citizens in the Salt Lake area who were unable to obtain the services of radio repair men. During his "rest" period, Sorenson made repairs on over 200 radio sets, and didn't charge a cent!

### Starlet

Fourteen-year-old Marion Lovelidge becomes one of the youngest stars in radio to headline her own program when she takes over the NBC Sunday juvenile program (11:45 a.m., EWT) this week. Marion, known as "The Betsy Ross Girl," is a singer of patriotic songs.

### WOR Accounts Up 18% As Against Last Year

An 18 per cent increase in accounts on WOR during the first six months of 1943 as compared to the same period in 1942 reveals a total of 253 advertisers now using the station's facilities as against 215 a year ago. This current figure is 20 per cent ahead of 1941 and 69 per cent better than 1940.

Breakdown indicates foodstuffs leading the clients again as it had during the past few years, with drugs  
*(Continued on Page 7)*

### Fla. Court Clears Ascap Of Price-Fixing Charge

The Florida Supreme Court, in a sweeping decision, has upheld a lower court opinion that Ascap is not a price-fixing combination operating illegally in restraint of trade in the State of Florida and is therefore not prohibited from doing business within the state. The effect of this decision is to recognize the fact that the operations of Ascap are such that the recent  
*(Continued on Page 2)*

## Topflight Radio Men Needed For OWI Overseas Service

### War Workers Eligible For Blue Net Contract

Any worker employed in a war industry is eligible to compete for final honors and win a Blue Network radio contract by entering the "Swing Shift Frolics" radio show contest being broadcast every Saturday from 1:00 to 1:30 p.m. over WJZ and the coast-to-coast Blue Network, it was announced  
*(Continued on Page 2)*

### Engineer Of RCA Envisions Television Extending From Atlantic To Pacific By Developing New Relay Outlets

### Sales Angles Muddled By Mutual Committee

Second of the three-day meeting by Mutual of its affiliate committees took place yesterday with the Sales and Merchandising group holding discussions and hearing talks by President Miller McClintock; Ed Wood, MBS sales manager; Robert Schmid, director of promotion and research and Peter Zanphir and Hal Coulter of the network's New York promotion  
*(Continued on Page 6)*

### Lea May Transfer Probe To The IFC Committee

Washington Bureau, RADIO DAILY  
Washington—Clarence F. Lea, new chairman of the House Committee investigating the FCC, is thinking seriously of transferring the inquiry to the Interstate and Foreign Com-  
*(Continued on Page 7)*

### WNEW World News Show As Dumont Tele Fare

Dumont tele in association with WNEW will experiment Wed. Oct. 13 with the radio program "Around the World in 30 Minutes." In televising  
*(Continued on Page 2)*

Envisioning nation-wide television networks made possible by automatic relay stations and other new developments, Ralph R. Beal, research director of RCA Laboratories, in an interview released yesterday, spoke optimistically about post-war television developments.

Development of a radically new form of "lighthouse" radio relay station by RCA will make relaying of television programs a relatively simple matter, according to Mr. Beal. He envisages that unattended relay  
*(Continued on Page 7)*

### 1400 Invited To NAB Retail Trade Show

Washington Bureau, RADIO DAILY  
Washington—Over 1,400 invitations for the unveiling of the NAB retail promotion plan will go out today, it was learned here yesterday. Original plan called for an audience of about 1,000 in the Presidential suite of Washington's Hotel Statler, October 12, but interest in the plan has been so great that the lists have  
*(Continued on Page 2)*

### New Squibb Show On CBS Is 'To Your Good Health'

The new program, sponsored by E. R. Squibb and Sons over the full CBS network of 117 stations Mondays, Wednesdays and Fridays, 6:15 to 6:30  
*(Continued on Page 2)*

### Scoop

According to delayed dispatches, Farnsworth Fowle, CBS' "World Today" correspondent, and several newspapermen accompanying the 5th Army in Italy, "captured" a town a half hour before British 5th Army patrols arrived. Fowle and others were in two jeeps as they reached the town first. Then they waited discreetly for patrols to arrive and wipe out remaining Nazis.

Meeting with the press in the office of Louis G. Cowan, chief of the radio  
*(Continued on Page 5)*





Vol. 25, No. 5 Thurs., Oct. 7, 1943 Price 10 Cts.

JOHN W. ALICOATE : : : : : Publisher
FRANK BURKE : : : : : Editor
MARVIN KIRSCH : : : : : Business Manager

Published daily, except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Merser...

FINANCIAL (Wednesday, October 6)

Table with columns: NEW YORK STOCK EXCHANGE, Bid, Asked. Lists various stocks like Am. Tel. & Tel., CBS A, etc.

20 Years Ago Today New radio receiver announced by A. H. Grebe & Co., with "walnut cabinet that has compartments for all necessary batteries"...

Fla. Court Clears Ascap Of Price-Fixing Charge

(Continued from Page 1) decision of the United States Supreme Court is not applicable at this time. Decision was in the action of a Florida tavern which had entered into a contract with Ascap on January 18, 1943...

ANNOUNCER WANTED Experienced — playing records and operating control board. Guaranteed minimum \$40.00 weekly. Write full information to E. A. ALBURY — WHBQ — Memphis 3, Tenn.

WNEW World News Show As Dumont Tele Fare

(Continued from Page 1) the program which will be picked up from WNEW where it is a weekly news feature, Dumont's W2XWV will seek to cue and create visual bridges in a manner not heretofore worked out.

Tele production staff plans to operate a spinning Globe Voice and the announcer's face will come in with the introduction and then fade in montage over the "globe." Then commentator Sam Cuff will take up the announcer's place and the theme will be followed out by other global aspects for the visual audience including singing Anzacs training in New York as well as a documentary newsreel featuring Chiang Kai-Shek, etc.

Both WNEW and Dumont warn that it is only an experiment and they hope it works.

1,400 Invited To NAB's Retail Show "Unveiling"

(Continued from Page 1) had to be expanded. The suite seats 1,100, and there seems to be little doubt that every seat will be occupied. The list already includes, in addition to broadcasters, Canadian radio leaders, leading retail businessmen from all over the nation...

AFRA-ET Code Group Reporting Progress

(Continued from Page 1) the next meeting is scheduled Wednesday and probably also Thursday of next week at AFRA's offices. Present contract between the signatories and AFRA terminates Oct. 31, 1943.

Harry Von Tilzer Victor In Oldtime-Song Action

Injunctions against Jerry Vogel Music Co., Inc. have been granted by Federal Judge William Bondy in the Southern District Court of New York as a result of the suit brought by Harry Von Tilzer, and his music publishing house to restrain the Vogel Co. from infringing on the plaintiff's songs.

Case is considered of importance to the music publishing industry for its effects on relationships among authors, composers and conflicting assignees when a co-author, his widow or estate assigns rights to a competing publisher. Louis Nizer counsel for Von Tilzer, was assisted by expert testimony from Louis Bernstein and tunesmith Irving Caesar, former president of the Music Protective Association.

War Workers Eligible For Blue Net Contract

(Continued from Page 1) nounced yesterday by George Scheck and Lou Dahlman, producers of the radio show.

To facilitate the selection of applicants, a series of auditions is now being held weekly in some of the Skouras Theaters located in the New York Metropolitan area, it was revealed by William A. White of the Skouras Theaters Corporation.

"The Swing Shift Frolics" auditions, sponsored by the Skouras Theaters, are presented directly from the stage as another one of the Skouras Theaters War Effort presentations.

New Squibb Show On CBS Is 'To Your Good Health'

(Continued from Page 1) p.m., EWT, starting Oct. 11, will be named "To Your Good Health." With Richard Stark as "emcee," the series will feature Lyn Murray's orchestra, chorus of stars, and guest soloists, and will be directed by Edward Marshall under the supervision of David White. Batten, Barton, Durstine & Osborn, Inc., is the agency.

AFRA-Equity Continue Merger Discussions

Parley for one big talent union with one dues card went ahead yesterday at another closed weekly meeting of representatives from Actors' Equity, Chorus Equity, AFRA and AGMA. "We are making progress," said Alfred Harding of Equity, spokesman for the conferees, "and are considering certain general points before going into any details." A further hearing was scheduled for the following Wednesday at 11 a.m.

Among those present were: from AGMA—Lawrence Tibbett, also president of AFRA, and Muriel Dickson; from AFRA—Emily Holt, George Heller, Bill Adams, Ben Grauer, John Brown, Minerva Pious and Alan Bunce; from Actors' Equity—Dudley Digges, Augustin Duncan and John Lorenz; from Chorus Equity—Ruth Richmond.

MILDRED BAILEY

WTAG's Hostess



Central New England women appreciate her daily "housewise" approach.

WTAG WORCESTER

COMING and GOING

HOWARD CHERNOFF, station manager WCHS, CBS affiliate in Charleston, West Va. is in town for conferences at network headquarters.

GIL BERRY, manager of the central division of the Blue Network's spot sales and sales manager of WENR, Blue outlet in Chicago, visited yesterday with MURRAY B. GRAHORN, manager of Blue spot sales. Both will leave today for Washington, D. C., for conferences with officials of WMAL. They plan return to New York on Monday.

OWEN BALCH, station manager of KSJ Salina, Kans., is in town for talks with the local representatives of the station.

HARRY SEDGWICK, president of CFRB, Columbia outlet in Toronto, has arrived from Ontario for a few days on station and network business.

ED YOKUM, station manager of KGHL, Billings, Mont., has joined the executive contingent currently in New York on business.

TONY and SALLY DE MARCO, dance team are touring West Coast Army camps prior to making several radio appearances from coast to coast.

BILL BIVENS, CBS announcer, is in Hollywood taking over the emcee duties on the Harry James program. DON WILSON, former announcer, has left the show to fulfill radio and camp show commitments in various parts of the Eastern states.

BOB ASTOR is back from Florida to operate with his orchestra at the New Pelham Hotel Inn, from where he will broadcast several times weekly over Mutual.

T. S. MARSHALL, president and commercial manager of WOLF, Syracuse, has returned to update headquarters following a few days in New York.

DON DOUGLAS, of Mutual's "Black Castle" program, is back from Fort Dix, where he entertained the servicemen.

ROBERT R. FEAGIN, general manager of WPDJ Jacksonville, Fla., is in town for talks with the station's local reps.

Coming and Going!

Sure — Baltimore's a boom town. But you don't need an inflated appropriation to tap this weekly payroll. Follow the lead of 197 merchants and many great National 'names'. Use W-I-T-H for a great sales job. Coming or going, it is hard to beat W-I-T-H on a cost-per-dollar-per family-reached basis.



IN BALTIMORE TOM TINSLEY, President REPRESENTED BY HEADLEY-REED



# EVER SEE A LOCAL SHOW PACK 'EM IN LIKE THIS?



## WFBR Proves it can be done...with "Club 1300"

And how WFBR proved it! People stood in line at the Hippodrome Theatre in Baltimore—just as they do waiting for the doors to open on "Club 1300" at WFBR's big modern studio. And that happens six days a week at WFBR!

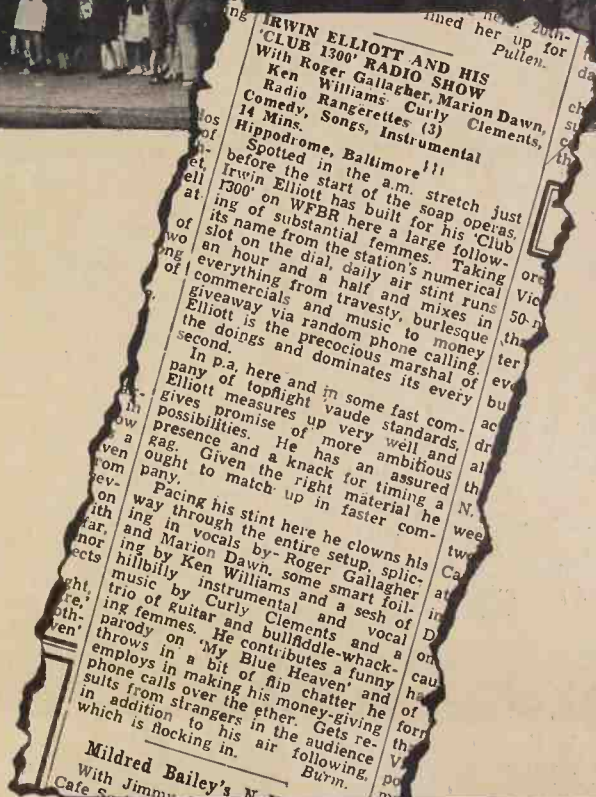
It proves that local people like a local show . . . if it's good! And Baltimore has always been known as a tough town to "hit" in!

It proves that WFBR knows how to build a local show that can stack up with a national show.

It proves, too, that WFBR has a big, loyal, listening audience. An audience that likes the station and likes its shows.

And, it should prove to you, that WFBR is your station in Baltimore when you want to concentrate your radio efforts on the 6th largest city in the country!

STATION **WFBR** BALTIMORE  
NATIONAL REPRESENTATIVE: JOHN BLAIR & CO.



**AVAILABLE!**  
A SPECIAL 1/2 HOUR SHOW, ONCE A WEEK IN A GOOD NIGHTTIME SPOT, IS NOW AVAILABLE ON "CLUB 1300."  
**WRITE FOR DETAILS!**



LOS ANGELES

By RALPH WILK

**H**AVEN MacQUARRIE is debating whether to first place his "The Marriage Club" back on the air, or, work out a deal for "Noah Webster Says." There is heavy bidding for both shows.

Irene Rich, star of Columbia's "Dear John," was feted Oct. 3 at a post-broadcast party by network executives, cast colleagues and technicians, on the occasion of her tenth anniversary on the airlines. Donald W. Thornburgh, vice-president of CBS in charge of the western division presented an anniversary gift to the star at the informal Columbia Square party—strictly a "family affair."

Howard Petrie, who announces the Jimmy Durante-Garry Moore show for Camels over KFI-NBC, is being written into the program from now on. Idea is to augment its comedy flavor through Petrie participation.

Chester (Lum) Lauck and Norris (Abner) Goff aren't a bit superstitious but just the same they kept their fingers crossed as they commenced their thirteenth year of broadcasting. They began their radio career in 1931, subbing for the well known radio team of Gene and Glenn. The following year they had their own sponsor in Cleveland, and in 1933 they were signed for network broadcasting. They have been sponsored by Miles Laboratories since May, 1941.

He never suspected it, yet Galen Drake, conductor of "Housewives Protective League," who also announces "Your Home Front Reporter," seems to have qualified as a "glamour boy." He has received a petition signed by six of CBS' beauteous secretaries and mail clerks which reads, "Be it known to all and sundry that we, the undersigned members of the female species, feel about Galen Drake the way most girls feel about Frank Sinatra."

Except for Spike Jones, drummer, Orchestra Leader Billy Mills had the same members in his band when they returned to the air September 28 on the Fibber McGee program.

Comedienne Cass Daley of radio and films next week begins her first extensive tour of the Army camps since her recent illness. Doctor's o.k. makes possible the circuit which includes camps in the Northern California area.



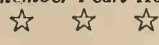
Radio Is My Beat . . . !

• • • • • Come October 17, Paul Lavalley steps into his own . . . the youthful maestro, whose accomplishments include bridging the gulf—from having been at one time soloist under the baton of Arturo Toscanini to director of the "Basin Street" swinger—will conduct the "Stradivari Orchestra" sponsored by 'Prince Matchabelli, Inc.' over NBC. . . . Trend of the times . . . a news note of which can happen only in a land such as this, where Freedom and Liberty, guaranteed by the tenets of true Democracy, are Cherished, Defended and Practiced. . . . Every American, proud of his heritage, can thrill to the fact that not only can it happen here, but respect for the other's right to Worship God, DOES HAPPEN. . . . thus on his Coca-Cola program tomorrow over the Blue Network, Morton Downey will chant the sacred Hebrew hymn, "Kol Nidre," having been requested to do so by Lieutenant Joshua Goldberg, Chaplain U. S. Navy. . . . and lest the rendition be erroneously attributed to the fact that we are at war, let us remind you that about ten years ago, long before the evils of a second world conflict had even entered the minds of men, another great artist, humbly sang this same hymn. . . . we refer of course to Rudy Vallee, Lieutenant, U. S. Coast Guard.

• • • • • A low bow to Bessie Beatty for having come up with an original and gracious thought. . . . the WOR artist will do two special shows at the WOR Theater, October 14 and those who will bring gifts for wounded Servicemen, now recuperating at local hospitals, will be admitted. . . . other guest stars who will appear in the program, include John Hoysradt, Margo, Harry Hershfield and Virginia McWatters, star of "Rosalinda" . . . WORchids to all of you . . . Arthur Henley, sripter of the Mon-Wed-Fri programs of the "Everything Goes" show, will also write the Saturday stint . . . . . Walter O'Keefe, sometimes called the 'Broadway Hill-Bill,' will add his clownings to the WOR "Keep Ahead"liner, starting tomorrow. . . . Replacing Eleanor Steber, the Met star, starting tomorrow, will be Eileen Farrell, who will be heard five days weekly over CBS for the Owen-Illinois Glass Co. . . . . David Broekman's Orchestra will accompany the thrush. . . . Starting Sunday, October 17, the Gertrude Lawrence-Revlon program switches to 10 p.m. from Thursdays. . . . The Herb Polesie-Chester Gierlach CBSwell "Broadway Bandbox," starring Frank Sinatra, adds Bert Wheeler as regular comedian this Sunday. . . . Constance Bennett will be program's first of weekly guest stars. . . . Sarah Burton's portrayal of the female 'menace' on the "Big Town" premiere Tuesday over CBS, was 'Big Time.'

• • • • • Bill Stern and George Putnam will be guest-speakers at the cooperatively sponsored banquet of the Kiwanis-Exchange-Lions-Rotary Clubs of White Plains, October 27. . . . Don Redman and his 'in-the-groove' swingers, have been signed for an additional three months at the Cafe Zanzibar. . . . Paul Stewart leaves Max Marcin's "Crime Doctor" series next month for Hollywood and M.G.-Movies. . . . James Cagney will head East to appear October 11, on Canada's "Victory Star Show," and will be supported by top names of the radio, screen and stage firmaments. . . . the program will be beamed to London the following day. . . . The presentation of Igor Sikorsky's first helicopter to Henry Ford, to be added to the Ford Relic Collection at Greenfield, Mich. will be described over the Blue Network tomorrow, by Harry Wismer. . . . Betty Randall, of the "Escorts and Betty" NBChorusters, leaves the group next week. . . . if you think you can fill her spot, contact Cliff Peterson at NBC. . . . Paula Stone, WNEW's Hollywood commentator, has signed to write articles for Hillman Publications. . . . with her background and knowledge of the cinema capital and its citizens, how can she miss?

—Remember Pearl Harbor—



CHICAGO

By BILL IRVIN

**T**HE WLS National Barn Dance will originate from the U. S. Navy Air Station, Bunker Hill, Ind., Saturday night, Oct. 9 with Lt. Comdr. Eddie Peabody, banjo virtuoso and former barn dance favorite, making a guest appearance.

"Big Kernel" a 15-minute program of recorded popular music makes its debut on WGN, Saturday, Oct. 8 (5:30 p.m.) under sponsorship of Kaempfers, Inc. of Chicago a subsidiary of the Hartz Mountain Bird Products Co. of New York, contracted for 13 weeks, agency is George H. Hartman of Chicago.

Al Tyler is the new member of the WIND sales department. WGN launches its 1943-44 operetta season Saturday, Oct. 9 with the presentation of Jerome Kern's "Robert" from 8 to 9 p.m.

As a safety feature in connection with the 32nd National Safety Congress being held here this week under auspices of the National Safety Council "The Axees," five little accident Gremlins, named "Pyro," "Sly," "Zany," "Blinky" and "Elec" made their debut on the Blue Network's Breakfast Club, this morning as the uninvited guests of emcee Don McNeill. Appearing with the "Axees" was their creator Mrs. Ryllis Goslin who later introduced them to safety leaders attending the National Safety Congress. The Gremlins were played by five members of the "Jack and Jill Players." Quiz kid Ruth Duskin played the role of Zany.

Two new musical units have joined the WLS staff. The "Corn Crackers" are now featured each morning on the "Smile-a-While" program and the "Saturday Night Barn Dance." Members of the group are Jim Colvard, Jim Cottrell, Lee Lunsford and Georgia Brown. The unit came to WLS from KMMJ, Grand Island, Neb. The second new WLS talent unit is known as the "Blue Ridge Boys," who are also heard on the "Smile-a-While" program and the "Barn Dance." Chuck Swain and Langdon L. Howe make up the act. Swain formerly was heard over WLAV, Grand Rapids, Mich., while Howe came to WLS from WAPO, Chattanooga. Swain is a guitarist and Howe plays an accordion, banjo and guitar.

George Marks is the newest addition to the WBBM-CBS production staff. George is the brother of Sherman, former WBBM-CBS writer-producer, now in the Army.

THIS LITTLE BUDGET

WENT TO  
**WORL**  
**BOSTON**  
**MASS.**



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RADIO PRODUCERS  
PROGRAM DIRECTORS  
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WRITERS OF "COM'LS"  
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331 Madison Ave., New York, MU. 2-6494



# Flight Radio Men Needed For OWI Overseas Service

(Continued from Page 1)

... bureau, executives of the Overseas Division of OWI announced to "recruit" the radio men. David Ruml, personal contact of the Overseas OWI, will go to Chicago on October 13th and will interview midwest prospects for OWI

## Nice Man

...ound: A nice man who says things about James Caesar Petrillo.

...ouis C. Cowan, OWI overseas division director, yesterday told a press conference that "Petrillo had a wonderful in his co-operation matters musical as it pertains OWI overseas transcriptions." S. Maybe it's because Cowan Petrillo are fellow Chicagoans.

... assignments at their Chicago offices in Mather Tower. Specific radio requirements of OWI contained in a bulletin passed Mr. Cowan. They are as fol-

... radio men with administrative training, script writing or production experience. Foreign languages are important in this connection.

... radio engineers, both transmitter and studio. Foreign languages essential but are very helpful. Radio technicians who must be able to do all kinds of operations and repairs. Must also know radio photo transmission.

... between 38 and 45 in good physical condition are especially sought. The jobs, however, can be held by men with news, radio or other qualifications who have been rejected or rejected by the armed forces for physical reasons.

... at the press conference and OWI operations at 224 West 42nd Street, New York City, yesterday newspaper men saw first hand the work done by the overseas OWI in their conduct of "psychological warfare." It was learned that broadcasts in 24 languages are beamed from the east coast short wave transmitter and handled through relay stations at Leopoldville in Belgian Congo, North Africa and England and a total of 2,500 programs originate weekly.

... modern studio equipment, transcription recording departments, radio studios and other floors housing writers, editors and propaganda artists make up the 10 floors of OWI overseas division operation. The operation is on a 24-hour basis and a total of 1,700 em-

ployees are active in this governmental agency.

Phillip Hamblet, assistant director of OWI overseas operations, just back from a stay in North Africa, Sicily and Italy, gave a first hand picture of the type of men needed for overseas services and the thrills that go with the jobs.

He said that overseas OWI members become subject to military regulations when they take up their posts and enjoy all the privileges of an officer. They wear uniforms when in combat areas and carry standard military credentials.

"New men selected for our overseas service will be used on existing or projected military operations," Mr. Hamblet explained. "They go overseas for the duration."

Off the record, Mr. Hamblet told some stories of psychological warfare through the medium of radio, newspapers and pamphlets. He said that radio men, found acceptable for overseas service, should have the qualifications of a station manager—a man who could organize and operate a station with available foreign manpower. He cited Tunis and Palermo as two cities where American radio executives and experts took over and have done an excellent job.

## Domestic Training Thorough

Mr. Ruml, who goes to Chicago next week as the first stop in a nationwide tour to interview applicants for the overseas division, explained that applicants accepted receive induction training from 3 to 9 months on Long Island and then go into the New York office for from 3 to 6 months for practical experience before going overseas. Salaries range from \$4,800 to \$6,500 depending upon qualifications of the men and branch of service to which they are assigned. Men going overseas receive living allowances in addition to salaries.

## Wedding Bells

Lucy Gilman, in radio for 14 years as a dramatic actress in Chicago, was married this week to Douglas Chandler, a staff announcer at WLIB, Brooklyn.



# Universal Microphones get around

UNIVERSAL microphones really get around. They actually go places and do things. Built sturdy and rugged, they withstand climatic changes and operate equally as well in extreme hot and cold climates. They represent the latest in scientific achievement and engineering design. Complete microphones, together with jacks, cords, plugs, switches, and other integral parts are made at the new UNIVERSAL plants in Inglewood, California. Today, of course, their production is devoted solely to military items for prime and subcontractors, but, when tomorrow comes, and with it a new standard of living in which voice communication via radio and electronics will play an extremely important part these same instruments, and many new models as well, will once more be available through the usual radio trade channels to a public made even more voice communications conscious than in pre-war days.

Available from stock, 1700U series microphone. Single button carbon type, push-to-talk switch, etc. For trainers, inter-communication and general transmitter service.



## UNIVERSAL MICROPHONE CO. LTD.

INGLEWOOD, CALIFORNIA

FOREIGN DIVISION, 307 CLAY STREET, SAN FRANCISCO 11, CALIFORNIA  
CANADIAN DIVISION, 560 KING STREET W., TORONTO 2, ONTARIO, CANADA

**DENVER DELIVERS STEEL**  
**DENVER DELIVERS**  
*Sales*

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

Renewals Prove Results  
**WTBO**  
Cumberland, Md.



## Sales Angles Muled By Mutual Committee

(Continued from Page 1)

department. Meetings are being held at the Waldorf-Astoria Hotel.

Following McClintock's talk regarding the buying power of Mutual's listeners, Ed Wood further enlarged on the subject, and also announced the acquisition of several new shows soon to appear on Mutual. Wood also stated that sales personnel would be expanded and would work with local sales managers in developing web accounts.

Schmid led the discussion in which delegates Zaphir and Coulter also took part. Coulter, newly appointed manager of audience promotion, stressed the new activities of the department which were based, he said, on the broad opportunities for campaign promotion available in radio broadcasting and new and accelerated attack on program promotion from the viewpoint of local station problems and facilities; also establishment of an advisory service to Mutual affiliates on local promotion and intensive sales aids.

In the open discussion, Don Davis of WHB, suggested that a clearing house be set up on promotion services. Committee favored standardization of merchandising throughout the country after consultation with various agencies.

Policy of selling cooperative shows on a 28-day period, not 13 weeks, was reaffirmed. New rate card is being printed in favor of more half-hour shows.

Schmid, in closing stated that each delegate is acting as a regional director of the network and should return to his territory and report his findings to other Mutual outlets in the area.

Today the network concludes the three-day Advisory Committee with the meeting of the Station Service Committee.

### Attendance

Attendance yesterday included the following members of the Sales and Merchandising Committee: For the "A" Group, William Dolph, WOL; Les Johnson, WHBF and Don Davis, WHB; "B" Group Owen Balch KSAL; Charles Jordan, WRR; Fred Fletcher, WRAL; Robert Feagin, WPDQ, and John Laux, WSTV. "C" Group, John Boler North Central Broadcasting; A. Glassman and George C. Hatch, KOVO and KEUB; Garland Powell, WRUF; Rex Howell, KFXJ and Robert McRaney, WCBI.

Today's attendance will include the following members of the Station Service Committee: John Schilling, WHB; John Moses and Harry Hoessley, WHKC, and Les Johnson, WHBF, all of the "A" Group. For the "B" Group, Ted Grizzard, WKAP; G. Pearson Ward, KTTS; Dale Taylor, WENY; Felix Hinkle, WHBC; William B. Huffman, Wisconsin Network; John Boler and Don Clayton, North Central Broadcasting. "C" Group, Rex Howell, KFXJ; Garland Powell, WRUF and Bob McRaney, WCBI; Antonio Rojas, XEOY, Radio Mil.

10 a.m. Recapitulation of previous

## ★ PROMOTION ★

### WHYN Merchandising

Tie-in with a county fair recently netted WHYN, Holyoke, Mass. some good publicity. Northampton, Mass., where WHYN maintains one of its three studios, was the seat of the Tri-County Fair. One of the outstanding attractions of the carnival was the horse racing, which attracted people from all over Western Massachusetts. WHYN obtained the contract for the broadcasting of these races, and in addition had one of the races named the "WHYN Handicap" which paid off a large purse entitled the "WHYN Purse." Thus the outlet's call letters were printed on all the programs and whatever other kind of publicity was released on the races.

### WROK Salt Campaign

Direct mailing piece has been sent to all local grocers informing them of the current Morton Salt campaign over WROK, Rockford, Illinois. Resembling a bank deposit slip, the promotion urges grocers to "Salt Some Away!" by tying-in individually with the campaign. Station points out that the grocers will sell more Morton's

### Dairy Firm Renews Chi. Show On NBC Net

The American Dairy Association, through Campbell-Mithun, Inc., has renewed for 13 weeks its quarter-hour weekly NBC program, "The voice of the Dairy Farmer," effective Oct. 31, it was announced by Paul McCluer, sales manager for the NBC central division. Originating from Chicago studios, the program is aired over 34 network stations on Sundays from 12:00 to 12:15 (CWT) and features Everett Mitchell in a news roundup of interest to farmer, and Clifton Utley, commentator, in a general news summary.

### Stork News

Pittsburgh—Don Hirsch, commentator on KDKA, is telling about Mary Ellen, his baby daughter, born at West Penn Hospital.

meetings by Miller McClintock, MBS president; "Station Service to Affiliates and Contractual Relations"—Explanation of service by Richard F. Connor; "Programming as Related to Station Service," by Edwin T. Otis; "Sales and Merchandising" by James A. Mahoney; "Cooperation and Sales Service," by George M. Chambers and "Traffic" by Andrew L. Poole.

1 p.m. adjournment for luncheon.  
2:30 p.m. "Future Of FM," by Jack Poppele, secretary and chief engineer, WOR; "Operating Procedure," Paula Nicholl: a. traffic; b. conference call and c. time clearances. Open discussion and closing remarks by Miller McClintock. Connor is manager of Mutual Station Relations; Nicholl, assistant in charge of traffic; Otis, assistant in charge of programming, and Mahoney is assistant in charge of sales and merchandising.

### Merchants Promote Show

Orange (N. J.) Merchants Association, for the first time in its 30-year history, has inaugurated a series of daily programs over WAAT.

Bennett Herman, manager of a jewelry store and president of the Association has worked out a number of promotional angles for the broadcasts with Lester Gerken, WAA1 account executive and Victor A. Bennett, station's vice-president and national sales director. These include ribbon badges to be worn by the stores personnel, giving the Association's broadcast schedules; Association members are using their own newspaper space and additional group advertising to promote the shows; bus and trolley car cards are being used, together with display cards in each store window. As a preliminary promotion 140,000 starters were inserted in the packages of all purchasers at the various stores.

Salt as a result of the radio campaign, and that they can "tie in... and cash in" and collect their dividends by featuring displays of the product.

### British Officer Speaks On Radio's Part In War

Co-operative spirit existing between British and U. S. troops in the African and Italian Theaters of Operation was stressed as an outstanding example of Anglo-American unity by Commander Anthony Kimmins of Royal Naval Intelligence, ace naval commentator for the British Broadcasting Corporation, who has been heard in this country over the BBC's North American Service and over the Blue and Mutual. Just back from the fighting around Salerno, he related his experiences at a press conference yesterday in the New York offices of the British Information Services. His eyewitness account of the landings at Salerno and other areas of action is scheduled for a broadcast over WABC and the full Columbia network, Saturday, Oct. 9, 10:45 to 11 p.m., EWT.

With the first forces to go ashore in Norway, North Africa, Sicily and Italy, Commander Kimmins indicated, when questioned, that, during invasion operations, radio silence is maintained from ship to shore to avoid betrayal of position to the enemy. Once the front is opened up, however, wireless communications are established.

As for radio's part in psychological warfare, he replied that it was done chiefly from Algiers. Possible effect may be seen in the friendly attitude of the Sicilians toward the British and American forces.

Role of radio entertainment in sustaining the morale of the troops is confined chiefly to periods "between operations when there are bound to be dull patches getting ready for the next. During the Salerno party, he quipped in reply to a query, "we

## Challenges Fly's Right To Immune

(Continued from Page 1)

new chairman of the committee, vestigating the FCC to study record of the sessions wherein and Smith refused to testify. "I examined the record," he said, "I believe the testimony presented a fundamental issue that strikes at the very heart of the integrity of Congress of the United States. We be told as one of the three ordinate branches of the government by any agency head that information is confidential? Can the papers documents representing their opinion be placed beyond the reach of Congressional inquiry?"

Smith would be certain to support any move by the committee to fly for contempt because of failure to deliver requested information, but the likelihood of such move grows dimmer daily. In filing of any interim report by committee is not looked for for some time yet—certainly not until the Chairman Clarence F. Lea, has time to study the record.

### Pet Milk Renews CBS

Pet Milk Co., yesterday announced the renewal of its "Saturday Night Serenade" program, effective October for the eighth season on the Columbia network. Pet Milk has been CBS advertiser since 1933, and introduced "Saturday Night Serenade" 1936, and is carried by a network of 65 CBS stations, Saturday, 9:45 to 10:15 EWT, in the interests of client's Pet Evaporated Milk. Must program features Jessica Dragonette, Bill Perry and Gus Haenschen's orchestra.

The Pet Milk Company also sponsors "Mary Lee Taylor" over 70 stations of the Columbia network. Garner Advertising Company is agency handling the account.

### Army-Navy "E" For RCA

Latest RCA plant to receive coveted Army-Navy "E" flag Indianapolis, making a total of 10 awards to the company's branches. Previous citations were given to shops at Camden, Harrison and Princeton, N. J., as well as to the Radiomatic Corporation of America, which boasts the U. S. Maritime Commission's "M" and Victory Fleet flag.

### Change In Bob Hawk Time

Beginning Saturday, Oct. 9, Bob Hawk's "Thanks to the Yank" comedy-quiz will be heard Saturday at 7:30 p.m., EWT, on CBS, with repeat broadcast for the West Coast at 11 p.m., EWT, on the same network. Announcers Charles Stark and Art Gentry, as well as conductor Peter Van Steeden and the balance of the personnel, will remain with the program.

were a little too busy to tune in. Commendation of the sound medium for recreation was offered, though, "an absolute boon and joy."



# Television Networks Seen By RCA Exec.

(Continued from Page 1)  
 as located 20 to 50 miles apart of only link television stations national networks but will open new era in international communications, through development of lines over vast areas.

**Key Cities First**  
 "to be expected," said Mr. Beal, television stations will first go on the such broadcasting centers as New Chicago, and Los Angeles. But there is indication that alert broadcasters step pace with them in such localities as Philadelphia, Washington, Pittsburgh, Cleveland, Detroit, St. Louis, Kansas City, Omaha, Denver and San Francisco. It is logical to assume that the first television network linked by radio relay stations formed along the Atlantic Seaboard, television will not be limited to the cities. The radio map will be dotted with stations in cities like Schenectady, Syracuse, Minneapolis, Erie, Buffalo, etc., and many others. By the use of relays these too will become outlets of a television network which before years pass after the war, will weave its east across the Mississippi and the plains to meet a Pacific Coast link eastward across the Rockies. A station atop Pike's Peak might well key station to complete a transcontinental television chain."

**Relaying Simple Process**  
 "The relaying will be a comparatively simple process," Mr. Beal explained. The transmitters will operate on microwaves of energy concentrated almost in a beam, practically all the power is made to useful purpose; it is not scattered broadcasting. Therefore, relatively small amounts of power will operate the transmitters. The apparatus is neither complex nor complicated. It is simple in fact. It could not be otherwise and reform in the domain of tiny waves, which bring radio men so close to the stars of light, he said.

"The radio relay system is to be no one-way street as Mr. Beal charts it. Multichannels make it all the more promising, efficiency, flexibility, and service. The relays will handle numerous circuits, simple, down and back from New York to Washington. Furthermore, the circuits multiplied to any reasonable extent, to carry one television program but simultaneously, as well as "FM" broadcasts, telegraphic traffic and facsimile. In fact, relay circuit should be among the best in the air."

**Will Become Transcontinental**  
 "The main relay system, envisaged by Mr. Beal, will be like a great inter-city spine, linking inter-state and eventually transcontinental. The ribs will spread to television stations. To illustrate its possibilities, he said it is likely to function between New York and Washington: While the NBC program is being broadcast from New York, a different program will be originating in Washington. Both programs will be fed simultaneously into the relay system leading from Manhattan Island through Philadelphia to the nation's capital."

"If a New York station, aside from the transmitter, desires to broadcast the program it can do so by tapping any channel. In this way, the relay becomes a trunk line that can be fed at will by the television stations, affording greater freedom of program and operation. The relay enhances the program, because there may be five relay channels simultaneously carrying different programs, which can be fed by the main television stations."

"I am concluding the interview," said Mr. Beal, "spoken of these technical developments to stand-point of the engineer. I realize, others, that it will take money to build such a radio relay system as I have described. Indeed, it will take more than money. It will require a sympathetic attitude on the part of governmental agencies concerned with licensing and regulation of the darling spirit of the American pioneers who have led the way to many new developments."

# PROGRAM REVIEWS

## "ED SULLIVAN ENTERTAINS"

Russel M. Seeds Agency  
 The Mennen Company  
 CBS Monday, 7:15-7:30 P.M.

INFORMAL, POTENTIALLY STRONG.

Glamorous backdrop for Broadway columnist Ed Sullivan's breezy mike interviews with celebrities is Jack and Charlie's prohibition-era "21" bistro. Program, titled "Ed Sullivan Entertains," is presented by The Mennen Co. over WABC-CBS Monday, 7:15 to 7:30 p.m., EWT; rebroadcast at 11:15 p.m. Syndicated New York "Daily News" scribe carries on informal conversation with personalities from show business, sports, the armed services and public life; interpolates script with lots of ad libbing and good-natured kidding; also reads news reports dealing chiefly with sports and the war.

Repartee at the dinner table, in fourth airing caught Oct. 4, began with M-G-M star Ann Sothern. After drawing out her personal history, Sullivan told her, ringing in his South American trip of a year or so ago, that in Rio de Janeiro and Buenos Aires he'd heard her called "Maisie" in Portuguese and Spanish.

That was soon enlarged to a three-some. Top-flight jockey George Woolf "happened" to drop by, provided the opportunity for Ed Sullivan's description of the veteran turf rider's winning of the Futurity Stakes at Belmont last Saturday on Occupy, a ten-to-one shot. "Maisie" and George, it seems, had met some years ago at Santa Anita.

Crowds now thronging New York for the World Series gave the columnist the chance to plug five Broadway hit shows by describing the difficulty to get tickets for "Oklahoma," "The Doughgirls," "Kiss and Tell," "Something for the Boys" and "Early to Bed." Said Sullivan: "I don't think that Mayor La Guardia would be able to get seats this week for a fire."

Pattern is sure-fire, seemed, at the present hearing, to lack the spontaneity suggested by the setting.

Theme of "stuff of which champs are made" was brought up to the minute by the introduction of a war hero, Lt. Posey Harris from Greensboro, N. C., bombardier wounded on the historic July 19th raid on Rome and veteran of 30 raids over Africa and Sicily. When asked by Ed Sullivan about the thoughts of a bombardier in the 30 seconds over Rome, Harris, a former insurance salesman, replied that he thought Mussolini would be happy to have some then.

Third commercial was clumsily inserted after a messenger told Sullivan he had a bulletin from the news room. Anyway, there are too many of them for a 15-minute show with two long spiels coming in between a brief opening and closing. Announcer Paul Luther carried them along pleasantly under the circumstances.

News reports carried a sentimental message. Announcement of Capt.

## "THE THIN MAN"

Benton & Bowles Advertising Agency  
 Sanka Coffee  
 CBS Sunday 10:30-11:00 P.M.  
 "THIN MAN GETS THINNER"

The change of time on the CBS schedule didn't do much to relieve "The Thin Man" from its sadly overworked formula. As it is the ASPCA should get after those responsible for working the draft-house formula behind the series to death. At one time when the series was new on the air it had something to offer in the way of attenuated sex dialogue which was new to radio but after a steady diet it wears pretty thin.

Given a pretty slick directorial job it's a shame that the stuff behind it isn't more substantial. After all, even murder can be substantial, or should be if given in easy doses, but the way "Thin Man" runs its merry little way murder becomes such a commonplace occurrence that one is tempted to yawn in the face of its most gruesome proffered offering. Week after week "The Thin Man" goes on solving the welter of murder mysteries at the drop of the proverbial hat. Don't Americans do anything else these days except murder their neighbors? It seems to this reviewer that there is a line or two in the Bible that frowns on such goings on. And if "The Thin Man" as entertainment is a reflection of what goes on in these United States it is a pretty sad commentary on our homicidal lives.

With a war going on which is taking an appalling loss of life "The Thin Man" should be matching those matchless wits of his with something offering more of a challenge. And that doesn't necessarily mean finding Nazi or Jap spies behind every tree.

There is something blatantly contrived behind the would-be smart lines adorning the scripts that nose dive on their very unfunny face. And just for change the cloying Claudia should snap out of her lack-luster indifference. As it is she sounds as though the world was just too boring a place to bother with.

Sunday night's performance of the "Headless Ballerina" or the case of the "Caviar Cadavers" was dressed up as pretty as you please but stripped down what have you got? A pretty cheap loop-holed mystery that wouldn't fool a child cutting his teeth on ten, twenty and thirty thrillers much less offer anything to an adult who happened to be up and about at ten-thirty of a Sunday night looking for some good escapist entertainment.

Clark Gable's winning of the Air Medal for five separate air missions over enemy territory was followed by the nostalgic comment: "Clark is coming home soon." Naming the pitching selections for the first World Series game, Sullivan ended with a dispatch telling of our troops moving closer to Rome. It was a swell show despite its shortcomings. Next week's guests, Jack Benny and Mary Livingstone, presage a lot more.

# WOR Accounts Up 18% As Against Last Year

(Continued from Page 1)

and pharmaceuticals in second place, then toilet goods and cosmetics. Classifications and accounts per year follow:

	1943	1942	1941	1940
Foodstuffs	62	61	62	48
Drugs and Pharmaceuticals	33	29	20	12
Toilet Goods and Cosmetics	22	17	12	6
Amusements	15	8	7	4
Beverages	14	11	10	4
Soup and Household Supplies	13	16	22	16
Confections	12	12	16	9
Retail Establishments	8	14	9	5
Tobacco Products	7	11	9	11

Of considerable importance, WOR points out is the "miscellaneous" listings of products which do not fall in the usual classifications. These figures show many clients new to radio and that there are 53 such accounts as against 31 in the first six months of 1942.

## Lea May Transfer Probe To The IFC Committee

(Continued from Page 1)

merce Committee, of which he is chairman, he told RADIO DAILY yesterday. That several members of the committee favor such a procedure is already known, he said, with the idea being that the investigation might be carried on in conjunction with hearings on the Holmes bill to reorganize the FCC.

"You may take it for granted that the Interstate Commerce Committee will make use of some of the information brought out by this investigation when it gets to consideration of new radio legislation," he said.

No subcommittee has yet been named for the Holmes bill.

Lea said he hopes to meet with the Select Committee today. The brief public hearing scheduled for yesterday was postponed because Lea and Wigglesworth were the only members of the committee in Washington. Committee Counsel Eugene L. Garey is anxious to proceed, but he could not say when the next session would be held. That may be decided today.

As for the committee staff, Lea said he cannot make any criticism now, nor will he have any plans until he is able to study the hearing record—perhaps by the middle of next week.

## WANTED

Commercial writer, by radio station in New York City. Great opportunity for able copy writer with radio production experience who can write selling commercials. Salary: \$50 a week.

RADIO DAILY

Box No. 761

1501 Broadway

New York City





# COAST - T O - COAST



**CLEVELAND, OHIO**—With the news of the switch of the "Victory Time" broadcast on WHK from Tuesday to Thursday at 7:30 p.m. comes the announcement of the renewal of the contract for another 13 weeks. Sponsored by Thompson Products, Inc., this weekly show first went on the air in April, 1943, and begins the third series on Oct. 28. Talent is made up largely from personnel working at the Thompson plant.

**HOUSTON, TEXAS**—Oshman's Sporting Goods Store is sponsoring the night game of Houston High School over KXYZ each Saturday. Station picks up the game at 9:15 p.m., giving a recapitulation of the first half and a play-by-play description of the last two quarters. Dee Rogers, radio director of Rogers-Gano Advertising Agency, gives the game descriptions, with Norman Moeller of KXYZ handling color. Account was placed through Rogers-Gano.

**WESLACO, TEXAS**—Exchange of good-neighbor talks by governors of both sides of the Rio Grande was aired recently by KRGV. Program originated at the Third Annual Agriculture and Industrial Exposition of Victoria, Tamaulipas, Mexico, and was arranged as a feature of the first extended good-neighbor trip into Mexico by a governor of Texas. Show was sponsored by C. R. Anthony Stores.

**ST. PAUL, MINN.**—Twin City Federal Savings & Loan Association, through McCann-Erickson, has renewed its 52-week contract on KSTP for daily station breaks. Bee Baxter's "Household Forum," aired daily on KSTP, has set aside Thursdays as "Scandinavian Day," adding to the show Rev. Clifford Ansgar, pastor of the Gloria Dei Lutheran Church of St. Paul, who will conduct the "Noordiska Minnens Stundt," a Scandinavian "moment of poetry" including music, folk tales, etc.

**SPRINGFIELD, ILL.**—Bunn Capitol Grocery is sponsoring "The Wishing Hour" over WCBS daily Mondays through Fridays. Show offers cash and merchandise prizes to listeners for their best letters telling of wishes which came true. Johnny Geil's piano music is featured on the 15-minute program, with vocals by announcer Roger Patrick.

**DAYTON, OHIO**—With the time situation very tight these days, Dayton Community War Chest publicity men are finding advertisers most generous. All local retailers now on WHIO have notified them that they are welcome to use commercial time for short dramas and messages during fund raising campaigns. A teaser radio campaign is now being used on station breaks. Centering around the numeral 8, several foreign tongues are used to count to that number and then announcer says, "It takes 8 to do it." Significance of the number will be disclosed shortly. Teaser effort is also being used in other local media.

**MINNEAPOLIS, MINN.**—"George Hauser Exclusive," a special football show featuring George Hauser, head coach at the University of Minnesota. Charlie Johnson, sports editor of the "Minneapolis Star Journal" and Rollie Johnson, WCCO's sports editor, is being aired every Sunday night over WCCO. Hauser reviews the contest of the previous day and makes predictions for the next game, while Johnson announces the all-conference team of the week, as picked by WCCO's football board.

**PENSACOLA, FLA.**—Special events staff of WCOA got a break last week when hot news fell right into their laps in the shape of one of the most disastrous fires in the history of Pensacola. One of the town's leading furniture establishments, located right across the street from WCOA, caught fire. All that was necessary for an on-the-spot broadcast was to open the window and place a mike on the balcony. Listeners were provided with full descriptions of the conflagration.

**SEATTLE, WASH.**—Revision of KIRO's staff has brought about quite a few changes during the past weeks. Upon the resignation of Al Amundsen, Maurice MacDonald was made continuity editor and Lenore Wallace was added to the department. Dorothy Shaftner also deserted continuity in favor of her home-town, San Francisco. Mary Frances Kylen took over as traffic manager as Frances Braid stepped into the program department in a three-way setup with Bob Spence, in charge of operations, and Norman Runions, production manager. Situation clears a little when it is pointed out that Art Lindsay, former program director, returned to Aberdeen, Wash., leaving a decided hole in the program department. Braid-Runions-Spence triumvirate has been placed in charge to keep the program department functioning properly.

**RIVERSIDE, CAL.**—W. L. Gleeson, general manager of KPRO, reports that the outlet is now a subscriber to AP's special radio wire from Press Association, Inc.

**PITTSBURGH, PA.**—Word comes from Clifford L. Gorsuch, former KDKA engineer, who joined the U. S.

Signal Corps eight months ago as a Lt. in the Airlines Transportation Division. He is now in India, where he is supervising radio beacon installations. James R. Young, author of "Behind The Rising Sun," is making transcriptions at KDKA this week relating his experiences in the Orient.

**HARTFORD, CONN.**—Continuing its annual policy, WDRC is making arrangements with the Hartford "Courant" to broadcast local municipal election returns November 2. Plans are now being made for special wire connections between the studio and newspaper headquarters for quick broadcast of returns.

**OMAHA, NEBR.**—George Johnson, KOWH musical director, has returned to the air after a summer of vacation and study. He is heard every afternoon, Monday through Friday, from 2:15 to 2:45 in a new repertoire of popular, classical and semi-classical organ music. WOW has added a new show entitled "Company's Coming," composed of comedy and music. Ray Olson is master of ceremonies, assisted by Tom Daily, vocalist Jackie Lee and the WOW ensemble. Sponsor for the Monday through Friday program is Vick Chemical Co.

**MONTREAL, QUE.**—French and English speaking Canadians will come together in a Sunday forum and discuss their respective problems and opinions during a new series of six special broadcasts over the CBC, beginning this Sunday. Believing that if men of goodwill can find a common ground from which to survey their difficulties they are halfway to overcoming them, the CBC has invited two representatives from each group to take part in the discussions. Four broadcasts will originate in Montreal, one in Toronto and the last in Winnipeg. In the first meeting the future of Quebec's autonomy will be debated.

**GRAND RAPIDS, MICH.**—Lewis Smedes, formerly of WMBI Chicago has joined the staff of WLAV as an announcer. In addition to his radio work, Smedes is studying at Calvin College in Grand Rapids.

**JERSEY CITY, N. J.**—Ray Edwards is now a member of the WHOM announcing staff. Edwards comes to the New Jersey outlet from WNLC, New London, Connecticut where he was a m'keman and handled program promotion for three years.

**MILWAUKEE, WISC.**—Bob Shannon, former staff announcer for WTMJ-W55M, has taken over the "Radio City Rumpus Room," popular evening disc show on WTMJ. He replaces Johnny Olson who has left for the East Coast. Shannon once before followed the Olson footstep into a platter show on WTAQ, in Green Bay, Wisc. Shannon recently concluded his service in the Army with an honorable medical discharge.

**SEATTLE, WASH.**—John Evans has added to the sales staff of KIRO entered the radio field in 1934, as director of publicity at KOM subsequently transferring to KEW commercial manager before joining

**CINCINNATI, OHIO**—Rollman department store has renewed WJWL "Our Children" series for 26 weeks. Show is conducted by Nancy Prechild adviser and parent council. "What About Food," series sponsored by the Family Consultation Service, a War Chest agency, being aired over WCKY. Broadcast Mondays and Thursdays at 11:15 program features Sylvia Brown, economist.

**OAKLAND, CAL.**—"Barbara Lee" sponsored by H. C. Capwell, Oakland department store, over KROW, has started repeat series of the six-weeks series course developed through the cooperation of McCall's Magazine. Course, "Learn To Sew By Radio," was successful when aired last January. Sons are obtained by listeners at store's yard goods department and followed by listening to the broadcast.

**NEW YORK, N. Y.**—Charles S. Freed has been added to WQXR announcing staff, having been relieved of active duty as a 2nd Lieutenant in the Army of the U. S. Before joining the service, Freed was an announcer and served on the music production staff of WIBG, Philadelphia. Al Grobe, WQXR's chief announcer, has been signed to narrate two more First of these is for the CIAA, other an RKO-Pathe "Sportscope." Latest additions to the WQXR staff are Harva K. Sprager and Ward Pitney. Miss Sprager formerly a reporter for the San Francisco "News," while Pitney previously worked for a Mexican daily and was scripts for Radio Mil.

## Hollywood Television Station Progress

Hollywood — Representatives of W6XYZ, operated by Television Productions, Inc. a subsidiary of Paramount, report excellent progress in experiments on background production and transparencies. This development will eliminate the necessity of building big sets, in many instances. W6XYZ is making plans to move transmitting facilities to a mountaintop site, but studio will remain at Paramount plant, from where programs will be relayed over retransmitter, W6XLA, to the main transmitter.

On a recent trip East, Klaus Lambert, the station's director of television, arranged for United Press news for W6XYZ's news programs and the re-production of maps made by C. Hammond & Co. of New York.

1	9	4	3
5	7	8	10
17	18	19	20
21	22	23	24
25	26	27	28
29	30		

October 7

Guila Adams	Frances Hunt	Bring
Marjorie Carroll	Andy Devine	
Frances Moore	Phil Ohman	
Ann Pickard	Ralph Rainger	
Sally Vass	Alfred Wallenstein	



# Fly's Views On Free Air

## WPB Clarifies Setup For Radio-Radar Unit

Washington Bureau, RADIO DAILY  
Washington—Formal organization of the departmental set-up of the Radio and Radar Division of the War Production Board to clarify the lines of activity of the production organization units and further efficient coordination was announced by Ray C. Ellis, Director of the Division.  
Recent appointment of three assistant directors in the Radio and Radar Division—Sidney K. Wolf for production, J. W. Abney for internal management and Harold Sharpe for administration—is part of the clarification.  
*(Continued on Page 3)*

## Universal Pictures Sets Co-Ordinator For Radio

David Carter has been named by Universal Pictures as radio co-ordinator for the New York office, it was announced yesterday by Maurice Carter, eastern advertising and publicity manager.  
Carter will assume his new duties as co-ordinator next Monday. He will be assisted by Bergman and Robert D. ...  
*(Continued on Page 2)*

## Clinton Reynolds Signs With "Salute To Youth"

Clinton Reynolds, ace war correspondent and author just back from the Italian front, has been signed as a line reporter for the NBC "Salute to Youth" series. He makes his first appearance Tuesday, Oct. 19, 10:30 p.m., EWT.  
Reynolds, who has reported the war ...  
*(Continued on Page 2)*

**"Kol Nidre"**  
Chanting of the "Kol Nidre," evening prayer of the Yom Kippur (Day of Atonement) services, which begin at sundown, is scheduled to be aired by a 10-piece choir and cantor on today's matinee of Gertrude Berg's perennial "The Goldbergs" over WABC at 1:45 p.m., EWT. Closing commercial for Duz will be dropped in honor of the occasion.

**GHQ Complaint**  
Following a complaint from General Eisenhower to the War Dept. that the resumes of the World Series games were unsatisfactory to the servicemen and that a play-by-play was desirable, J. P. Spang, Jr. president of Gillette Safety Razor Co., series' sponsor agreed to cut commercials during the play-by-play and use them between innings only. This allows the War Dept's no-commercials for overseas edict to be complied with.

## MBS Affiliate Groups Close 3-Day Session

Third and concluding day of the meeting of Mutual network affiliate organizations was held yesterday at the Waldorf-Astoria Hotel, the particular group in session being the Station Relations and Station Service Committee. Frequency Modulation came in for a sizeable portion of the meeting. Richard Connor, manager of MBS station relations president.  
"Mutual must plan for technical ..."  
*(Continued on Page 3)*

## CBC Conference Set In Toronto, Oct. 15-18

Toronto—The third annual CBC farm broadcast conference will be held in Toronto from October 15 to 18, according to O. J. W. Shugg, supervisor of CBC farm broadcast department. Subjects for discussion will include regional farm broadcast administration.  
*(Continued on Page 2)*

## Paley Going Abroad For OWI; Kesten Made CBS Exec. V.P.

### WLW To Inaugurate Chungking Pickup

Cincinnati—Special shortwave service from Chungking, China, to WLW will be inaugurated tomorrow night at 10 p.m., CWT, with a broadcast celebrating Chinese Independence Day. Pickups from Chungking have been arranged through the Chinese News Service, working in cooperation ...  
*(Continued on Page 2)*

## Chairman Of FCC Dissects Moot Issues As They Concern The Broadcasters In Talk To Radio Exec. Club

Addressing members of the Radio Executives Club in New York, James L. Fly, chairman of the FCC yesterday delivered one of his most forthright speeches to date in which he thoroughly explored problems of the broadcasters and what he considered their shortcomings in regard to policy on various matters now being argued pro and con. His theme was Freedom of Speech and the Freedom to Listen variation which he brought out in his recent utterances in Boston, and developed them from the angle of the broadcaster's duty.



JAMES L. FLY

Highlights in Fly's talk touched upon the refusal of the industry to accept commercials wherein the sponsor seeks memberships over the air; controversial issues as now handled (via NAB Code) by the broadcasters and finally the question of opinionated news broadcasts by commentators. Actually Fly did not mention CBS nor did he mention ...  
*(Continued on Page 6)*

## Dumont To Televisize Movie Production

Du Mont Television will televise a special show in connection with RKO-Radio's film "Behind the Rising Sun" Sunday night at 8:30 p.m., EWT;  
*(Continued on Page 2)*

## Spriggs In Mass. Post For U. S. Treasury Dept.

Marjorie Spriggs, for the past two and a half years with the Treasury Dept. in Washington, has resigned ...  
*(Continued on Page 2)*

## Radio Tube Shortage Affecting Listeners

Washington Bureau, RADIO DAILY  
Washington—Radio is in serious danger of losing a large proportion of its audience. Already, on the basis of WPB estimates, lack of tubes has meant that eight to ten per cent of the nation's receivers are out of commission, and the situation will be a ...  
*(Continued on Page 8)*

## Anniversary

The Boston Symphony, conducted by Serge Koussevitzky will return to the air tomorrow over the Blue Network from 8:15-9:15 p.m. The inaugural broadcast will mark the 20th season of Dr. Koussevitzky's conductorship of the organization. Prophetic, in view of present developments on the Russian front, is the final selection of the concert: "The Great Gate at Kiev."

In announcing Mr. Paley's OWI assignment abroad, Elmer Davis stated: "Mr. Paley will join C. D. Jackson ..."  
*(Continued on Page 3)*





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

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**FINANCIAL**

(Thursday, October 7)

**NEW YORK STOCK EXCHANGE**

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	156 1/2	155 7/8	155 7/8	- 1/8
CBS A	22 1/2	22 1/8	22 1/8	- 1/8
CBS B	22	22	22	- 1/8
Crosley Corp.	18	17 1/2	17 1/2	- 1/4
Gen. Electric	36 1/2	35 3/4	36 1/4	- 1/4
Philco	22 3/8	22 1/8	22 3/8	- 1/8
RCA Common	9 3/4	9 1/2	9 1/2	- 1/4
RCA First Pfd.	70	69 3/4	69 3/4	- 1/4
Stewart-Warner	12	11 3/8	11 1/2	- 1/8
Westinghouse	94	93 3/8	94	- 1/2
Zenith Radio	32 1/4	32 1/2	32	- 3/4

**NEW YORK CURB EXCHANGE**

Nat. Union Radio	2 5/8	2 5/8	2 5/8	- 1/4
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**OVER THE COUNTER**

	Bid	Asked
Farnsworth Tel. & Rad.	9	10
Stromberg-Carlson	10 5/8	11 5/8
WCAO (Baltimore)	20	23

**20 Years Ago Today**

RCA began its first direct radio service to Poland... WJZ staged a special Jenny Lind birthday broadcast... Belle Baker recorded: "I've Got The Yes We Have No Bananas Blues"... Grantland Rice was thrilling sports fans with a broadcast summary of the World Series game between the Giants and the Yankees.

**John Carney Appointed CBS Program Producer**

John Carney has been named a producer in CBS program department, it was announced yesterday by Douglas Coulter, director of broadcasts. Carney came to Columbia two years ago as assistant to the director of program service, and when that department was discontinued he assumed duties in program sales work and as liaison between network sales and program departments. Prior to joining CBS he was in the radio sales department of General Amusement Corp. and previously had been head of the radio department for Music Corporation of America. His first producing assignment is the five-a-week variety show "Fun with Dunn."

**WLW To Inaugurate Chungking Pickup**

(Continued from Page 1) with the special events department of WLW. Arrangements were undertaken several months ago, and for a number of weeks station has been broadcasting experimental pickups. Guests at the initial broadcast will include: Dr. Wei Tao-Ming, Chinese Ambassador to the U. S.; Pearl Buck, novelist; Adet Lin, daughter of Lin Yutang; Mme. Chu Shih-ming, wife of the military attache to the Washington Chinese Embassy; Governor John W. Bricker of Ohio; Governor Henry F. Schrieker of Indiana; Governor Matthew M. Neely of West Virginia; James R. Young, author of "Behind The Rising Sun", and Milton Caniff, creator of "Terry and the Pirates." James D. Shouse, vice-president of Crosley Corp., will be host on the broadcast.

**Quentin Reynolds Signs With "Salute To Youth"**

(Continued from Page 1) in England, Russia, North Africa and Italy as staff correspondent for Collier's, will present a dramatic "fighting story of the week" featuring the exploits of America's young warriors and flavored by his own personal observations of the world's battlefronts. Nadine Conner, youthful Metropolitan Opera star, and Raymond Paige's "Young Americans" orchestra of brilliant young musicians provide the musical portion of the program dedicated to the accomplishments of the country's younger generation.

**Spriggs In Mass. Post For U. S. Treasury Dept.**

(Continued from Page 1) her post as Chief of the Radio Section of the Treasury's War Finance Division to become Deputy Manager of Publicity for Massachusetts also for the Treasury Dept. Miss Spriggs will make her headquarters in Boston, effective next week.

**Joe Seacrest Returns From So. American Trip**

Omaha, Neb.—Joe Seacrest, chairman of the board of KFAB, KFOR and KOIL, who accompanied Senator Hugh Butler of Nebraska to South America, has returned after making radio connections that will in the future help Latin Americans, particularly Brazilians, acquire more familiarity with midwestern cities. Seacrest visited a Rio de Janeiro radio station and discovered a program was contemplated in which a mythical South American family should visit cities in the United States. He immediately suggested the family should make Lincoln, Neb., one of its stops and offered to supply the program director with necessary information. On returning to Nebraska, Seacrest secured the format for the show from the KFAB continuity department and had it forwarded by diplomatic mail to the South American station.

**Dumont To Televisize Movie Production**

(Continued from Page 1) appearing on the telecast will be Margo, film's star, James R. Young, author of the book from which the picture was made, and George Putnam, newscaster. In addition, a specially prepared film will be transmitted over the air. Another feature of DuMont's Sunday night presentation will be the "Forum," with Prof. Clyde R. Miller of Columbia University and Frederick C. McKee, industrialist, as guest speakers discussing the fourth term question.

**Universal Pictures Sets Co-Ordinator For Radio**

(Continued from Page 1) Hussey, director of radio activities, who handles eastern contracts on all phases of radio, including publicity, advertising and exploitation, in connection with the company's product and personalities.

**CBC Conference Set In Toronto, Oct. 15-18**

(Continued from Page 1) istration, analysis of program content of agricultural broadcasts to determine its suitability to region served, plans for national farm radio forum which begins November 8, and plans for regional pick-ups during this winter series.

**Campbell Takes Over New Post With Don Lee**

Los Angeles—Pat Campbell has assumed his new duties as director of public relations for the Don Lee network. When the World Broadcasting System, only Western Electric licensee for making transcriptions for radio productions, was first organized 12 years ago by Percy L. Deutsch, Campbell organized the West Coast offices and studios and since that time had been in charge of all World Broadcasting activities in 11 Western states. From 1922 to 1930 he was general sales manager for such film companies as D. W. Griffith, Inc., Pathe and United Artists.

**Stork News**

Boy was born yesterday to Mr. and Mrs. Ralph Edwards at Woman's Hospital, New York, the stranger weighing in at seven pounds four ounces. Child, named Gary Livingston Edwards is the second one for the "Truth of Consequences" daddy, oldest child being a girl.

**Bob Hope To Report**

Bob Hope's report to the nation on his recent 11 weeks' tour of England, Africa and Sicily will be heard on Cavalcade of America, Monday, Oct. 11, over the full NBC network. "Bob Hope Reports" will be broadcast from the NBC studios in Hollywood and will relate untold episodes of his entertainment for our fighting boys overseas.

**COMING and GOING**

TOM SLATER, Mutual's director of sports features and sports, to Washington, D. C. today for a Red Cross lecture. He will be back in time to cover the Army-Temple at West Point tomorrow, where he will supply the color background before and the contest as well as between the two. RUSS HODGES will do the play-by-play.

LT. COL. EDWARD DAVIES, vice-president in charge of sales at WIP, Philadelphia, in town yesterday for conferences with New York representatives of the station.

HAROLD MEYER, station manager of WR Blue Network outlet in Stamford, Conn. visitor yesterday at Rockefeller Center.

FRED FLETCHER, general manager of WJL Raleigh, N. C., in New York this week in connection with station and network business.

STANLEY L. STEVENS, publicity manager for BBC, will leave directly following the World Series on an extended trip contacting newsmen concerning their editorial material or BBC material. He has scheduled stops in Kansas City, St. Louis, Lincoln, Omaha, Moines, Minneapolis, Chicago, Detroit, Cleveland, Dayton, Cincinnati and Pittsburgh. Present plans call for return to New York around the end of the month of October.

ARTHUR J. KEMP, newly appointed manager of the CBS Detroit sales office, will arrive in the Michigan metropolis on Sunday for conferences with Detroit officials.

LESLIE C. JOHNSON, vice-president general manager of WHBS, Rock Island, Ill. in town on station business this week.

BEATRICE KAYE, leaving the coast for New York. She is scheduled to open at the R Nov. 20.

TED HUSING and JIMMY DOLAN leave tonight for Ann Arbor, Mich., where they will cover Saturday's crucial game between Michigan and Notre Dame.

SHEP FIELDS and the members of his band are in Fort Wayne, Ind., where he opens tonight for an engagement at the Palace Theater.

**A Dozen Does It!**

Twelve large war plants and shipyards depend on Station W-I-T-H to attract workers to their payrolls. And what large payrolls they are!

A very modest budget on W-I-T-H will put you in touch with this market. If you want quick results, get in touch with W-I-T-H... fast!

**W-I-T-H**



**IN BALTIMORE**

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED



## MBS Affiliate Groups Close 3-Day Session

(Continued from Page 1)

changes after the war, and FM must be included in this plan," Miller McClintock, MBS president, stated, as he opened the Station Relations and Station Service conferences.

"There are two questions confronting us," continued McClintock, "our attitude towards FM and our attitude towards television."

Jack Poppele, secretary and chief engineer of WOR, Mutual's New York affiliate, then took the floor to discuss the future of FM.

"Although this movement is only a few years old," said Poppele, "already there is a movement to expand it through FM we can overcome the shortcomings of broadcasting. It will eliminate static, interference, fading and improve tonal quality. WOR was the first major station in the East to operate an FM station."

The conference dealt with the reported problems discussed at the two previous meetings—the Program and Sales and Merchandising conferences. A definite pattern and plan to correct some problems in existence, which will result in smoother operations in station relations, were adopted.

### Several Executives Speak

James A. Mahoney, assistant in charge of Sales and Merchandising, elaborated on the relation of his department to the problems of station relations department.

George Chambers, Eastern Sales Service Supervisor, speaking on "Cooperation Sales and Service" department had made swift progress in clearing many of the difficulties correlating the affiliates with the network and advertising agencies.

Edwin T. Otis, assistant in charge of Programming, discussed programming as related to Station Service. Now in wartime, and in post war-time, we have the unusual opportunity and responsibility to our listeners to mold public opinion towards better understanding."

Paula Nicoll, assistant in charge of Traffic, stated that for the first time Mutual history "we are clearing quickly—live, guaranteed clearance with few playbacks offered."

Andrew L. Poole, Traffic Supervisor, spoke on Engineering and Long lines.

Adolph Opfinger, Mutual Program Director, attended the meeting, and spoke briefly on the subject of programming.

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

**5000 WATTS Directional**  
OVER METROPOLITAN NEW YORK

## WPB Announces New Set-Up Of Radio and Radar Divisions

(Continued from Page 1)

the functional and organizational activities.

The Radio and Radar Division is the focal point for the electronic, test equipment and industrial instrument industries and the Government claimant industries interested in their products. The Division is responsible for having radio and other electronic equipment and components produced to meet the demands of the Armed Services and the contractors to the Services, as well as to maintain essential civilian equipment.

The Director, Ray C. Ellis, with the assistance of the Deputy Director, John S. Timmons, maintains contract with the claimant agencies, the industries, and the various offices of WPB. He establishes major policies for operation and has the general supervision over the work of the organizational units. The assistant directors cooperate with them.

Mr. Wolf, Assistant Director for Production, directs the work of the Products and Facilities Branch, End Products Branch and Industrial Instruments Branch as they relate to facilities, plant capacities, production and materials. These operational branches are responsible for the production of equipment and parts to meet the approved requirements of the Armed Services and essential civilian needs.

Mr. Sharpe, Assistant Director for Labor, is responsible for the man-power requirements and labor production problems of the industries which report to the Division. He maintains contact with the manpower agencies of the Government and regional manpower and labor representatives.

Mr. Abney, Assistant Director for Internal Management, is responsible for coordinating the efforts of the production and organizational activities of the Division.

More detailed information on the scope of the functional, or production units of the Division follows:

### Products and Facilities Branch

The Products and Facilities Branch, under Elmer R. Crane, Chief, has the task of determining and administering plans for the production of components required for electronics equipment.

Interests of the branch extend to many phases of communications equipment. It is interested in increasing production through quality control, simplification, concentration and standardization. The standardization program is carried on jointly by industry sub-committees, the American Standards Association and the Signal Corps Standards Agency at Red Bank, New Jersey.

### End Products Branch

The End Products Branch, under L. J. Chatten, Chief, develops and recommends to all claimant agencies plans for the procurement of electronics and products to meet military requirements, making the most efficient use of existing facilities.

The End Products Branch cooperates with the Office of Scientific Research and Development of WPB, Government laboratories, industrial concerns and claimant agencies to assemble data on all new developments of electronics and equipment and advises the Products and Facilities Branch of technical changes or developments which may affect the requirements for components.

The Industrial Instruments Branch, under E. A. Capello, acts as the focal point for all problems affecting the production and distribution of products within its jurisdiction.

Through the Division Requirements Committee, the essential requirements of the various claimant agencies for products under jurisdiction of the Branch are received. Where a critical situation exists on the distribution of certain products, scheduling of

shipments is undertaken in cooperation with claimant agencies concerned.

Programs for simplification and standardization of industrial instruments are effectuated and conservation measures instituted where necessary.

Details of the scope of the functional units of the Radio and Radar Division follow:

### Program Branch

The Program Branch, under Frank S. Boland, Chief, screens and correlates the requirements of all programs for procurement, manufacturer and distribution of electronics equipment for the armed forces, for export and for essential civilian requirements. It establishes the relationship of such programs to the policies of WPB and plans the implementation of resulting WPB programs. The chief operating function of the branch is to plan and supervise the operations of the Controlled Materials Plan with respect to the electronics industry at the claimant agency, or consumer level as distinguished from the distribution or manufacturers' level. As part of its functions, the Program Branch establishes the statistical controls and systems necessary to remain cognizant of the current status of requirements, production and materials flow.

The Branch also develops and maintains statistical and research studies for use of the Division. It is the principal point of contact for the claimant agencies and presents statements of requirements to the Division Requirements Committee, where determination is made as to allocation of materials among claimants.

### Distribution and Scheduling Branch

The Distribution and Scheduling Branch, under Arthur J. Wilson, Chief, is responsible for receiving and processing applications for critical materials and scheduling production and delivery of products and critical components.

### Domestic and Foreign Branch

The Domestic and Foreign Branch, under Frank M. McIntosh, Chief, is responsible for production and distribution of components and equipment for broadcasting stations, international communications systems, public address systems and ship-to-shore communications. All matters pertaining to civilian radio requirements are referred to the branch for appropriate action.

### Administrative Section

The Administrative Section, under Rita E. Cote, handles the administrative duties relating to establishing positions, securing competent personnel and providing office service within the Division.

### Field Service Branch

The Field Service Branch, under Frank S. Horning, Chief, administers all field problems outside the Washington level. It is made up of 37 Radio and Radar specialists in 13 regional offices throughout the United States, who coordinate activities of producers of electronics equipment. From the regional offices, manufacturers may obtain detailed information regarding all programs and proper interpretations of L and M orders pertaining to the industry.

Under the new plan of decentralization from the Washington level, all electronics manufacturers are provided with a liaison so that problems can be solved expeditiously.

## Radio Club To Meet

The Radio Club of America will inaugurate its fall season program with a paper entitled "Considerations in the Application of Cathode-Ray Tubes in Equipment," to be delivered by Dr. P. S. Christaldi, Chief Engineer, and I. E. Lempert, Cathode-Ray Tube Engineer, of Allen B. Du Mont Laboratories, at the meeting on Thursday evening, October 14, 8 p.m., Havemeyer Hall, Columbia University.

## Paley Going Abroad; Kesten CBS Exec V.P.

(Continued from Page 1)

director of all OWI operations in Italy, North Africa, and the Middle East. He will operate with the Army's Psychological Warfare Branch at Gen. Dwight D. Eisenhower's headquarters. Mr. Paley is going overseas to help in the radio phase of psychological warfare in the Mediterranean area," explained Mr. Davis. "As president of the Columbia Broadcasting System since its organization Mr. Paley is one of the outstanding men in American radio. We are proud to have a man with the experience and ability in our overseas operations." CBS directors, at a meeting Wednesday afternoon in New York, granted Mr. Paley a leave of absence to accept the war area assignment.

### Election Unanimous

Kesten was elected executive vice-president of CBS by unanimous vote of the board of directors at a meeting yesterday. He formerly served as vice-president and general manager and it is believed that in the new position he will assume many of Paley's duties while the CBS president is abroad. Kesten joined CBS in July, 1930, becoming the network's director of sales promotion. In December 1934, he was elected a CBS vice-president, in May, 1937, he was voted a place on its board of directors, and in March, 1942, became vice-president and general manager. He is a member of the board of directors of the War Advertising Council, Inc., and the NAB.

## Comments On Tele As Aviation Asset

Montreal—Professor Leon Brillouin, formerly of the Sorbonne, Paris, and lately of Brown University, Providence, R. I., was interviewed in Montreal today on the progress of television, on which he is an authority. He said he would not be surprised if television is already being made use of in allied military operations. "Could it be useful in reconnaissance flights?" he was asked, and replied "certainly it could." Prof. Brillouin will shortly occupy a chair in Columbia University, New York City.

### To The Colors

Art Force, the radio news officer of the OWI division, has left for the Army, his place being taken by Park Simmons, formerly with the CBS news department in New York.

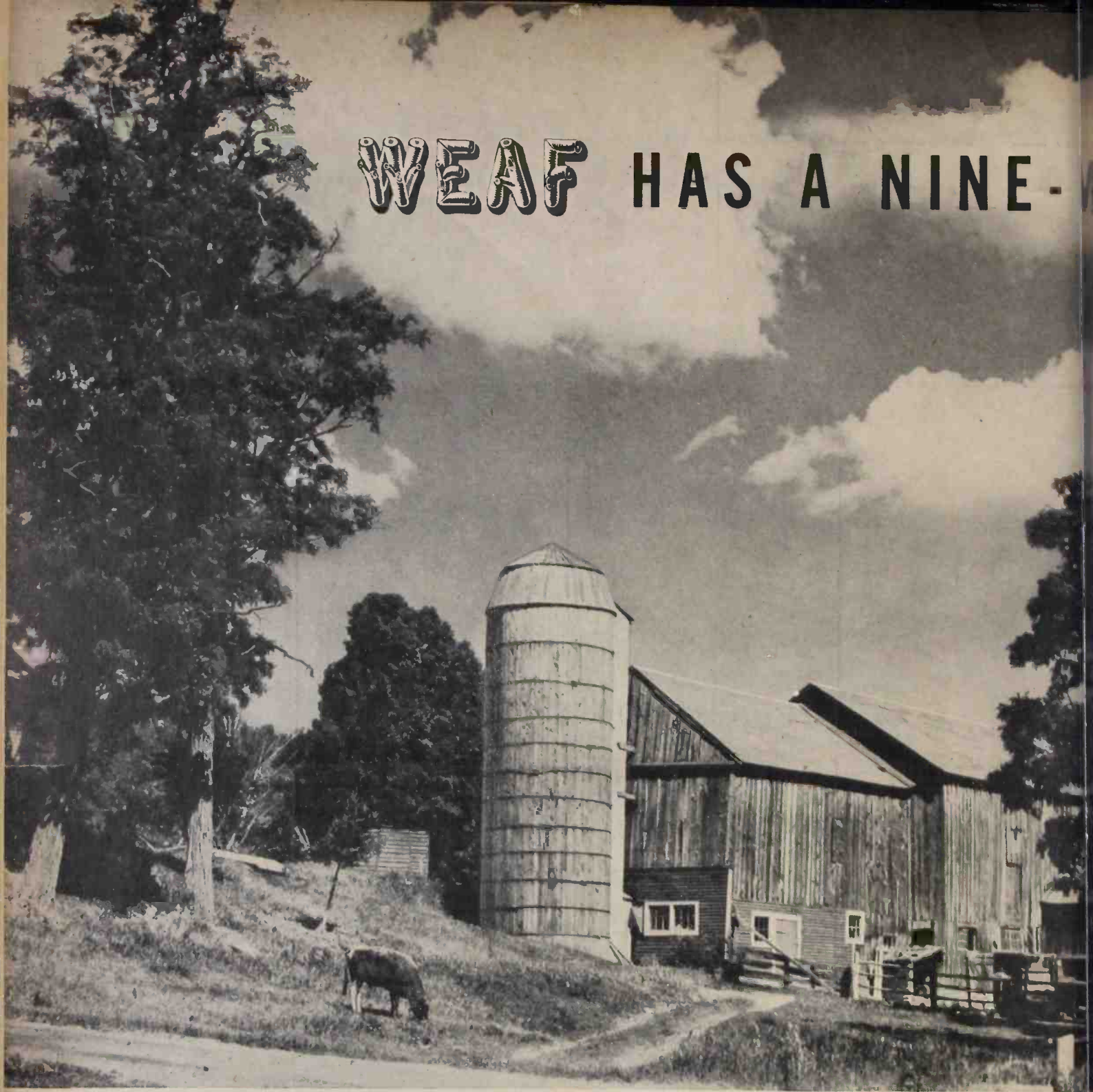
THIS LITTLE BUDGET

WENT TO  
**WORL**  
**BOSTON**  
**MASS.**





# WEAF HAS A NINE-



LIVESTOCK



DAIRY



GARDENING



# ION ACRE BARNYARD!

WHEN YOU radio advertisers think of WEAF as New York's best-known station, you're likely to think in terms of the urban New York market. Of course, this in itself is a tremendous circulation factor which no smart sponsor discounts, no matter how he looks at it.

But there's more to WEAF's coverage story than Metropolitan New York alone. There is a prodigious rural audience in WEAF's effective service area where you'll find nearly 9,000,000 acres on more than 113,000 farms. The income from these is well over \$367,000,000—and if you ask us, that ain't hay!

### *WEAF's "Modern Farmer" Program*

For the past nine months, WEAF has willingly catered to the radio tastes and needs of this impressive rural market with a timely, sensible program called, "The Modern Farmer." It is heard six mornings a week from 6:30 to 7:00 A.M. The show features and is run by Mert Emmert, WEAF's Farm Program Director.

With Emmert, that's more than a desk title! In the first place, he's a practical dirt farmer himself, born and raised on a farm—and not many years ago at that.

For another thing, Emmert gets around a lot among various markets and farmers, agricultural officials and county agents. Personalities like these often appear on his program.

Emmert gets the ears of WEAF's sizable farm audience, because he speaks their language, gives them the sort of news, information and diversion they want under wartime conditions. Furthermore, he's on the air at a time when New York farmers can and do listen. Curiously enough, Emmert enjoys a large "bonus" audience among suburban victory gardeners who have followed his advice on both "The Modern Farmer" show and his "Plot for Victory" program which just closed after a successful spring and summer season.

"The Modern Farmer" program can do a job for radio advertisers who want a low-cost approach to New York's valuable, responsive rural market. Mert Emmert himself can really make your product sales grow in WEAF's 9,000,000-acre "barnyard."

For complete program details and low announcement costs, write or phone NBC Spot Sales, Radio City, New York 20, N.Y.



POULTRY



CANNING

NBC'S KEY STATION

# Weaf

NEW YORK • 50,000 WATTS

*660 on the dial*



# Head Of FCC Speaks At Meeting Of REC

(Continued from Page 1)

the NAB Code, but in each case it was obvious as to what he meant.

Fly was of the opinion that true freedom of speech in the hands of the broadcasters would mean that they would find a way to circumvent all of the arguments found against either the opinionated commentators or analysts, the sellers of memberships and other controversial issues per se as defined in the broadcasters code of ethics and fair play. In each case he enlarged upon the issues and believed arrangements should be made so that few if any groups with an issue would be kept off the air.

In nearly every instance, the trend of the speech, while it concerned the radio audience at large, really simmered down to trade angles worthy in his opinion, of being ironed out for the benefit of radio and the people as a whole. He quoted both newspaper columnists and commentators as examples of what he was trying to convey in his address.

Fly also gave considerable time to the shifting of unsponsored forum type of programs, which he deemed unwise.

### Kesten Invited to Talk

Since the reference by Fly to "censorship" of analysts was plainly aimed at CBS, or at least that was the consensus of the listeners, Paul Kesten, executive vice-president of CBS who sat next to the FCC Chairman as he spoke, was invited by REC President Grabhorn to speak in rebuttal at a later date. This Kesten accepted and in the language of Grabhorn, was given a hitch-hiker spot on Fly's speech. Kesten sought to avoid giving an answer stating that he realized it was not the time nor did he have prepared facts to present to the best advantage. However he did cite an example of what two commentators could do with the same assignment, one being straight objective reporting and the other opinionated. This clever piece was written by Paul White, as an example of what the network is seeking to avoid, when it means "opinionated news." Kesten was of course in accord on "free speech" but he said, "not for only a few."

Complete text of Chairman Fly's address will be found in adjacent columns.

### Grabhorn New REC Prexy

Murray Grabhorn, newly elected president of the Radio Executives Club, presided at yesterday's meeting which was the first of the organization's fifth season. Meetings which are now to be held every second Thursday in the Hotel Shelton, will have the benefit of a greatly increased membership, Grabhorn pointed out. He also outlined the progress and policies of the club as well as introduced some of the out-of-town visitors. These included Mr. and Mrs. Arch Shawd of WTOL; Mort Watters and Dick Westergard of Scripps-Howard radio and John Laucks of WSTB. Grabhorn also paid tribute to

# Complete Text Of Address By Fly

"Two weeks ago in Boston, and again Tuesday night over the Columbia Broadcasting System, I outlined what seems to me one of the important goals to be achieved in the post-war settlements—freedom to listen. As you know, the Axis-dominated portions of the world have no such freedom today. Nazi radio receivers are limited in range and frequency so that only the outpourings of domestic propaganda transmitters are audible. Broadcast signals from outside the Axis sphere of influence are on occasion jammed. And listening to such broadcasts is made a criminal offense, punishable in some instances even by the death penalty.

"Such conditions, it seems to me, are intolerable anywhere on the face of the earth if we are to build a sound and peaceful post-war world. For freedom to listen is in some respects as important as the other freedoms for which we fight, and must be similarly guaranteed. In the modern world, freedom of speech is not enough if it is not complemented by freedom to listen—which can be defined broadly as access for the general public to what is said by means of the mass medium for the dissemination of ideas and opinion—the radio.

### Freedom to Listen

"Here in the United States, we today have freedom to listen in an almost absolute degree. Our radio receivers have free-turning dials and band-switches, and there is no law which hinders listeners from tuning in the program of their choice—or from turning off the radio altogether.

"The listeners, however, are shackled by a few outmoded conventions which in reality the industry should never have inflicted on its audiences. Radio is the greatest medium thus far created for the dissemination of information. Those entrusted with the facilities of radio cannot impair the freedom to listen by restrictions imposed at the transmitter end.

"One such restriction is the ban imposed by some stations and networks on the sale of time to groups and organizations and the discrimination against such groups or organizations imposed by others. Thus cooperatives, small business men's associations, labor organizations, and all sorts of other groups find it either difficult or impossible to buy time on the air.

"This restriction on free speech arises from the fact that radio has been tremendously successful in promoting the sale of

the new officers and their work over the summer, preparing for the new season.

On the dais yesterday were: Ira Hirschmann of Metropolitan Television Corp. and advertising and promotion manager of Bloomingdale's department store; Ted Streibert of WOR and Mutual; Mark Woods, president of the Blue Network; Lucy Monroe; Chairman J. L. Fly of the FCC; Murray Grabhorn, Paul Kesten, A. L. Ashby, vice-president and counsel for NBC; Alfred J. McCosker of WOR and Mutual; Edward G. Noble, owner of WMCA and prospective buyer of the Blue Network and James Sauter, of the NEIC.

### Lucy Monroe Sings

Preliminary to opening of the luncheon session Miss Monroe and the guests sang the "Star Spangled Banner." New service flag was unfurled and while the exact number of REC members now in the service has not been fully checked, Warren Jennings, of the New York office of WLW who is the new secretary of the REC read over the list of names of those known to be in the armed forces. Flag was presented by RADIO DAILY to the club.

Meeting was by far the best attended in the history of the REC with every branch of the broadcasting industry represented.

merchandise and services. Because of this success, some elements in the industry argue that time should be sold exclusively to vendors of merchandise and services.

"To my way of thinking, that sort of talk is altogether too narrow and confining for a free people, proud in its freedom and prepared to fight to the death to maintain its liberty. Of course, the sale of merchandise is an essential ingredient in our way of life, and one to be defended. But to say that America means nothing more than that, to forget our glorious heritage of ideas as well

### FLY-ing Start

First luncheon meeting of the Radio Executives Club off to a FLY-ing start with a turnout crowd present at the Hotel Shelton. While table reservations for 230 were set to hear Chairman Lawrence Fly's address fully another 100 lunched elsewhere and returned to the club luncheon for the Fly speech.

as worldly goods, is to betray a considerable portion of all that has made our nation great. By all means let American radio continue to be the greatest medium for the advertising of goods and services that the mind of man has yet devised. But to restrict broadcasting to this single function—or to any other single function—is to betray the very foundations of a free radio.

"This is a democracy. Radio can function truly as an effective mechanism of free speech only if it serves the people as a whole. In our entire social and economic structure there are many important segments of people. In one such segment are the big industrial concerns with commodities for sale. But by what logic can we conclude that only this one segment can adequately reflect the viewpoint of all the other important facets of our society? Can broadcasting, while restrained to carry the voice of the one group and only let one group lay claim to being an effective instrument of democracy? Programs should not be banned because they are intended to convey messages. Nor should they be banned because of the identity of certain groups that request the necessary time for projecting their programs on the airwaves. There is no danger in allowing all responsible groups in a democracy to be heard.

### Radio Restricts Free Speech

"A second restriction on free speech over the radio is the new but widespread ban against permitting the solicitation of memberships over the air. Listeners can be urged by radio to enjoy romance through sparkling teeth or to correct faulty elimination, but they cannot be urged to join a cooperative, a labor union, a business men's association, Kiwanis, the Knights of Columbus, or even the Society of Conservative Philosophers. There is a sheer arbitrary nature about the ban against soliciting memberships over the air. Time can be bought for the sale of shoes and soap and sealing wax, cigarettes, beer, institutional goodwill, and cathartics. But time can't be bought or received gratis for the solicitation of memberships—except, of course, by mutual insurance companies. The very nature of the exception emphasizes the censorious quality of the rule.

"Not long ago I asked a witness before the Commission substantially this question:

Here in Washington, D. C., we suffer from taxation without representation. Would you sell time to the District of Columbia Association against Taxation without Representation for the purpose of getting members for that organization?

The answer was, "No."

"I next asked:

Suppose the year were 1776. Would you then have sold time to the Massachusetts Bay Colony Association against Taxation without Representation for the solicitation of memberships?

"I got no answer.

### What Forefathers Might Say

"I sometimes wonder what Samuel Adams and Tom Paine would have said, what scorching phrases their pens would have devised, to describe a restraint on free speech which would have prevented them from

soliciting members for their libertarian organizations before the American Revolution, wonder what Margaret Fuller and Susan Anthony would have said to a ban on putting them from using radio to advocate cause or even procure members for women's suffrage leagues.

"Yet this is the very ban which Samuel Adams, the Tom Paines, the Margaret Fullers and the Susan B. Adams of our own generation must suffer at radio.

"A democracy is not only a group of chants with products to sell. This democracy is rich above all others in the variety of its groups. We need never be bored for lack of diversity in points of view. The sum total of these points of view in democracy, radio, a force in this democracy should reflect an adequate cross-section

"This is a democracy—in every way which has faced us as a nation, we relied again and again on free debate decisions upon which our salvation depended. Perhaps the prime barrier to speech on the air is the ban imposed by stations and networks on the sale of time for the discussion of controversial issues. (And what is a 'controversial issue' merely a current issue?) No matter worthy the cause, no matter how important the issue, and no matter how eager a listening public may be to hear such discussion, a rule followed by many stations and networks prevents the purchase of this ban as well as the restriction on the sale of time to certain groups or persons so wholly out of keeping with American traditions of free speech which we maintained for more than a century and a half, that arguments in its favor must be examined with the greatest care.

### Radio Defines Service

"One argument urged in favor of ban the sale of time for discussing controversial issues is that the radio is not merely a vehicle for free speech, it is also a means of amusement and entertainment, an amusing medium, a musical instrument, many things besides. If time is sold for controversial discussions, it is asked, can radio continue to fulfill these functions?

"The answer, of course, is that so time for the discussion of controversial issues does not mean selling all the time on the air for such discussion, or selling for more discussion than the public wants to hear. If there is one principle firmly established than any other in American radio, it is the principle of a well-balanced program structure. If radio were overloaded with any particular kind of program—dance bands, soap operas, or symphony music—it would quickly lose its universal popularity. Station managements are perfectly familiar with this fact, and adhere to the principle of a well-balanced program structure with a fair degree of success. And the principle would continue unimpaired even a reasonable amount of time were sold for the discussion of controversial issues.

"A second argument frequently raised against such sale of time is that the financed groups would buy the most air and hence that radio would become an instrument serving only one side of each issue—the side with the most money. In early days I joined in the expression of apprehension of the devastating effect sheer economic power. However, economic power has well nigh taken over under present system and we are left with

(Continued on Page 7)

### Mr. Noble

Murray Grabhorn drew quite a laugh from the REC members and guests when it came his turn to introduce Edward G. Noble. Looking at Chairman Fly with one eye and the other at Noble, Grabhorn said "Next on my left is Edward G. Noble, president and owner of WMCA and (hesitating) proposed buyer of the Blue Network," Grabhorn then said he got one word wrong—proposed instead of prospective.



# Freedom To Speak, And To Listen, Is Stressed

## Ban On Soliciting For Membership Called Unwise

(Continued from Page 6)

native but to insist that management firm its duty to the public. I know an, and indeed we must, rely upon the principle of fair and well-rounded discussion which I am sure radio is attempting to accomplish. Selling time for the discussion of controversial issues does not mean making radio a common carrier, willing to sell to prospective purchaser as much time as he will buy. The station licensee, in the hands control of programming properly necessarily belongs, must inevitably exercise discretion, in order to ensure that shall become the tool of no special interest. Indeed, there is no deny that radio management today does not request it. Likewise the same management, whose judgment comes at high price, ought to be able to exercise it in the field. The Federal Communications Commission summed up this aspect of radio in its layflower opinion, when it stated:

Freedom of speech on the radio must be broad enough to provide full and equal opportunity for the presentation of the public of all sides of public issues. Indeed, as one licensed to operate in the public domain the licensee has assumed an obligation of presenting all sides of important public questions, fairly, objectively and without bias. The public interest—not the private—is paramount. These requirements are inherent in the conception of public interest set up by the Communications Act as the criterion regulation.

Commission Statement Misunderstood  
his statement by the Commission is entirely misunderstood. The frame of reference is the licensee and not the individual commentator or the particular program of the licensee permits on the licensee's duty is even-handed treatment of all sides of an issue and should be imbedded in our system of radio. It should continue to govern even when time is used for controversial discussion. In the past well-financed groups have been prevented from securing more than their share of radio time by the proper exercise of the licensee's discretion. Although licensee himself must not abuse the facilities which he is entrusted, still he must set up easy rules so that he need not squarely the problem of delivering to the public a full public service.

Third point frequently made is that opening the door for a re-establishment of the continuing barterages of so-called. That is simply not true. We are vested in free speech on current lively issues. The long continued sale of time to extremists with an axe to grind is an effective way to bar the door to who would present discussions of current issues, and thus would be a restraint on the speech mechanism in terms of its all duty to the public.

Fourth and final argument against the sale of time for controversial discussion is such time is now freely given. It is that radio has given vast quantities of time for this purpose, and has thereby lost the esteem of millions of listeners. I am of no one who would want to end controversial discussions. But if the American radio is to remain dedicated to the fundamental principles of free speech, mere hand-

## Gabber Grabhorn

Credit Murray Grabhorn, new president of the Radio Executives Club with turning in an excellent job as chairman of the first fall meeting of the club at the Hotel Shelton yesterday. Murray made the most of every situation in his comments and gave a clear picture of the clubs plans for the 1943-44 season.

outs of time are not enough for a variety of reasons.

### Time Purchaser Has Advantages

"A purchaser of time has many advantages over a mere recipient. First of all, he can choose his hour—subject of course to the station's or network's prior commitments. The recipient, on the other hand, must take whatever hour the donor chooses to hand out—and I need not tell this audience what a tremendous difference there is between one hour and another.

"Also, with respect to network programs, a purchaser of time can procure the broadcasting of his programs over specified stations, while the recipient of time cannot find out even after the show is over which stations have carried his program. Unlike purchasers of time, their network may consist of 15 stations instead of 150. And that, I venture to suggest, is not the kind of restraint on free speech which the Founding Fathers, were they alive today, would view with any complacency.

"Finally, the ban against selling time for controversial discussion serves to limit the time available for such discussion. When station managements—and advertisers—determine how much classical music and how much jazz, how much news and how much comedy to weave into their balanced program structure, building up a wide listening audience is their sole concern. But when they must determine how much time shall be donated for free discussion, another element necessarily enters in—the need of revenues. Advertising revenue is the rock upon which the American system of broadcasting is built. Revenues must be broad enough and firm enough to support the entire broadcast system. The maintenance of broad program revenues necessarily limits the time which can be donated free of charge to discussion or to anything else; it especially limits the choice hours which can be donated. Thus, if discussion is to be permitted only during donated time, it will necessarily be hemmed in by considerations of revenue. Clearly the best way to eliminate this restraint on free discussion is to remove the ban on time sales. This need not mean, of course, that free time is to be refused for controversial discussions. This type of program is desirable and lack of broadcast income should not be a reason for denying listeners.

"At present the problem is especially pressing because, as you know, some networks and stations are either approaching or have reached that happy haven of the 'radio industry'—'standing room only' during the evening hours. The year 1943 is by a considerable margin the most profitable year in radio history; during some hours and over some stations and networks there is in fact an acute shortage of available time. Under such circumstances it is especially unfortunate, and especially irksome, to limit controversial issue broadcasts to the scarce and less desirable periods which remain unsold.

### Defends Round Table Discussions

"The effing about that certain of the best forum or round-table programs are now lacking is clear evidence of the shortage of time for commercial users. I cannot conceive American listeners turning away from the forum or round-table type of programs; their popularity is too firmly rooted in the hopes and aspirations of the people. There are other dangers to these programs which should be dissipated quite freely.

"One danger lies in the suggestion that the hour-long forums be reduced in time to 30 minutes. An obvious difficulty with this suggestion is that it would reduce by half the amount of time devoted to each discussion, and thus halve the program's effectiveness. But the true objection, it seems to me, lies deeper than that. A half-hour forum program, in which each abundant sneezes in his edgewise word to beat the threatening time signal, would be killed as effectively as the babe in Solomon's court. After all, history does not record that the great historic town meetings at Concord and Lexington and in Faneuil Hall in Boston were stopped in half an hour by the sounding of a gong.

"Somewhat subtler than the proposal to cut the town-meeting-type programs in half is the proposal to change their times to less desirable hours or to book them temporarily and to be shuffled again. Those of you who are advertisers know what that means. When effort has been invested and audiences built

up over the years for a particular program at a particular time, certainly no advertiser engaged in selling his wares would take a change of hour without protest. In the case of the forum programs, there is no advertiser to complain about the 'bump,' but there are listeners. Public debate during the hours when housewives listen with one ear would be as inappropriate as a farm and home hour after midnight.

"A third proposal—and this one was publicly confirmed before the Commission two weeks ago—is the plan to sell one or more of the programs of this type to a sponsoring advertiser. However, it is somewhat ironical that not poverty but the greatest prosperity in radio history is the source of this plan to sell what has never been bartered since 1776—the town meeting and the free round-table discussion.

"If there be a sponsor, one may wonder who is to be permitted to select the subject and the speakers? I think it is to the credit of at least one network that they contemplate no sale, at least for the present, of this type of program. One warning that is present is that selling the forum may well add to the burden of the broadcasters own prejudices, the further burden of at least considering the prejudices of the sponsor.

### Free Time Not Choice Time

"In addition to the obvious danger I perceive in the treatment forum programs are likely to receive, there is an additional danger in the hand-outs of free time. The poor relation who gets the free time cannot hope to attract the attention that the time buyer builds up—with his day-by-day bombardment. Furthermore, admitted to this inner sanctum because he has a product to sell, the buyer of time has in some cases injected his own philosophy into his program. At times it is subtly done; at other times it is quite obvious; at all times such propaganda should be properly labeled. We, as Americans, believe that to judge the validity of anyone's arguments we have the right to know for whom he speaks. A symphony program with fifteen minutes of sponsored philosophy is objectionable to a good many listeners who have tuned in for the symphony.

So clumsy an attempt at indoctrination, undesirable as it is, does not equal the more insidious tactics of injecting the sponsor's ideas into a news broadcast as 'news.' The stealth with which some so-called commentators can move from the field of legitimate news into an appeal to the great virtues of the company and its principles and its ideas leaves all but the critically-minded unaware of what has overtaken them. It is arguable that the time buyer who has managed to get on the air with a product to sell perhaps ought to be allowed his bit of philosophizing. The newspaper, however, labels advertisements as such. And radio ear and ought to do the same thing. For example, note the confidential manner in which Gabriel Heatter moves from his news comments and calls you over to the side to tell you how awful your hair looks today. The essential thing, however, is that he be identified and the philosophy identified at the moment in order that it can be properly evaluated in the light of its source. One of the most certain methods of destroying the poison of false propaganda is frankly to expose it to the sun and air of informed criticism. If one of the ills to which a democracy is heir is that all may speak, then the cure is more democracy.

### Comments on Lawrence Column

"David Lawrence explored some of the foregoing principles the other day in his column. He said: 'It so happens that Mr. Fly is absolutely right in his criticism and he takes the sound position this correspondent took.' Naturally, as a wholly objective commentator I will not take up all the various irrelevances in the remainder of Mr. Lawrence's article. But he did go on to say I might make a speech to this effect. So who can say that left is left and right is right and ne'er twain shall meet?

### Discusses Commentator's Issue

"Now I want to move in and further stir up the current healthy ferment regarding commentators. Still another question in regard to free speech is raised by the recent discussion of the polices of one network regarding the expression of the views and opinions of its news analysts. Personal opinions should not, of course, be aired in the guise of news; but, assuming competency,

## Decries Censoring On Programs Of Commentators

if the statements are properly labeled as opinion, I can hardly see the reason why they should not be aired.

"The arguments for restricting news analysts to factual presentations are no secret; no doubt you have seen them competently set forth in full-page advertisements. Also, and here we have an example of American radio at its best and freest—they have been debated on the air, over the very network which takes the restrictive view. Certainly, it is a matter to which radio can point with pride, that a network is willing to afford equal time for discussion to the most outspoken opponents of its own position.

"I, myself, find several difficulties, however, with limitations on commentators. The first is our old friend, free speech. It is a little strange to reach the conclusion that all Americans are to enjoy free speech except radio commentators, the very men who have presumably been chosen for their outstanding competence in this field. Facts, construction or analysis of words dealing with facts, and opinions tend to blend one into one another indistinguishably.

### Decries Censorship of News

"The censorship of news commentators is in fact a two-way process, if some materials be selected out, other materials are selected in. What tremendous power is wielded by the single man who exercises this breadth of discretion for a great broadcasting system. In lodging that power over the whole output of news analysis and opinion, are we not well nigh setting up both a censorship and the very company editorial policy which some have sought to avoid by curbing independent commentators? And with such a scheme if one man fails, all must fail. And who, after all, in the field of opinion can be wholly objective? I am not, and sometimes I even suspect you are not.

### Relates Incident

"The ban on free comment by news analysts places them, and the radio industry, at a serious disadvantage vis-a-vis the newspapers and other media. Let me give an actual example taken from the script of a commentator whose network limits him to factual statements. This commentator could not state his own views, but he could, of course, announce as a fact that so-and-so held such-and-such a view. So radio listeners the other night heard the following from one of our most competent commentators.

As Drew Middleton, the very able correspondent of the New York 'Times' in London reported today. And this isn't just Mr. Middleton's view. He says it is the view of Allied military observers in London. But Mr. Middleton points out that his military sources in London conclude. And Mr. Middleton indicates the military men in London are thinking.

According to the Washington correspondents. In the New York 'Times' of August 29 there was an article which stated flatly that. The Atlantic Monthly says. An AP correspondent reports tonight. All the Washington correspondents agree.

and so on, all those phrases taken from a single 15-minute script.

"I venture to suggest that listeners want to know what radio analysts themselves think. The listeners can get AP and UP opinion from the newspapers, the Atlantic Monthly's opinion from the Atlantic Monthly. But where, under the new dispensation, can they get the opinions of Bill Shirer and Ed

(Continued on Page 8)

## MP's

Developed that the REC has elected a Sergeant-At-Arms in the person of Claude Barrere, of NBC Recording Division. For moral support Barrere has Bill Roux of NBC Spot Sales. Roux has reserved a chair near the door and bought a new pair of running shoes.



# Fly Calls Free Speech Industry Responsibility

(Continued from Page 7)

Murrow? For my money, I will take Bill Shlirer and Ed Murrow and give them serious thought. The London newspaper correspondents whose opinions are quoted in the text above are certainly outstanding men whose views are worth hearing, but are they so very much superior to radio's own correspondents? And if they are, why doesn't radio employ them and give them as much freedom to comment as a crack newspaper man has under his own by-line?

### Competent Commentators

"The fact is, of course, that radio does have some of the most competent commentators and analysts on earth; and it would be a pity if the rules of the very medium which brings their voices to the people prevents their opinions from reaching the people. Any policy that requires these men to mouth second-hand opinions serves no purpose. The public is looking to these men at that moment. I wonder if it is not the best method to select the most competent men and give them their rein, bearing in mind, of course, there should be an over-all general balance?"

"The job of proper labelling of news comment and analysis should not present insurmountable difficulties. A noteworthy statement of the principles which properly govern news commentators was contained in an editorial in the St. Louis 'Post Dispatch' for September 24, 1913, from which I quote:

First of all, the public has a right to be told the facts, . . . with nothing important withheld, nothing added. This is news . . . It is . . . an image still to be brought into sharp focus . . . News is not opinion, but it is a basis of fact upon which opinion is formed.

Second . . . the public has a right to know the meaning of the facts in the opinion of specialists who are in a particularly favorable position to see the facts and to form accurate opinions concerning them. This is editorializing.

Of recent years, there has been found to be a place for analytical opinion in news accounts, through the medium of signed articles; . . .

The public needs all three of these services; . . . Radio should have a place for all three, and should keep them sharply distinguishable.

### Dislikes Restrictions

"Under the present restrictions on types of programs, groups who may be heard, and radio's own commentators, the industry is frozen to a policy that does not allow healthy growth and expansion in the field of free speech. This great young and progressive industry must not be frozen at any status quo.

John Milton said:

Though all the winds of doctrine were let loose to play upon the earth, so Truth be in the field, we do ingloriously, by licensing and prohibiting, to mislead her strength. Let her and Falsehood grapple; who ever knew Truth put to the worse in a free and open encounter?

"Now Milton may be a bit off on his statistics. John Kieran will undoubtedly know more precisely. And I own that at least in a seeming free competition truth may lose an occasional battle. But her seasonal average is tops. And here is the system to which a democracy must pin its faith.

"There are some no doubt who will urge that a democratic control of radio will bring a great many problems to management; that the discretion of management will be heavily taxed. There is no question that management will be harassed considerably—isn't this why management talent comes high? They are the ones who must undertake this responsibility if we are to have a free radio. The transmitters and mechanics of radio are efficient. This is a democracy and just as it will not work itself without the efforts of its people so, too, in the broadcasting industry transmitters will not operate themselves in the public interest. Licensees must have discretion and they must use discretion. Licensees must become aware that management should take stock of itself and re-explore the whole significance of free speech applied to radio. We can no longer operate under dodge clauses. No precedents

# COAST-TO-COAST

**SAN ANTONIO, TEXAS**—Pla-Mor Club is sponsoring the Dick Dunkel football forecast over KABC 15 minutes each week for the third consecutive season. . . . KABC has signed the Studer Photo Co. for a daily newscast at 7:30 a.m. In addition, company has taken a daily series of spot announcements. . . . Solo Serve Department Store has been thoroughly sold on radio advertising, and now has an extensive schedule on KABC. Store presents a full half hour each Saturday a.m. at 11 titled "Kid's Quiz," which is broadcast remote from the store with a roving mike and announcer asking questions from children picked at random. Winners receive merchandise and war stamp prizes. Other shows include a quarter-hour "Latin American Serenade" each Sunday evening and daily 15-minute newscasts. In addition spot announcements throughout the day call attention to special sales at the store.

**ST. AUGUSTINE, FLA.**—WFOY reports that its business for the month of September was the greatest in its seven year history, with the exception of the month of December, 1941.

**CINCINNATI, OHIO**—B. S. Berco-vici, veteran journalist and news commentator, is the most recent addition to the WLW news staff, doing a news commentary Mondays through Saturdays at 8:15 p.m. and Mondays through Fridays at 10 p.m. His past radio experience includes newscasting and analysis over WINS and WHN, New York, and over WSAY, Rochester, N. Y. and the Mutual network. . . . Al Bland, public relations director of WCKY, leaves the station tomorrow to become director of night operations for KMOX, St. Louis, Mo. In his new position Bland will supervise the midnight to 5 a.m. shift broadcasting period and will plan programs for swing shift workers on the basis of listening reaction surveys. In addition, he will act as emcee for a weekly Monday night show. Swing shift broadcast will include Bland's comedy variety program of "Al Bland and Mose."

ought to be allowed that will make this industry automatically stagnate. Any dodges similar to those intricate clauses employed in a corporate indenture to enable a trustee to duck his responsibility must be weeded out. Management has a public trust, and it cannot be dodged.

### Broadcasters Own Problem

"One point should be clear—these are not government problems in the first instance. They are primarily problems for the industry itself to face and to solve in the best traditions of American free speech. There must be intelligent re-exploration and there should follow appropriate industrial self-regulation. It is the industry on whom responsibility lies, and it is the industry which must answer for having maintained or having subverted our fundamental principles of freedom.

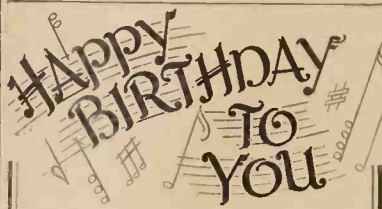
"It is to you especially, therefore, that I say: In the world of darkness American radio shines forth. In this world of movement let us see to it that American broadcasting continues to move as a living thing, a vital thing in the onward march of democracy, emitting meanwhile no radiation reminiscent of the dead mackerel in the moonlight."

**WASHINGTON, D. C.**—Studios of WOL took on the appearance of the National Press Club recently, when Washington press and other special guests were invited to witness a preview of a new type of program originated by general manager William B. Dolph. Preview was conducted by Dr. Ralph Slater, psychologist, who on a special closed circuit broadcast put several subjects to sleep by hypnotizing them from a remote spot over a mike. For two and a half hours Dr. Slater demonstrated hypnotism showing the wide range of this field and its adaptation possibilities for use on the air, such as a slight degree of hypnotism to completely relax listeners from world worries and household cares. Idea is still in a formative stage.

**SALT LAKE CITY, UTAH**—Vern Loudon, formerly of Hollywood, has been added to KUTA's announcing corps. . . . Jack Burnett, KUTA commercial manager is back once again at his desk, having returned from a trip to California. . . . Hammering and sawing keynotes an era of improvement at KUTA, with the installment of two new control rooms, one new studio and four business offices.

**SAN ANTONIO, TEXAS**—New series on KMAC is titled "Hour of Glory," and is aired for a full hour daily except Saturday. Programs include music, news, drama, comedy, verse and "Dear Mom," a daily letter from a soldier to his mother. . . . R. Malcolm Bozarth, newcomer to KMAC, scripts the dramatic portions of the shows. He is also heard on a 15-minute spot, "Of Words and Verse," aired Monday through Friday at 9:30 p.m.

**BISMARCK, N. D.**—United Press will open a new bureau here on November 4 especially for news distribution in this state. Sixty-two per cent of North Dakota's commercial stations now are UP clients. Recent additions are KFVR, Bismarck; KDLR, Devil's Lake, and KLMP, Minot.



October 8  
 Sherill Ellsworth James R. Fouch  
 Florence Malone Tiny Rufner  
 William N. Robson

October 9  
 Robert Armbruster Walter Compton  
 Vivian Della Chiesa John Guedel  
 Norman Gottschalk Henry Hunter  
 Al Jacobson Bart McHugh  
 Marye Louise Steln Jack Pysar  
 John Tackaberry Lee Wiley  
 Gordon Taylor Van Dover

Oct. 10  
 Johnny Green Helen Hayes  
 Charles Pickford

# Radio Tube Shortage Affecting Listeners

(Continued from Page 1)

great deal worse before it gets better. Five million sets out of commission now, with as many going out of commission the next year unless the tube shortage is stabilized miraculously, means radio is apt to lose up to 20 per cent of its audience.

In the meantime, WPB's Radio Radar Division officials are working overtime to try to get production tubes for civilian use to at least a minimum working basis, but many shortages and the huge demand of the armed forces for tubes are stockpiles which have not yet been reached as to the number of tubes to be set aside for civilian use, from a small quantity of maintenance and repair units.

### May Aid Broadcasters

WPB is seriously considering a move to aid broadcasters in obtaining necessary operating equipment. Needs of individual broadcasters far greater than those of individual listeners, of course, but there are more than a thousand radio stations in the country, as compared with over a million receivers, and the maintenance of broadcasting is valuable so long as listening is maintained.

The "eight to ten per cent" of American receivers now out of commission is certain to grow ever larger as more tubes lose their usefulness. Replacements are unavailable. Even the WPB were to arrive at its decisions regarding tube output for civilian use—and even if that allocation were to be much larger than it appears it can be—it would be months before sufficient tubes could be dealers and repair men to check a growing loss of listeners. On the other hand, the fact that ten per cent of our sets may be silent does not mean that radio has lost that portion of audience. Millions of American households have more than one radio, and even in cases where a radio is put out, there is no other in the household. There is considerable visting going on even today for the express purpose of "listening to the neighbor's radio."

### Estimate on Silent Sets

Here in Washington, it is estimated by a local newspaper, from 32 to 40 thousand sets are silent, with deal almost completely without fresh tubes to check the growing blackout of civilian receipts. "A survey of local dealers yesterday" said the "Times-Herald," "revealed hundreds of used sets piled up on store shelves, futilely awaiting repairs. Some merchants reported they had traded sets which originally cost \$140 for smaller ones of \$10 initial cost, simply to get tubes. Manufacture of three types of tubes—50-L-6, 35-Z-5 and 12-SA-7—would put thousands of sets back in operation, dealers said."

### Wedding Bells

Pittsburgh—Anne Schultz, head of the stenographic department KDKA, has announced her marriage to Sgt. Robert H. Hackett.



# Tube Situation Improves

## WPB Revises Order on Station Equipment

Washington Bureau, RADIO DAILY  
Washington—The WPB has revised its Preference Rating P-133. This order, P-133, was revised by the War Production Board to make it the exclusive controlling order for obtaining maintenance, repair and operating supplies for broadcasters. CMP regulations 5 and 5A, governing expenditures up to \$500 for capital equipment under the MRO rating, no longer apply.  
The amended order continues to give the AA-1 preference rating and  
*(Continued on Page 8)*

## Taylor Gets KNX-CBS Sales Promotion Post

Hollywood—Shift in personnel at CBS, Los Angeles, brings in Ralph Taylor as sales promotion manager of KNX and the Columbia Pacific Network. He takes over the sales management formerly held by George L. Skovick.  
Taylor leaves a post with the Dan Miner Advertising Agency, L. A. Before coming West, he was in charge of market research and sales promotion at the New York office of the Clapps-Howard newspaper chain.

## Criticism Of Radio Continues In Canada

Montreal—Norman Wilks, principal of the Toronto Conservatory of Music, commenting on a statement made in Vancouver by Sir Thomas Beecham, British orchestra conductor, to the effect that the Canadian Broadcasting  
*(Continued on Page 5)*

## Xmas Suggestion

Anybody who is looking for holiday gift suggestions may find a helpful hint in "World Today" Correspondent Eric Sevareld's report about the way things are in Chungking. "There is a white wine," says the hero of a Burmese jungle parachute jump, who escaped death by the proverbial hair, "which works extremely well in a cigarette lighter."

**No Paper Tomorrow**  
Tomorrow being Columbus Day, and a legal holiday in most of the states of the Union, Radio Daily will not be published.

## Sees Radio Analogy In Decision On AP

That certain portions of the decision handed down by the Federal Court in the government's suit against the Associated Press has a direct bearing on the news analyst in radio as it concerns the opinionated news controversy, was pointed out last week by H. V. Kaltenborn who stated that "it would be advisable for every radio executive to read certain paragraphs from the decision written by Judge Learned Hand."  
"The time may soon come" said Kaltenborn, when radio networks and radio stations must justify their  
*(Continued on Page 6)*

## Plan Radio Writing Curricula For Schools

Washington Bureau, RADIO DAILY  
Washington—Standards of radio news writing and radio news broadcasting curricula in schools and colleges will be discussed next Friday by a sub-committee of the NAB radio news committee, it was learned Friday.  
Paul White, director of news broadcasts at CBS, and Bill Brooks, NBC director of special events, are working  
*(Continued on Page 4)*

## WPB Assures NAB Of Consideration For Civilian Requirements; Releases Half Million Tubes For Home Use

## OWI Manpower Call Achieving Results

Score of inquiries from radio executives seeking overseas assignments with the Office of War Information was received following publication of the OWI needs by RADIO DAILY. Louis G. Cowan, chief of the radio program division in the New York office, declared. Among them were long distance telephone calls from Buffalo, Dayton, and other points.  
Davidson Taylor, assistant director  
*(Continued on Page 8)*

## Eugene Garey Next Guest Of Radio Exec. Club Mee'

Guest of honor at the next meeting of the Radio Executives Club will be Eugene L. Garey, counsel for the House Select Committee investigating the FCC. Luncheon session is scheduled for 12:30 p.m., Thursday Oct. 21.  
*(Continued on Page 6)*

## Local 802 Total Assets \$554,000 At Last Audit

Balance sheet of all funds of Local 802 of the American Federation of Musicians in New York is placed at \$554,162.29 according to the last audit;  
*(Continued on Page 2)*

Washington Bureau, RADIO DAILY  
Washington—Assurance that the government is maintaining an uninterrupted policy to promote the maintenance of civilian receivers was given four representatives of the NAB late last week. As if to implement this assurance, the Radio and Radar Division of the WPB announced that it had made available more than a half a million tubes for home sets.  
Although the home tube situation is causing some concern at this time, WPB will not cease its efforts to provide at least the minimum for opera-  
*(Continued on Page 5)*

## McClintock Defines Results Of Meeting

With Miller McClintock, president of Mutual, announcing five major conclusions that came out of the three-day conference of Mutual Affiliates Advisory Committee's meeting, broadcasters returned to their homes over the week-end.  
Summing up results of the three-  
*(Continued on Page 2)*

## Winchell-WRAL Schedule Not Settled Says Blue

Washington Bureau, RADIO DAILY  
Washington—With dispute on programs between the Blue Network and WRAL supposedly settled amicably after intervention of the sponsor, the Raleigh, N. C., station has been nego-  
*(Continued on Page 4)*

## ★ THE WEEK IN RADIO ★

Lea Succeeds Cox—Fly Speaks  
By PEGGY BYRNE

**REPRESENTATIVE** Clarence Lea (D. Cal.) was appointed by Speaker Sam Rayburn to succeed Rep. E. F. Cox as head of the Select Committee investigating the FCC. No plans were announced, and hearings scheduled for last week were called off, with the exception of one short session, to which no witnesses were called. As requested by the FCC, Edward J. Noble last week filed a letter to be placed on record stating his general policy with regard to time

requests on the Blue Network, should its transfer to him be approved by the Commission. Declaring that all requests will be considered impartially and for their individual merits Noble qualified this by adding that requests for the sale of time for discussion of controversial issues will be granted within certain time limits and if they are of sufficient interest to maintain a listening audience.  
James L. Fly spoke before the Radio  
*(Continued on Page 2)*

## Sipped In The Bud

Atlanta, Ga.—Dean Raimundo de Ovies, Episcopal minister and WSB commentator, literally poured cold water on a wild rumor that the city water supply had been poisoned. Introduced as usual, he declared not a word, but loudly poured a glass of water, drank it and remarked: "I have just enjoyed a glass of Atlanta's clear, pure water. . . . Now for the News."





THE WEEK IN RADIO

Lea Succeeds Cox—Fly Speaks

(Continued from Page 1)

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FINANCIAL

(October 8)

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 CURE EXCHANGE, Hazeltine Corp., OVER THE COUNTER, Farnsworth Tel. & Rad., Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit).

Executives Club in New York last Thursday on the subjects of freedom of speech and freedom to listen. Elaborating on a speech he made in Boston and over CBS, Fly defended the right of commentators to express their own opinions and called upon the industry to take a democratic viewpoint in the true sense of the word and not to restrict its listeners by refusing to sell time for the soliciting of membership and the discussion of debatable questions. Empire Broadcasting Co. signed the AFM electrical transcription contract last week, making a total of four firms which have agreed to the union's terms. Empire, one of the original petitioners to the WLB, is the first ET firm to break away and sign the pact, the other companies withholding their signatures until certain changes have been made in the terms. Their main objections are the direct payments to the union and the lack of a fixed scale for wages in the contract.

Mutual Affiliates' Advisory Committees held a three day session in New York last week, one day apiece being devoted to each committee—Program, Sales and Merchandising, and Station Relations. Highlights of the program meeting were plans to speed up daytime schedules, develop talent via pickups from affiliates and expansion of world-wide news coverage, and sales and promotion were discussed with regard to these plans. Station Relations Committee discussed at length post-war plans with regard to FM and television. Ralph R. Beal, research director of RCA Laboratories, last week predicted that

post-war television will be carried on via nation-wide networks... War Production Board announced the formal organization of the departmental structure of its Radio and Radar Division in order to clarify the spheres of activity of the production and organizational units and to facilitate their coordination... Tube shortage for civilian sets may cause the shrinkage in listeners, it was predicted last week, on the basis of WPB estimates. According to the Board's figures, eight to ten per cent of receivers are already out of commission as a result of lack of tubes, and Radio and Radar officials are attempting to get production of tubes for civilian use in order to stem to some extent the number of sets which will be silenced within the next year.

William S. Paley, head of CBS, is going overseas for the OWI to work in the radio phase of psychological warfare in the Mediterranean area, it was announced last week. At the same time, CBS revealed that Paul Kesten had been named executive vice-president of the network. Other CBS appointments made known last week were Charles Smith to the post of Supervisor of Research for Radio Sales and Columbia owned stations, and Dick Dorrance as director of Promotion Service for CBS-owned outlets.

OWI released a summary of U. S. communications last week, including domestic broadcasting... NAB announced the completed itinerary for the presentation of its retail promotion film and lectures. First showing, to which over 1,400 have been invited, takes place in Washington tomorrow, and following that the show will tour the nation through the month of November... Fred M. Thrower, Jr., Blue Network's vice-president in charge of sales, has been given a leave of absence to accept a commission with the Navy. C. P. Jaeger has been named to replace him... OWI Radio Advisory Committee last week requested that future campaigns, such as war loan drives, be cleared and coordinated through the OWI Radio Bureau in order to avoid confusion and embarrassment.

McClintock Defines Results Of Meeting

(Continued from Page 1)

day meeting Mr. McClintock said that the decisions reached at the meeting were as follows:

- 1. Plans to improve daytime programming.
2. Increased pickups from affiliated outlets.
3. Expansion of world-wide news coverage.
4. Concentrating services of our "home-town" market stations for Mutual sponsors.
5. Plans for FM and Television.
The Affiliates voted to hold these meetings four times annually.

Local 802 Total Assets \$554,000 At Last Audit

(Continued from Page 1)

of this sum U. S. Government bonds totaled \$137,250 which amount is believed to have been increased since the audit. Total current liabilities were \$39,396 and the fixed assets such as furniture, etc. have been placed at \$15,777.

Cash on hand was \$201,785.95 as of June 30, 1943;

COMING and GOING

MARK WATERS, vice-president of Sc Howard Radio, Inc., owners of WNOX, affiliate in Knoxville, Tenn., is in town, is accompanied by RICHARD WESTERGA, president and general manager of the station.

C. A. "FRITZ" SYNDER, of the Blue Network's station relations staff, left yesterday on a trip through the Middle West and is expected to confer with web affiliates. He will be gone about three weeks.

M. H. SHAPIRO, managing editor of Radio Daily, left over the week-end on a two-week vacation.

ARTHUR L. GRIMES, of the international department of J. Walter Thompson Company, has left on a trip through Central and South America on special assignments for clients of the agency. He will visit agency offices in Sao Paulo, Rio de Janeiro, Buenos Aires and Mexico City. JOHN KUNEAU, of the same department of JWT, has just returned from a similar trip.

PAUL JONAS, Mutual's assistant director of special features and sports, is in St. Louis to cover the World Series games, which are being aired over MBS under Gillette sponsorship.

WOODY HERMAN and the members of his band are in Philadelphia, where they are filling an engagement at the Earle Theater.

CHARLES BARHAM, JR., president and general manager of WCHV, Blue Network affiliate in Charlottesville, Va., who spent last week in New York, left yesterday for his office.

JEAN KOLBERT, writer and commentator, returned from Mexico, where she was a member of the Government. As her first New York assignment since her return she will describe the fashion show sponsored by the New York Times.

JIMMY DOLAN and TED HUSING have returned from Ann Arbor, where on Saturday they broadcast the game between Michigan and Notre Dame.

CLAIRE and MERNA BARRY, singing on WHN, are back from Pine Camp, N. C., where they entertained the servicemen.

A "STEAL"

For only \$150.00 per week you can 'own' one of the most loyal audiences in all radio. "Symphony Hall"—45 minutes of classical music, Monday thru Friday (9:15 to 10:00 P.M.)—is perfect for public relations messages as well as direct selling. Wire Tom Tinsley, President, W-I-T-H collect for further details.

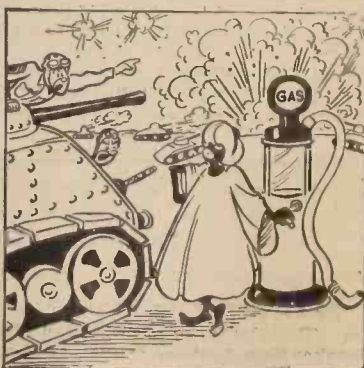
W-I-T-H



IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED



"No ration book? WFDF, Flint, Michigan, says it's black marketing."

20 Years Ago Today

Day's radio highlight was reporting of Babe Ruth's two home runs which gave the Yanks a victory over the Giants... Lt. Commander John Phillip Sousa and his 250-piece band in town for season's only concert appearance at Madison Square Garden... Victor experimenting with recording on two sides... However, will continue to produce Red Seals on one side only.

WEVD 5000 WATTS 1330 KILDCYCLES 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.



PROGRAM REVIEWS

"THE ARKANSAS TRAVELER"

BOB BURNS

With Spike Jones and "City Slickers" Ruthrauff & Ryan  
Lever Bros. Lifebuoy Soap  
NBC (From Hollywood)  
Thursday, 7:30-8 p.m., EWT

BORN WITH CLASS.

That old Arkansas sage, Bob Burns, returned to the mike in fine fettle last Thursday after a three-month vacation. The glib patter of cracker-barrel observations about his madcap kinship in Van Buren clicked the same as except that, at times, his gags seemed aged in wood. Socko novelty as by Spike Jones and the City Slickers band provided lively accompaniment. Somehow though, the induction of guest star Walt Disney, described his picture making in half of the war effort, struck a serene note which retarded the laugh-making pace of what is essentially an escapist show.

Typical of the homespun humor, typically redolent of Joe Miller, was one of two burglars who broke into his relatives' place. "All my kinfolk hold," said Burns. "They had a rightoller. They were there first." Mention of his activities in entertaining policemen offered the chance for telling a waggish tale about his Uncle Sam. After listening to a flier tell of a skirmish in which he blacked out during a 25,000-foot dive, the droll man wagged: "Brother, I know how you felt. Last night I blacked out in a dive coming down Main Street."

A deft interview with Walt Disney imitated Bob's style. The cartoonist admitted that he was making pictures especially for men in the services, took pains to express his belief in Alexander de Seversky's theories of "Victory Through Air Power," which Disney had filmed at full length. The traveler's favorites, Mickey Mouse and Donald Duck, were promised not to be neglected.

At the beam was the rendition of "Machya Cornya," jazzed-up, hill-billy version of "Dark Eyes," by Spike Jones and his able aggregation. Bob Burns lashed on to the last few bars of his bazooka. Credit him, too, for not trying to stand out from the crowd in this frisky musical outfit.

His attempt at dramatizing proper role of citizenry in the winning of the war was flat. Pointing an object lesson in supplying war workers with necessary accommodations and indicating the evils of black-market buying, the side proved drab, dragged and obviously didn't belong on this type of program.

Commercials for Lifebuoy, despite the weird "B. O." foghorn, were short on the whole, inoffensive. Interconnecting bridge between action and announcements was the use of two characters named Tessie and Harry, whose dialogue offered a pleasant wrap-up for the plug.

★ **IMPACT!** ADVERTISERS WANT IT...

**LEO CHERNE'S** GOT IT...

This is analytical, astute Leo Cherne, who makes the air crackle on Monday and Wednesday nights on WOR as he simplifies home front news and paints a sharply accurate picture of your life—everybody's life—in the wartime economy of Today and Tomorrow.

★ **THE MAN HAS IMPACT**

Lawyer, economist, author, Cherne has just what it takes to give John Citizen and family the straight (and usually inside) dope on such home front complications as taxes, rationing, price and wage control. As executive secretary, editor-in-chief and co-owner of the famed Research Institute of America, Cherne is called in by the biggest names in business for his keen legislative analysis and financial advice.

★ **THE PROGRAM HAS IMPACT**

That the man on the street *listens* to and is *sold* by this unusual news program is evidenced by the returns Cherne received on two recent WOR offers:

**OFFER #1**—A booklet, "Short Analysis on Taxation" • Requirement: Free, write for it • Announcements: Two in all, during one month • Results: 5,941 requests.

**OFFER #2**—A copy of broadcast on tax declaration • Requirement: Free, write for it • Announcements: One • Results: 2,765 requests.



*A good bet for some smart advertiser!*  
**LEO CHERNE'S "IMPACT"**  
Monday and Wednesday nights  
on WOR 8:15 to 8:30  
Write, wire or phone WOR,  
1440 Broadway, New York 18—  
PE 6-8600 — for all the facts,  
including the kind-to-your-  
appropriation price.



# LOS ANGELES

By RALPH WILK

**A**NITA ELLIS has a new song written for her. It is titled "You Belong," with music by Arnold Schwartzwald and words by Laird Cregar. She introduced it on "Songs Overseas" and because of the response sang it again on "Moods For Moderns."

Found—one shy sailor. Yes, a tall and handsome lad garbed in Uncle Sam's navy blues and decked with a chestful of ribbons, became completely confused at the presence of both the microphone and pretty "Beverly" on "Hello From Hollywood," and when Beverly, attempting to make things easier inquired, "Would it help if you held my hand?", the sailor leaped backward and cried, "No—why look at me, I'm blushing already."

Both 20th Century-Fox and Universal are bidding for the services of Garry Moore, who is co-starred with Jimmy Durante on the Camel show heard over KFL-NBC Thursday nights. Both studios are offering the emcee and comedian long-term contracts. Moore has never appeared in pictures.

The woman Groucho Marx pursued through all his pictures is back with him on his radio show, "Blue Ribbon Town." She is Margaret Dumont, statuesque actress who almost invariably played a rich widow whose money Groucho assiduously courted through six or seven reels. She is portraying the same roles on the air show.

Harry W. Flannery, CBS news analyst, has so many requests for copies of his lectures on Fascism, that he is planning to assemble the collection in book form for a volume to be called, "The Fascist War on Religion."

## Plan Radio Writing Curricula For Schools

(Continued from Page 1)

ing with Walt Dennis, news committee secretary, as the sub-committee. The meeting will be in New York.

Lyman Bryson, CBS director of education, and Dr. James R. Angell and William Burke Miller of NBC's public service division will meet with the news committee sub-committee as advisors and counsellors.

It is proposed to set up curricula standards for radio news writing and radio news broadcasting courses, modeled after those now in effect at such universities as Northwestern, Columbia and Minnesota, principal purpose is to help alleviate the serious manpower shortage in broadcasting news rooms.



### Memos Of An Innocent Bystander . . . !

● ● ● This season's Fall Classic between the Yankees and the St. Louis Cardinals might have been a total loss to us (we couldn't get to the Stadium . . . . couldn't get a ticket . . . . in fact couldn't get time off) if it weren't for the fact a new twist was brought about, entirely due to the World Series . . . . in this particular case, the old order changeth in that the talent BUYER, Larry Puck of CBS invited Agents Dick Torso and Herb Rosenthal to be his guests at the Yankee-Cards game . . . . Charles Fuqua, Inkspots' guitarist, who was inducted into the Armed Forces, is replaced by Bernie Mackay, who even resembles Fuqua . . . . the combo opens at the New York Paramount Wednesday . . . . Joan Brooks, lovely CBS songs-tress, is nursing a sore throat . . . . we like the sincerity behind the words of the announcer of her regular 11:15 p.m. programs, who closes the show with "we hope Joan Brooks will be back, singing to you, tomorrow night" . . . . and according to the letters from Joan's fans, so do they . . . . Pity poor Charles Paul, composer of the background music for MBC's "Mr. and Mrs. North" . . . . Paul owns a dog . . . . "What of it?" sez you . . . . "Just this," sez we . . . . aforesaid pooch's weekly food requirements include 18 pounds of meat, 14 eggs, seven quarts of milk and seven pounds of dog food . . . . the Great Dane, weighs 107 pounds—and is still growing . . . .



● ● ● We've often given deserved accolades to those responsible for building the morale of our Fighting Forces, whether through appearing at USO-Campshows, War Bond Rallies, Service Camps, Bases and air fields or Radio Programs . . . . we feel, after listening to broadcasts of the "Army Air Forces Salute," program which, emceed by Milton Berle and enhanced by the personal appearances of some of Show Business' topflight stars, this MBShow is nothing short of a MUST, to this writer, . . . . this Friday (4:30-5 p.m.) program, then, owes its rating to the producer, Sgt. Sid Weiss, who as part of the entertainment world in civilian life, gained the experience, which now is serving him and this program in a good stead . . . . a program, like a man, is judged by the company it keeps . . . . listen to some of the company Sgt. Weiss' program keeps . . . . tops? you bet . . . . Bill Tuttle will direct the "Ellery Queen" NBCLue show, replacing Bruce Kamman who will concentrate on Hildegard's "Beat The Band" show . . . . The heart-beat of the silent days, Pola Negri, makes what is probably her first radio appearance, when she stars this morning on the "Hollywood Radio Theater" on WJZ . . . .



● ● ● Lucille Webster leaves Ted Bates to become office manager of Biow Agency's radio dept' . . . . Tony Leader, NBC director, turned down an assignment to do a big show on another network to stay where he is . . . . Ezio Pinza, Metropolitan Opera basso, will guest on Don Ameche's "What's New" show over the Blue Net, October 30 . . . . Patsy Fiick, comedy scripter de luxe, is also an ace dialectician . . . . his clowning is heard on "Awake At The Switch" and as 'Cohen' in "Cohen The Detective" . . . . Marty Glickman, WHN sports director, who once starred on the gridiron for Syracuse, will be backfield coach for James Madison High, this season . . . . We liked the spirit, incorporated in the letter Colonel Meade Wildrich, public relations director for the U. S. Military Academy at West Point, recently mailed to Tom Slater, lauding the manner in which MBSpecial events, featured the last three Army football games . . . . the letter stated in part . . . . quote:—This is more than a West Point Team this year . . . . It is playing for seven million alumni, now in the Army . . . . lots of boys, now cheering the Army, never had the opportunity to go to college and having a team to root and fight for . . . . unquote . . . .



—Remember Pearl Harbor—

# CHICAGO

By BILL IRVIN

**W**MAQ will broadcast ceremony dedicating the new Chicago way on Saturday, Oct. 16, from 10 to 11:30 a.m. (CWT). The sub will be open to regular traffic on 17. The broadcast will include description of the subway and ribbon-cutting ceremonies which will be sided over by Mayor Kelly.

Jack Bivans, in the role of Captain Ramsay in the Blue Blue Ute adventure serial, "Captain Midnight," has shot down many an axis plane. In the not too distant future he will have the thrill of blasting away at real Zeros and Messerschmitts. Just turned 18, has been accepted as an aviation cadet in the enlisted service of the Army Air Force and will be called into active service some time after the first of the year. In the meantime, he will continue in his Captain Midnight role and with studies at Depaul University, where he is a freshman.

## Winchell-WRAL Schedule Not Settled Says Blue

(Continued from Page 1)

tiating with the Blue for a full affiliation contract, but according to President Mark Woods it is held out for local card rates and the has not yet been closed. In the meantime, Blue has been unwilling to furnish WRAL the Walter Winchell show, and complaint has been lodged with the FCC.

On Sept. 30, the Commission received a complaint from A. Hungerford, of the Dr. Pepper Bottling Co., in Raleigh, stating he is "personally aggrieved" by the refusal of the Blue Network to supply the Pepper show to WRAL. He pointed out: (1) WRAL desires to carry programs, (2) the sponsor desires WRAL to carry the programs, (3) programs are not heard in Raleigh over any other station, and (4) programs of a competitor, the Coca Cola Company, are supplied WRAL by the Blue Network.

A day later, however, Hungerford informed the Commission "we have settled our differences with the Blue Network," enclosing the following telegram from the Blue:

"Retel to Woods have approved addition WRAL and WFNC. Certainly we do not want to discriminate between two competitive products. Many thanks for calling this to attention."

## Program Replacement

"The Little Betsy Ross Girl," a program of songs by Marion Lovern, and featured guests, has replaced the Olivio Santoro program for Modern Food Process Co. on NBC Sunday at 11:45 a.m., EWT. Santoro had joined the Navy. Coincident with the change in program format, the product advertised has been changed from Thrivo Dog Food to Vogt's Philadelphia Scrapple. The Clements Co., Inc. is the agency.

BEST RADIO BUY IN BALTIMORE!

# W C B M

FREE & PETERS  
Exclusive National Rep.

John Himer, President  
Geo. H. Reader, Gen. Manager



**NEW BUSINESS**

**WFIL, Philadelphia:** Dr. Locke Shoe Co., Philadelphia (shoes) one spot announcement weekly for 52 weeks, through E. L. Brown Advertising, Philadelphia; Shore Brothers, Philadelphia (used cars) three spot announcements weekly for 52 weeks, through J. M. Korn & Co., Inc., Philadelphia; Sun Shipbuilding & Dry Dock Co., Chester, Penna., one half-hour radio program weekly for 13 weeks, direct; Sun Shipbuilding & Dry Dock Co., Chester, Penna. (help wanted) one 10-minute studio programs weekly for 26 weeks, direct; Commonwealth Optical Company, Philadelphia (optical service) varied number spot announcements weekly for 52 weeks, through Julian Pollock Company, Philadelphia; Ames, Philadelphia (furs) 10 spot announcements weekly for 52 weeks, through Gross Advertising Agencies, Philadelphia; W. F. Jelke Company, Chicago, Ill.; Good Luck Margarine) five participations weekly for 26 weeks, through Lang & Rubican, Inc., Chicago, Ill.; Werman's Department Store, Philadelphia, five five-minute studio news programs weekly for 52 weeks, through Cox & Tanz, Philadelphia; George Gorson, Philadelphia (used cars) 15 spot announcements weekly for 13 weeks, through Philip Klein Advertising Agency, Philadelphia; Ardwick & Magee Company, Philadelphia (floor coverings) six 15-minute studio news programs weekly for 52 weeks, through Harry Feigenbaum Advertising Agency, Philadelphia; Botts Dairies, Inc., Philadelphia (milk division) one and two participations weekly for 15 weeks, through Hard A. Foley Advertising Agency, Philadelphia; Christian Science Committee on Publications, Philadelphia (religion) one 15-minute studio program weekly for 52 weeks, direct.

**WPB Gives NAB Assurance Of Aid Re Home Radio Tubes**

(Continued from Page 1)

tion of the nation's sets, Neville Miller, Arthur Stringer, Robert Bartley and Howard Frazer were assured. The meeting was called by Arthur D. Wainwright, director of the Office of Civilian Requirements.

A total of 576,513 tubes in the possession of the Philips Export Corp., New York, had originally been held for export, but after discussions between representatives of the foreign and domestic branches of the Radio and Kaar Division and company officials it was decided that WPB would authorize sale of the tubes without restriction for the domestic market.

Distributors or dealers purchasing these tubes will be governed by Limitation Order L-265 in their resale. The authorization allows any person to receive tubes from the Philips Export Corp. without restriction as long as they are to be used domestically. These tubes are of types in great demand for home sets.

**Audience Not Affected Greatly**

Although trade sources here admit privately that a large number of sets are retired because of the tube shortage, several studies have been made revealing that the number of radio homes affected is trifling. The vast majority of the sets out of commission, it is reported, are from homes with two or three sets, so that there is still radio reception in these homes. The important thing now, WPB has been reminded, that unless large scale production of at least 25 types of tubes for civilian use gets under way at once, a considerable number of homes will be without reception. The silencing of second and third sets in these homes is a serious matter,

but it does not mean any great loss of audience for the industry—and for the government, which relies so strongly upon radio as an information medium.

There is no disposition on the part of WPB to shy away from its responsibility on either tubes or batteries, the NAB officials were convinced. The difficulty lies in keeping these tubes for civilian use. The military, lend-lease and other agencies are hungry for tubes—with England getting an estimated 35 per cent of its needs for nine million home receivers from this country. What WPB must do, it appears, is produce sets which it can reserve for the home front and can withhold should anyone attempt to appropriate them for shipment abroad or for use by the military.

**Criticism Of Radio Continues In Canada**

(Continued from Page 1)

Corp. is "not only the worst broadcasting system in the world, but has the reputation of being the worst," agreed that production "is not up to what it might be."

"A great many changes, chiefly in actual technical presentation are necessary," Mr. Wilks said, "if the CBC is to give us representative and first-class performances."

Boris Hambourg, director of the Hambourg Conservatory of Music, Toronto, said "CBC does not always show the best judgment in choosing their artists. We are getting some fine new artists here from other parts of the world, and we must give them encouragement. Supporting the CBC however is one way to help art in this country along."

**Resinol Renews**

Renewal of the Resinol Chemical Company's participating time in "The Kibitzers" is announced for another 13 weeks over WJZ. Courtland D. Ferguson, Inc., handles the soap-and-ointment account.

**AGENCIES**

**DUANE JONES COMPANY,** New York advertising agency has been appointed to handle the advertising for "Blue Label" products according to H. T. Cumming, vice-president and advertising manager of Curtice Brothers Company, Rochester, New York.

**RUTHRAUFF & RYAN, INC.** has been appointed to handle advertising for The Globe-Wernicke Company, manufacturers of office equipment, according to John L. Magro, Cincinnati manager of the agency. R&R also has been named to counsel The Adler Co., Inc. on current and post-war marketing and merchandising.

**JOHN COHANE,** recently account executive with Blackett-Sample-Hummert, Chicago, has joined Ruthrauff & Ryan, Inc., New York, in the same capacity. Prior to B-S-H, Cohane was associated with J. Walter Thompson.

**gold to the elbow . . .**

More than an armful of gold hash marks glitter on this barnacle-backed sea dog of a C.P.O. Behind him shines a perfect record of almost a lifetime's service . . . of wisdom and confidence as well as ability and achievement. Obviously a mighty good man and a mighty good berth, because year after year he enlisted for more. . . As a matter of fact, some of our advertisers, too, rate gold service stripes on their sleeves. Like the chief, year after year they signed up for more . . . more results, more sales, more success through WMCA. Consider, for example, such old salts as . . .

- Sachs Furniture 20 years
- Rem 11 years
- Michaels Brothers 10 years
- I. J. Fox 9 years
- Ex Lax 8 years

Yes, years ago they teamed up with WMCA. And we've been shipmates ever since.



**wmca**

New York • America's Leading Independent Station  
Representative: WEED & CO. • CHICAGO • DETROIT • HOLLYWOOD • BOSTON

**WBAL**  
means business  
in Baltimore

Edward Petry & Co., National Representative



# NAB Announces Complete Schedule For Retail Promotion Plan Confabs

Full details of regional meeting places, local chairmen and other details of the Retail Promotion Committee plan were announced on Friday. The completed schedule is as follows:

**M. F. Allison, WLW-WSAI, Cincinnati, Ohio** (regional emcee): Providence, R. I., Mon. Oct. 18, 8:00 p.m., Biltmore Hotel, J. J. Boyle, WJAR, local chairman; Fall River, Mass., Tues. Oct. 19, 8:10 p.m., Temple Hall, Wm. T. Welch, WSAE, local chairman; Manchester, N. H., Wed. Oct. 20, 8:30 p.m., Carpenter Hotel, Elden Murray, Chamber of Commerce, local chairman; Portland, Maine, Thur. Oct. 21, L. T. Fitman, WCSH, local chairman; Boston, Mass., Fri. Oct. 22, 12 noon to 3:00 p.m., Hotel Statler Georgian Room, H. Roy Marks, WVEE, local chairman; Worcester, Mass., Tues. Oct. 26, 2:30-4:30 p.m., Hotel Bancroft, Brooks Shumaker, Wm. Filenes Sons Co., local chairman; Hartford, Conn., Wed. Oct. 27, 3:30 p.m., Avery Memorial, Richard Davis, WNBC, local chairman; Springfield, Mass., Thur. Oct. 28, 8:00 p.m., Kimball Hotel, Wilton W. Stoughton, WSPR, local chairman; Plattsburgh, N. Y., Fri. Oct. 29, 8:00 p.m., Cumberland Hotel, Geo. F. Bissell, WMMF, local chairman.

**Washington, D. C.**  
**Lewis H. Avery, NAB, Washington, D. C.** (regional emcee): St. Paul, Minn., Mon. Oct. 18, 4:00 p.m., St. Paul Hotel, Edward Hoffman, WMIN, local chairman, Ray C. Jenkins, KSTP, chairman; Minneapolis, Minn., Tues. Oct. 19, 4:00 p.m., Radisson Hotel, C. T. Hagman, WTCN, local chairman; Duluth, Minn., Wed. Oct. 20, 8:10-10 p.m., Odin S. Runstrand, KDAL, local chairman; Grand Forks, N. D., Thur. Oct. 21, 6:00 p.m. dinner, 8:00 p.m. show, Country Club, Elmer Hanson, KILO, local chairman; Fargo, N. D., Fri. Oct. 22, 8:00 p.m., Gardner Hotel, Barney Lavin, WDAY, local chairman; Wausau, Wis., Mon. Oct. 25, 8:00 p.m., Hotel Wausau, J. W. Kileen, WSAU, local chairman; Denver, Colo., Wed. Oct. 27, 9:00 a.m., Frank Bishop, KFEL, local chairman; Chicago, Ill., Mon. and Tues., Nov. 1, 2, Ben Berensson, WGN, local chairman; Cleveland, Ohio, Wed. Nov. 3, K. K. Hackathorn, WHK, local chairman; Youngstown, Ohio, Thur. Nov. 4, 6:00 p.m., 8:30 p.m. show, Southern Hills City Club, Warren Williamson, WKBN, local chairman; New York, Tues. and Wed. Nov. 9, 10.

**Omaha, Neb.**  
**Harry Burke, WOW, Omaha, Neb.** (regional emcee): Terre Haute, Ind., Mon. Nov. 1, 8:00 p.m., Terre Haute House, George Jackson, WBOW, local chairman; Indianapolis, Ind., Tues. Nov. 2, 12:00 noon, lunch, show, Columbia Club, R. E. Bausman, WISH, local chairman; Fort Wayne, Ind., Wed. Nov. 3, 6:30 p.m. dinner, show, Chamber of Commerce, J. B. Conley, WOWO, local chairman; Peoria, Ill., Thur. Nov. 4, 2:30 p.m., Hugh Boice, WMBD, local chairman; Racine, Wis., Fri. Nov. 5, H. J. Newcomb, WRJN, local chairman; Milwaukee, Wis., Mon. Nov. 8, 3:30 p.m., Radio City, 720 E. Capitol Drive, L. W. Herzog, WTMJ, local chairman; Rock Island, Ill., Tues. Nov. 9, 8:00 p.m., Maurice Corken, WHPF, local chairman; La Crosse, Wis., Wed. Nov. 10, 12:00 noon, Stoddard Hotel, R. Steward, WKBH, local chairman; Albert Lee, Minn., Thur. Nov. 11, Hotel Albert, E. L. Hayek, KATE, local chairman.

**Kansas City, Mo.**  
**Donald D. Davis, WHB, Kansas City, Mo.** (regional emcee): Bridgeport, Conn., Mon. Nov. 1, 8:00 p.m., Barnum Hotel, Jos. Lopez, WICO, local chairman; Phila., Pa., Thur. No. 4, Roger Clipp, WFIL, local chairman; Pittsburgh, Pa., Mon. Nov. 8, 9:30 a.m., Chatterbox, Wm. Penn Hotel, Wilmer Jacoby, Secy. Retail Merchants Assn., local chairman; Wheeling, W. Va., Tues. Nov. 9, evening, Windsor Hotel, Wm. E. Rine, WVVA, local chairman; Altoona, Pa., Wed. Nov. 10, 2:30 p.m., Penn Alto Hotel, Robt. M. Phelps, Retail Trade Div., local chairman;

**Baltimore, Md., Thur. Nov. 11, Thomas Tinsley, WITH, local chairman.**  
**James Gaines, NBC, New York, N. Y.** (regional emcee): Asheville, N. C., Mon. Nov. 1, 8-10 p.m., Battery Park Hotel—North Roof Garden, Louis Liplinsky, Asheville Merchants Assn., local chairman; Winston-Salem, N. C., Tues. Nov. 2, 8:00 p.m., Robert E. Lee Hotel, Harold Essex, WSJS, local chairman; Danville, Va., Wed. Nov. 3, 8:30 p.m., Hotel Danville, R. Sanford Guyer, WBTM, local chairman; Roanoke, Va., Thur. Nov. 4, 10:00 a.m.-12:00 noon, Patrick Henry Hotel, Ray P. Jordan, WDBJ, James H. Moore, WSLS, local chairman; Lynchburg, Va., Mon. Nov. 8, 6:00 p.m., Virginian Hotel, Philip F. Allen, WLVA, local chairman; Richmond, Va., Thur. Nov. 11, 2:30 p.m., John Marshall Hotel, E. S. Whitlock, WRNL, local chairman.

**New York, N. Y.**  
**Arthur Hayes, WABC, New York, N. Y.** (regional emcee): Miami, Fla., Mon. Oct. 18, 12 noon lunch, show to follow, Flagler Gardens, J. M. LeGate, WIOD, local chairman; Gainesville, Fla., Tues. Oct. 19, 2:00 p.m., Twentieth Century Club, Garland Powell, WRUF, local chairman; Jacksonville, Fla., Wed. Oct. 20, 7:30 p.m., Geo. Washington Hotel, Frank King, WMBR, local chairman; Mobile, Ala., Fri. Oct. 22, 10:00 a.m., at the Mobile Chamber of Commerce, F. E. Busby, WMOB, local chairman; New Orleans, La., Mon. Oct. 25, 2:00 p.m., St. Charles Hotel, James Gordon, WNOE, local chairman; Montgomery, Ala., Tues. Oct. 26, 2:00 p.m., Jefferson Davis Hotel, G. W. Covington, WCOV, local chairman; Memphis, Tenn., Wed. Oct. 27, 8:00 p.m., Hotel Peabody Ballroom, Jos. Gronauer, J. Goldsmith & Sons Dept. Store and E. A. Alburty, WHBG, local chairman.

**Kingsley Horton, WEEI, Boston, Mass.** (regional emcee): Pittsfield, Mass., Mon. Oct. 18, 7:15 p.m., Hotel Wendell, M. B. England, WBRK, local chairman; Buffalo, N. Y., Tue. Oct. 19, 6:30 p.m. dinner, Hotel Statler, Bill Doerr, WEBB, local chairman; Rochester, N. Y., Wed. Oct. 20, noon, Chamber of Commerce Auditorium, Gunnar Wilg, WHCC, local chairman; Utica, N. Y., Thur. Oct. 21, 8:00 p.m., Hotel Utica Ballroom and Italian Room, N. W. Cook, WIBX, Elliott Stewart, WIBX, local chairman; Albany, N. Y., Mon. Oct. 25, 3:30 p.m., Roof Garden, Fen Eyck Hotel, Harold Smith, WABY, local chairman; Newark, N. J., Tue. Oct. 26, 2:10 p.m., Hotel Douglas Main Ballroom, Irving Rosenhaus, WAAT, local chairman.

**Walter Johnson, WTIC, Hartford, Conn.** (regional emcee): Akron, Ohio, Tues. Oct. 19, 2:30 p.m., Mayflower Hotel Ballroom, A. C. Hutchinson, Secy. Akron Merchants Assn., local chairman; Canton, Ohio, Thur. Oct. 21, 2:30 p.m., Onesto Hotel Ballroom, Felix Hinkle, WHBC, local chairman; Springfield, Ohio, Mon. Oct. 25, Reggie Martin, WIZE, local chairman; Columbus, Ohio, Tues. Oct. 26, 2:30-4:30 p.m., Deshler-Wallick, H. H. Hoessley, WHKC, local chairman; Cincinnati, Ohio, Thur. Oct. 28, Walter A. Callahan, WSAI, local chairman.

**Marion, Ohio**  
**Robert Mason, WMRN, Marion, Ohio** (regional emcee): Kansas City, Mo., Tues. Oct. 19, President Hotel Ballroom, Fred M. Lee, G. M. John Taylor Dry Goods Co., local chairman; Little Rock, Ark., Mon. Oct. 25, evening, Albert Pike Hotel, G. E. Zimmerman, KARK, local chairman; Oklahoma City, Okla., Tues. Oct. 26, lunch and show 2:00 p.m., Biltmore Hotel, Kenyon Brown, KOMA, local chairman; Tulsa, Okla., Wed. Oct. 27, evening, Tulsa Hotel, John Esau, KTUL, local chairman; Wichita, Kans., Thur. Oct. 28, 6:30 p.m., Lassen Hotel, Jack Todd, KANS, local chairman.

**Beekley, W. Va., Mon. Nov. 15, 7:00 p.m.**  
**Beekley Hotel, Herbert Kendrick, WJLS, local chairman; Huntington, W. Va., Tues. Nov. 16, 2:00 p.m., Pritchard Hotel, Fleum Evans, WSAZ, local chairman; Charleston, W. Va., Wed. Nov. 17, 2:00 p.m., WCHS Auditorium, E. R. Probasco, J. C. Penney Co., local chairman; Parkersburg, W. Va., Thur. Nov. 18, 2:00 p.m., Elks Club, Geo.**

**C. Clinton, WPAR, local chairman; Clarksburg, W. Va., Fri. Nov. 19, George C. Blackwell, WBLK, local chairman; Fairmont, W. Va., Mon. Nov. 22, 8:00 p.m., Fairmont Hotel, Stanton P. Kettler, WMMN, local chairman.**

**Atlanta, Ga.**  
**John M. Outler, WSB, Atlanta, Ga.** (regional emcee): Dayton, Ohio, Wed. Oct. 27, 2:00 p.m., Biltmore Hotel Large Ballroom, Lester G. Spencer, WHIO, local chairman; Beaumont, Texas, Tues. No. 2, Jack Nell, KRIC, local chairman; San Antonio, Texas, Thurs. Nov. 4, 10:00 a.m., Plaza Hotel, Hugh A. L. Hall, WOAI, local chairman; Austin, Texas, Mon. Nov. 8, Hardy C. Harvey, KNOW, local chairman; Fort Worth, Texas, Tues. Nov. 9, 8:00 p.m., Blackstone Hotel, Gene Cagle, KFJZ, local chairman; Dallas, Texas, Wed. Nov. 10, 3:30-5:30 p.m., Baker Hotel, R. C. Dolbin, Mgr. Retail Merchants Assn. Div., Chamber of Commerce, local chairman.

**Clyde Pemberton, KFJZ, Fort Worth, Texas** (regional emcee): Atlanta, Ga., Mon. Nov. 1, 8:00 a.m., Leonard Reusch, WSB, local chairman; Columbus, Ga., Tues. Nov. 2, 3:30 p.m., CWT, Ralston Hotel Civic Room, James W. Woodruff, Ja., WRBL, local chairman; Macon, Ga., Wed. Nov. 3, 1:00 p.m., 4:00, Dempsey Hotel, Red Cross, WMAZ, local chairman; Chattanooga, Tenn., Thurs. Nov. 4, 10:00 a.m., Road House, Carter Parham, WDDO, local chairman; Bristol, Tenn., Mon. Nov. 8, 10:00 a.m., General Shelby Hotel Ballroom, W. A. Wilson, WOPI, local chairman; Kingsport, Tenn., Mon. Nov. 8, 7:00 p.m., Kingsport Inn, Jess Swiegood, WKPT, local chairman; Knoxville, Tenn., Tues. Nov. 9, lunch, Andrew Johnson Hotel, J. W. Birdwell, WBIR, local chairman; Nashville, Tenn., Wed. Nov. 10, Harry Stone, WSM, local chairman; Louisville, Ky., Fri. Nov. 12, WAVE Studios, Lee Coulson, WHAS, local chairman.

**Toledo, Ohio**  
**William Roux, NBC, New York, N. Y.** (regional emcee): Toledo, Ohio, Tues. Nov. 2, E. Y. Flanigan, WSPD, local chairman; Flint, Mich., Wed. Nov. 3, 7:30-9:30 p.m., Hotel Durant Ballroom, Howard Loch, WFDF, local chairman; Kalamazoo, Mich., Thur. Nov. 4, John E. Fetzer, WKZO, local chairman; Grand Rapids, Mich., Fri. Nov. 5, John E. Fetzer, WKZO, local chairman; Cedar Rapids, Iowa, Mon. Nov. 8, 10:00-12:00 a.m., Hotel Roosevelt, Wm. B. Quarton, WMT, local chairman; Davenport, Iowa, Tues. Nov. 9, 6:30 p.m., Hotel Blackhawk, Gold Room, George Kirby, J. C. Penney Co., Davenport, Iowa, local chairman; Des Moines, Iowa, Wed. Nov. 10, 5:00 p.m., Hotel Fort Des Moines, Hale Bonthrunt, WHO, local chairman; Fort Dodge, Iowa, Thur. Nov. 11, 10:00 a.m., Waukonsa Hotel, Edward Green, KVFD, local chairman; Sioux City, Iowa, Fri. Nov. 12, 12 (noon), Hotel Mayfair, William Roux, local chairman; Omaha, Neb., Tues. Nov. 16, Hugh Feltis, KOIL, Omaha, local chairman; Lincoln, Nebr., Wed. Nov. 17, Cornhusker Hotel, Hugh Feltis, KOIL, Omaha, local chairman.

**Frank Webb, KDKA, Pittsburgh, Pa.** (regional emcee): Durham, N. C., Mon. Oct. 18, 2:30 p.m., Washington Duke Hotel, J. Frank Jarman, WDNC, local chairman; Raleigh, N. C., Tues. Oct. 19, 10:00 a.m., Sir Walter Raleigh Hotel, Virginia Dare Ballroom, Fred Fletcher, WRAL, local chairman; New Bern, N. C., Tues. Oct. 11, 8:00 p.m., USO Club, Lewis N. Howard, WHIT, local chairman; Fayetteville, N. C., Thur. Oct. 21, 10:00 a.m., Carolina Theatre, W. C. Ewing, WFNC, local chairman; Charleston, S. C., Mon. Oct. 25, 8:00 p.m., Dock St. Theatre, John M. Rivers, WCSC, local chairman; Columbia, S. C., Tues. Oct. 26, 6:30 p.m., Wade Hampton Hotel, Robert W. Dinkins, Haverly Furniture Co., 1626 Main St., local chairman; Greenville, S. C., Wed. Oct. 27, 12:30 p.m., luncheon, show follows, W. Ennis Bray, WMRC, local chairman; Spartanburg, S. C., Thur. Oct. 28, Franklin Hotel Ballroom, J. W. Kirkpatrick, WSPA, local chairman.

**Frank Wright, San Francisco Retail Radio**

# Sees Radio Analog In Decision On

(Continued from Page 1)  
handling of news and news analysis. He then referred to the AP decision and paragraphs he considered pertinent to radio. Some of these are as follows:

"However, neither exclusively, nor primarily, are the interests of the news industry conclusive; for that industry is one of the most vital of all general interest, the dissemination of news from as different sources, and with as many different facets and colors as is possible. That interest is closely akin to... indeed it is not the same as, the interest protected by the first amendment; it proposes that right conclusions are more to be gathered out of a multitude of tones than through any kind of authoritative relation. To many this is, and always will be, fully; but we have staked upon it our...

"News is history; recent history, true, but veritable history, nevertheless, history is not total recall, but a deliberate pruning of, and cutting from, the events. Were it possible by some magic path to reproduce an occasion in all particularity, all reproductions would be interchangeable; the public could have voice, provided that the process should be mechanically perfect. But there is no magic; and if there were, its results would be immeasurably wearisome, and utterly fatuous.

"A personal impress is inevitable at each stage; it gives its value to the dispatch which without it would be unreadable, much for those items which actually appear in all the larger news services, and which include all events of major interest. But they are not all the same personal choice we must figure in preparing a dispatch, operating in deciding what events are important enough to appear at all; and about that men differ widely; as we often find, when service 'carries' what another has thought too trivial; or may indeed have missed altogether.

"In the production of news every involves the conscious intervention of some news gatherer, and two accounts of same events will never be the same. Those who make up the first record—the reporters on the spot—are themselves seldom first-hand witnesses; they must take the stories others as their raw material, checking their veracity, eliminating their irrelevance, finally producing an ordered version which will evoke and retain the reader's attention and convince him of its truth. And the sort so prepared, when sent to his superior in turn 'edit'..."

# Eugene Garey Next Guest Of Radio Exec. Club Meeting

(Continued from Page 1)  
at the Hotel Shelton. Garey has been conducting the probe of the FCC both in Washington and New York, with sessions scheduled to be resumed shortly under the new committee chairman Rep. Clarence Lea of California.

Garey, well known New York attorney, has not announced what his subject will be.

**Bureau, San Francisco, California** (regional emcee): Los Angeles, Calif., Thur. Oct. 21, 2:00 p.m., Biltmore Hotel Ballroom, Cal Smith, KFAC, local chairman; Spokane, Wash., Mon. Oct. 25, 9:30 a.m., Davenport Hotel, Harvey Wikson, KGA, local chairman; Tacoma, Wash., Tues. Oct. 26, 6:30 p.m., Winthrop Hotel, C. C. Kavanaugh, KTRN, Seattle, Wash., Wed. Oct. 27, Washington Athletic Club, Oliver Runey, KOZ, local chairman; San Francisco, Mon. Nov. 1, St. Francis Hotel, Italian Room, C. L. McCarthy, KQW, local chairman; Oakland, Calif., Tues. Nov. 2, Lemington Hotel, Adriel Fried, KLL, local chairman.



# Washington Front

By ANDREW H. OLDER

WASHINGTON—It was Tuesday afternoon. The first meeting of Office of War Information Radio Advisory Committee had been in session over three hours. All but one of our secretaries in the anteroom had left for the day, with the girl left busily typing three or four drafts of the statement on the table, then bringing those in to the committee for approval. One of the biggies opened the door to Jim's office, where the meeting was, and purposefully over to the secretary's desk, crossed out a word on the statement she was typing, strode to Elmer Davis' office, started to knock on the door to Jim's office, was told the meeting was still going on and decided not to interrupt. . . . It was getting late and we wanted to get our feet off. Finally the door opened very impressively, one man came out. (Why should we tell you there were eight industry executives there, and you'd know them said we to ourselves, "Ah, at last we can get the story and clear it up here!") We'd just opened our mouths to fire a few questions at the man who had appeared in the door, he beat us to it. "Who won the game," he asked? . . . We gave him our answer, he returned to the meeting. Five minutes later, after all bets had been settled up, no more, the meeting broke up. Tuesday was a very pleasant day, in fact. It was the day which a friend of ours who works for OWI (again we won't name him—once used a very clever lead of under his byline, so we'll get it) wrote the following story for local UP ticker: "A fate worse than death overtook the OWI's News Bureau today. It lost its mimeograph machines. A government efficiency committee took them away in the dark night." . . . We got a good start Tuesday. Early in the morning Earle Gamble, who likes to see a fellow start a day with a smile, called us from his office at CBS. "Got a story for you, Andy," he began, and groaning as we fumbled for pencil to take notes on what we thought would be a

yarn on the CBS news policy, WNYC, a new WTOP program or something—all nice pleasant stories, perhaps, but we hadn't had coffee yet. . . . Anyhow, Earle's story was about one of his engineers and the desk clerk at the Carlton Hotel, one of this city's really topflight hostelryes. An agency wanted to present some discs for a prospective sponsor and called CBS to borrow a playback machine. The engineer packed one up and went over to the Carlton, where it suddenly occurred to him that his machine was set only for AC current. He went to the desk and asked, "Do you have AC or DC voltage here?" The clerk disappeared, returning after a minute to announce that neither A. C. nor D. C. Voltage was registered. . . . And along with the lighter side, we do have a little good news—it begins to appear that WPB is about set to relax some of its restrictions in order to permit badly needed repairs for radio stations. The policy isn't formulated yet, but it's in the making and there ought to be something definite within the next week. . . . Incidentally, we can reveal also that OWI was prepared to go to bat with WPB for the industry, because radio is so indispensable to the proper performance of the information job which is OWI's responsibility. . . . General feeling around here is that if Phil Cohan's name were more widely known in the industry, the search for a new chief to succeed Don Stauffer in the OWI radio bureau would never be on. Phil's acting chief now, and we know he's highly enough thought of by top OWI officials to get the job permanently were it not that they're convinced someone with more industry standing is needed. . . . They're angling for a couple of big-shots, either of whom would certainly do a good job, but we think they know Phil could handle the job quite satisfactorily. And that they're sorry they can't see their way clear to appointing him. . . . This is not to be interpreted as a campaign plug for Phil. We're well aware of the reasons why OWI's biggies think they need a Man With a Big Name—and they're reasons which, unfortunately, can't be laughed off.

## Shares Radio Manpower Shortage Is Not Great

Before leaving for the West Coast week-end, Frank McGrann, radio employment specialist, made the surprising statement that "there is no shortage of manpower in the radio broadcasting business." . . . Confirmation is offered by McGrann's list of manpower which he has accessible to ad agency and station executives. It lists the services of 70 seasoned radio men—writers, producers, junior directors, program managers, announcers, newscasters, commentators, publicists, technicians, salesmen, music men, etc.

## Sinatra Program Plans Benefit For War Fund

Special broadcast of the "Broadway Band Box," featuring Frank Sinatra, is announced by CBS in behalf of the National War Fund on Sunday, Oct. 17, 8 to 8:30 p.m., EWT. Another airing of the show for the relief campaign was heard yesterday when it returned to New York after a sojourn in Hollywood. Cast includes Bert Wheeler and Constance Bennett.

### Stork News

Lynchburg, Va.—Joe Wright, sales manager of WLVA, welcomed the stork which arrived recently with a baby boy.

THE  
COMING  
1944

RADIO  
ANNUAL

NOW IN  
INTENSIVE  
PREPARATION  
WILL BE  
DEDICATED  
TO

"RADIO  
AT WAR"



# WPB Revises Order Re Station Equipment

(Continued from Page 1)

use of the allotment symbol "MRO" to persons engaged in the radio communications business and an A-2 rating and the "MRO" symbol to persons in the radio broadcasting business for obtaining maintenance, repair and operating supplies," said WPB.

### Sound Recording Included

For obtaining these supplies, the rating of AA-5, without the "MRO" symbol, is specifically assigned for sound recording for commercial, educational and industrial purposes, and in the operation and maintenance of public address, intercommunication, plant sound and similar electronic systems, including systems for the controlled distribution of musical programs. Order P-133 previously had given an AA-2X rating for maintenance, repair and operating supplies for sound recording for commercial purposes.

Other changes in Order P-133 include a clarification of tube inventory restrictions. Use of ratings and allotment symbol to buy or repair a tube is prohibited unless a person has in stock less than one new and one rebuilt tube, or two rebuilt spare tubes per active socket.

The previous order did not restrict the number of repaired tubes that could be stocked. However, no important change in the average radio station's stock is likely to result from this restriction.

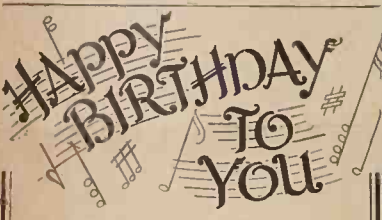
### Amateurs Affected

Another added restriction bars use of the ratings to obtain supplies for the War Emergency Radio Service. The amateur operators group under the OCD.

Service repair shops doing maintenance and repair work for persons in the trade may use the rating and symbol of a customer to do such work, and the restrictions on use of ratings apply as to the customer.

### Stork News

Fitchburg, Mass.—Mort Silverman, commercial manager of WEIM, has become a father for the second time. The new addition has been named Ruth Elaine.



October 11

Judith Arlen      Elsie Ashcroft  
Jeff Bryant      Norman Stanley Case  
Opal Craven      Jimmy Donnelly  
Leo Reisman      Jack Votion

October 12

Goodman Ace      Ted Collins  
Phil Kramer      Theodore Webb  
Fritzie White

# COAST-TO-COAST

**DRONX, N. Y.**—During the National War Fund drive WBNX has designated two half-hour periods daily for the exclusive purpose of doing their part in making the campaign a success. Programs are titled "This is America," and will feature typically American music; an announcer will plug drive between the selections. In addition, outlet will make appeals on its many foreign language programs daily.

**CLEVELAND, OHIO**—New addition to the WHK-WCLE service department is Betty Johnson, who came in to replace Irene Dula, who, in turn, has been promoted to replace Sue Corneliuss in the merchandising department. Sue has become a saleswoman on the WCLE staff.

Murray Young, veteran WHK news commentator, has been renewed by the Wm. Taylor Son and Co. for the second year. His reports are heard at 11 p.m. Monday through Friday. D. O. Summers Cleaning Co. of Cleveland has signed with WHK to sponsor a weekly transcribed show to be heard each Sunday from 5:45 to 6 p.m. Broadcasts will feature dramatizations based on actual eyewitness reports of news correspondents.

**OMAHA, NEBR.**—Clvde Addy, formerly a singer on KFNF, Shenandoah, Iowa, has joined the announcing staff of KOIL. He is being featured twice weekly in the role of singer and announcer on the "Home-maker's Club of the Air" program.

**WORCESTER, MASS.**—Full coverage of Worcester's mayoralty primary contest this week was afforded by WTAG, with outlet flashing returns at regular intervals throughout the evening. Special five-minute broadcasts were also set aside for summaries. Winning nominees spoke over WTAG when results assured their success.

**VANCOUVER, B. C.**—Spence Caldwell, commercial manager of CKWX has returned from an extended trip to the eastern United States and Canada. Stuart MacKav, CKWX production manager, and Isobel Frost, continuity editor, are back at work after a sojourn in Winnipeg, where they attended the Palmer School, conducted by B. J. Palmer, author of "Radio Salesmanship."

**CHARLOTTE, N. C.**—"Tennessee Ramblers," troupe aired over WRT, have returned from Hollywood where they were featured in the filming of two pictures. These latest ventures bring to a total of six times that the "Ramblers" have been filmed in Hollywood.

**OAKLAND, CAL.**—"Job Counselor" has proven so successful that KIX has had to add more time for the third time in two months. Show now runs a half hour twice daily at 9:30 a.m. and at 5:15 p.m. Counselor James Walker Allen personally certifies working conditions at various defense plants and obtains jobs for people seeking employment in essential war work.

**MINNEAPOLIS, MINN.**—WCCO was host at a meeting of manufacturers' representatives of Minneapolis and St. Paul and advertising agencies last week at the Minneapolis Athletic Club. Purpose of gathering was to illustrate how the outlet was handling its local program promotion. Displays and transcriptions were used to demonstrate WCCO's campaign, and A. E. Joscelyn, general manager, Al Sheehan, assistant general manager, Sam Kaufman, promotion manager, and Frank Johns, of the sales department, gave talks on various aspects of the station's advertising.

**ST. PAUL, MINN.**—KSTP has issued a new rate card and believes itself to be the first station to go on record in print, via its rate card, as refusing to accept "hitch-hike" or "cow-catcher" announcements. Card becomes effective November 1. Although KSTP will probably have to accept such announcements until such time as NBC moves against them, proviso will apply to all spot and local business.

**HARTFORD, CONN.**—Chief engineer I. A. Martino of WDRC is observing his twentieth anniversary with the station this month, having joined WDRC in October, 1923. Another anniversary this month is that of transmitter engineer Franklin Kiefer, who has been with the outlet for 13 years.

# OWI Manpower Cal Achieving Results

(Continued from Page 1)

of broadcasting at CBS, will go abroad for OWI on loan from the network. It was announced at the office of Taylor is scheduled to accompany William S. Paley, president of CBS, who has accepted a special assignment with C. D. Jackson, director of all OWI operations in Italy, North Africa, and the Middle East.

In line with OWI's policy to recruit topflight radio men for overseas services, David Ruml, personal consultant of the Overseas OWI, left New York the past week-end for a west tour. Ruml will spend Monday, Tuesday, Wednesday, in Chicago, then will probably move on to Cincinnati to interview applicants there.

### Heads G. E. Division

Howard W. Bennett has been named manager of the Specialty Division of the General Electric Company's Electronics Department, according to an announcement by Dr. W. R. G. Ball, vice-president in charge of the department. In this capacity, Bennett will be responsible for the engineering, manufacturing, and sales operations of that division.

### Wedding Bells

Riverside, Cal. — Virginia B. KPRO announcer, is engaged to Thaddeus Haddon, Air Corps.

# Thanks a Lot...

- FOOTE, CONE & BELDING . . . EMIL MOGUL CO., INC. . . . J. R. KUPSICK ADVERTISING AGENCY, INC. . . . LESTER HARRISON ASSOCIATES, INC. . . . KAYTON-SPIERO CO., INC. . . . GLASER ADVERTISING CO., INC. . . . THE JOSEPH KATZ CO., INC. . . . RUBIN & LESSER . . . NORTHWEST RADIO ADVERTISING CO., INC. . . . FEDERAL ADVERTISING AGENCY . . . WILLIAM N. SCHEER ADVERTISING AGENCY . . . CHAS. DALLAS REACH CO. . . .

We appreciate your confidence but you're making it mighty tough on Alma F. Graef who assigns open time at

# WPAT 93 ON YOUR DIAL

7 Church Street, Paterson, New Jersey — Armory 4-3400



# Nets Anti-Trust Action Off

## Fly Has "Open Mind" Re Web Rules' Value

Washington Bureau, **RADIO DAILY**  
 Washington—Although it is too early to discuss the network rules in all their specific phases, FCC Chairman James Lawrence Fly said Monday that there is "no longer any debate as to the general objectives and principles effectuated by them." The chairman, asked if he sees yet any need for change in the rules, said that he does not think we have yet had "sufficient overall experience in terms of day-to-day operations" to form any judgment as to whether they are correct in every particular;

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## Radio News Analysts Shifted By Mutual Web

Four-cornered shift of Mutual news commentators, beginning Monday, Oct. 18, adds analyst Ray Dady from St. Louis in the 1 to 1:15 p.m. period. Sydney Moseley moves his 15-minute commentary from the vacated spot to 1 p.m., displacing Sheila Carter, former foreign correspondent, who will be heard from 3 to 3:15 p.m. Last change brings Arthur Gaeth, Brigham

(Continued on Page 2)

## Gunther Will Continue On General Mills Show

Chicago—General Mills, through Knox-Reeves Advertising Co., has renewed John Gunther, commentator and war correspondent, over the Blue Network on Friday and Saturday nights from 10:00 to 10:15, EWT, in the interest of Wheaties. Effective

(Continued on Page 2)

## Free Air

Maybe Mayor La Guardia took his "free air" cue from FCC Chairman Fly's recent speech, but in any event political candidates, with few exceptions, will benefit from gratis time on WNYC, municipal station, in connection with the Nov. 2 New York elections. Mayor La Guardia made the timely gesture to candidates in the course of a week-end broadcast.

## Weather Back On Air

Washington — Broadcasters are now free to give weather reports on the air, the Office of Censorship announced Monday night. Because of improved war conditions and benefits to agriculture, shipping and other forms of commerce, official Weather Bureau information may hereafter be carried on the air. The only restriction remaining is that broadcasters may not air wind direction or barometric pressure information.

## Radio Leaders Okay Retail Sales Picture

Washington Bureau, **RADIO DAILY**  
 Washington—Heralded by the greatest fanfare of publicity and exploitation ever staged in connection with a radio merchandising plan, Retail Promotion Committee's film presentation, "Air Force and the Retailer," was previewed by 1,500 broadcasters, agency executives, retail merchants and NAB members at the Statler Hotel, yesterday.

Consensus of opinion following the

(Continued on Page 6)

## Mutual Holds Board Meeting In New York

A regular monthly meeting of Mutual's Program Operating Board was held yesterday in the network's New York offices. Miller McClintock, president of MBS, presided.

Under consideration were the

(Continued on Page 2)

## Plan New NBC Tele Project; Will Televis Garden Events

### Named Radio Director Of Chicago Adv. Agency

Chicago—Cecil Widdifield has been appointed radio director of Schwimmer & Scott, Chicago. Widdifield formerly was continuity chief and assistant program director of the CBS western division in Chicago. The appointment of Douglas M. Smith as director of art and production also was announced by that agency.

## Mutual Moves To Drop Its Suit Against NBC; Chicago Fed. Court Dismisses Government's Action Against CBS

### CBS Staff Changes Announced Yesterday

Staff changes at CBS made necessary by overseas OWI missions of William S. Paley, president, and Davidson Taylor, who will accompany him, were announced yesterday.

During the absence of Taylor, William H. Fineshriber, Jr., will serve as special assistant to Douglas Coulter, director of broadcasts for CBS. Fineshriber will transfer temporarily

(Continued on Page 2)

### Agency Devotes Ads To Radio's Message

As an institutional contribution to radio, Young & Rubicam, yesterday released a full page ad under the title of "How America Is Using One of Its Greatest War Weapons." The ad, carried in the New York "Times,"

(Continued on Page 2)

### Blue Sets Catholic Series; 3 Faiths Now Represented

First Catholic program on the Blue Network, "The Hour of Faith," produced in co-operation with the National Council of Catholic Men, is

(Continued on Page 6)

With Federal Judge John P. Barne dismissing the government's anti-trust suit against CBS in Chicago and Mutual announcing plans to drop its \$10,250,000 anti-trust civil suit against NBC and RCA with FCC confirmation of Blue sale, network federal court dockets yesterday held prospects of clearing.

The dismissal of the government's action against CBS came on motion of Daniel B. Britt, assistant United States district attorney. Later Alfred J. McCosker, chairman of the board

(Continued on Page 5)

## Sale Of Blue To Noble Gets Official Approval

Washington—Purchase of the Blue Network by American Broadcasting System, Inc., headed by Edward J. Noble, was approved yesterday by the FCC.

Noble's acquisition of the Blue from

(Continued on Page 7)

## FCC's Authority Vague In Commentator Dispute

Washington—Authority of the FCC to move in the current controversy regarding the CBS news policy and the broader problem of implementation of freedom of speech on the air is unclear, not only to the industry but to the FCC itself. Chairman James Lawrence Fly said Monday. After a

(Continued on Page 5)

## "Kate Smith" Missing

"Kate Smith," Consolidated B-24 bomber named after the CBS singing star, has been reported missing in action. But Kate still has faith that the crew will turn up. Plane was christened by her at San Diego last April. "Tommy Harmon got back," she said. "So did Eddie Rickenbacker. I have faith that these boys of mine will get back, too."

# FCC Okays Blue Sale; Praises Noble's Policy

(See Story, Column 4, Above)





Vol. 25, No. 8 Wed., Oct. 13, 1943 Price 10 Cts.

JOHN W. ALICOATE : : : : : Publisher

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

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# FINANCIAL

(Monday, October 11)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	155 3/8	155 1/8	155 1/4	- 1/8
CBS A	22 1/8	22 1/8	22 1/8	+ 1/8
CBS B	22	22	22	+ 1/8
Crosley Corp.	17 1/2	17	17	+ 1/8
Gen. Electric	37	36 3/8	36 3/4	- 1/4
Philco	23 1/2	22 1/2	22 3/8	+ 1/4
RCA Common	10	9 1/2	9 5/8	- 1/8
RCA First Pfd.	70 1/2	70	70 1/2	+ 1/2
Stewart-Warner	11 3/4	11 1/2	11 3/4	- 1/8
Westinghouse	94	93 1/2	93 3/4	- 3/8
Zenith Radio	32 1/4	32	32	- 1/8


## OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	8 5/8	8 7/8
Stromberg-Carlson	10 5/8	11 1/8
WCAO (Baltimore)	20	23
WJR (Detroit)	27 1/2	

## 20 Years Ago Today

Short wave radio credited with assisting greatly in bringing aid to earthquake stricken Tokio.... Hotel Astor Grill orchestra scheduled to broadcast through WJZ by "direct wire connection".... Second annual N. Y. Radio show in Grand Central Palace was "most complete exhibition of apparatus that has yet been displayed since the wireless fascination swept the country two years ago".... Both WEA and WJZ were covering Giants-Yanks world series game with fudge Landis allowing microphones in the ball parks.

THIS LITTLE BUDGET WENT TO



**WORL BOSTON MASS.**

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Taylor will accompany Paley on the latter's special assignment for a limited period from the Office of War Information. In a recent announcement, Elmer Davis, OWI director, said that Paley is going overseas to help the Army's Psychological Warfare Branch in the radio phase of its work in the Mediterranean area. He will operate from General Dwight D. Eisenhower's headquarters, joining with C. D. Jackson, director of all OWI operations in Italy, North Africa and the middle East.

## Mutual Holds Board Meeting In New York

(Continued from Page 1)  
recommendations of last week's New York conference of the Mutual Affiliates' Advisory Committee. Program policies were discussed.

Board members present were C. M. Hunter, WHK, Cleveland; Frank Schreiber, WGN, Chicago; Linus Travers, WNEC, Yankee Network, Boston; Julius Seebach, WOR, New York; Adolph Opfinger, program director of the network.

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### Figures Quoted

"In large part these radio programs are produced and the war messages in them are written by the advertising agencies of the country. And the number of these separately written and conceived messages runs into many thousands.

"For instance, in 1942 some 600,000 individual programs carried war messages, and many of these programs carried more than one per broadcast. In addition to these, the stations themselves broadcast more than 5 1/2 million war announcements which appeared between programs rather than as part of them.

"In terms of actual broadcast time, the figures are almost incredible. In June of this year, the latest month on which data is available, American radio stations broadcast war messages—ranging from 18-second spot announcements to 90-minute live broadcasts—that tallied up to more than 18,000 hours, more than 750 days, of listening time.

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"Like the American newspapers and magazines, radio has made America aware of the seriousness of our struggle in other powerful ways."

## Gunther Will Continue On General Mills Show

(Continued from Page 1)  
date of new contract is Nov. 5. Sixty stations are being used.

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GRACIE FIELDS is in town from England and is leaving for Hollywood later in the week. The premiere of her Mutual network program has been postponed for a week and will be heard next Monday.

E. L. "BRAC" BRAGDON, trade press news editor of NBC, is back at his desk entirely recovered from his recent illness.

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# W-I-T-H



**IN BALTIMORE**  
TOM TINSLEY, President  
REPRESENTED BY HEADLEY-REED

1480 Kilocycles Full Time Operation

# WHOM

FOR BETTER THAN AVERAGE RESULTS

Joseph Lang, Gen. Mgr.

New York Studios: 29 West 57th Street, New York City





*The Listening Finger Points*

WLW Audience Ratings MID-WINTER 1943 \* C. E. HOOPER, INC.

The WLW Faxfile is planned as a comprehensive collection of information on The Nation's Station. From time to time, additional factual material will be released. As it arrives, please see that it reaches this folder in order that your file will be current and complete. If you fail to find information on any listed subject, please call the nearest WLW Sales Office, or WLW, Cincinnati.

- Audience Studies
- Cost Allocation Supplement
- Distribution Data
- Maps & Market Data
- Merchandising & Trade Extension
- News and Programs
- Rates and Comparative Costs per thousand
- WLW Test Markets

WLW

**A TIMELY ADDITION TO YOUR WLW FAXFILE**

*The Listening Finger Points* to all radio listening in four metropolitan centers, 28 major cities, and 218 rural communities of WLW's great mid-western market. *The Listening Finger Points* is C. E. Hooper's Mid-Winter 1943 Report in two parts: WLW Audience Ratings and WLW vs. Other Network Stations. It is the first new release for your WLW Faxfile. It is off the press; it will reach you soon.

● If you still haven't received a copy of the WLW Faxfile, shoot us a wire or letter. We will gladly send *The Listening Finger Points* along with all material previously released.



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# LOS ANGELES

By RALPH WILK

ENTIRE Company of the Andrews Sisters' new picture, "Swingtime for Johnny," will visit the October 14th broadcast of the Charlie Ruggles-Mary Astor-Mischa Auer show, on which the rhythmic trio are featured song-stars.

Butterfly-voiced Edward Everett Horton is guest on the Joan Davis program October 14, with regulars Jack Haley, Blossom Blimp (Verna Felton) and Penny Cartwright (Sharon Douglas).

Under a unique setup, the Camels show starring Jimmy Durante and Garry Moore is presented on both the NBC and CBS networks on successive nights. Sponsor had planned to bring the Abbott & Costello show back to the air, but the continued illness of Lou Costello balked the plan. Consequently, Camels is filling the NBC time, which is from 7 to 7:30, PWT, with the Durante-Moore show, which originates the previous night over CBS from 7 to 7:30 p.m. The cast is the same in both network presentations, but a new script is written for the NBC production. The arrangement will continue indefinitely, pending recovery of Costello.

New KECA-KFI staff writer-producer is Andy Potter, for the past year and a half with the OWI and formerly a San Francisco radio executive. Bill Davidson, who enlisted in the Army four months ago, has resumed his duties as an announcer at KECA-KFI, having been honorably discharged.

Arthur J. Kemp, newly-appointed head of CBS network offices in Detroit, left Los Angeles Oct. 6 en route to his new post as manager of Columbia operations in Michigan-Ohio area. He was to arrive in Detroit Oct. 10 and immediately launch a series of conferences with Neil Mulhern of Columbia network sales in that city.

## Lea Silent On Retention Of Garey As Probe Head

Washington Bureau, RADIO DAILY

Washington—Washington is still awaiting a decision regarding the staff of the House Select Committee to investigate the FCC. No indication has yet come from the new chairman, Clarence F. Lea, as to whether Eugene L. Garey will be retained, although the general feeling is that the investigation will never achieve in the public mind the prestige due an impartial Congressional investigating committee unless a new staff is installed.

Have You Met the Voices of **GILBERT MACK** ?

LEX. 2-1100

# MAIN STREET

OL' SCOOPS DAILY

## Notes From A Ringside Seat. . . . !

● ● ● Vick Knight, Foote, Cone & Belding exec. will arrive in Gotham at the end of the month for conferences with clients. . . . Dick Haymes is having a tough time trying to find a place to live in Hollywood. . . . Shep Fields and his "brassless" band opens at the Park Central in December with Mutual and CBS. . . . In the main lobby of the NBC building, Hildegard, en route to "Beat the Band" rehearsals, stops to autograph a Sailor's hat. . . . Little Bobby Hookey, five-year-old radio star and four-year-old songstress, Teimite Daniels, "hipping eyth cream thodas thru thtraws in the NBTHEE Drug Thtore" . . . . . Ilena Woods, 17-year-old Blue Net oriole, is definitely a 1/2 film bet . . . . . look her over and thank us for the tip. . . . Disc-Jockey Jerry Lawrence, whose swell platterchatter is heard daily over the WMCAirwaves, will be seen and heard in action via Dumont Television. . . . Liza Morrow, NBChantootsie, will make her night club debut at the Blue Angel next month. . . . she's as easy on the eyes as on the ears. . . . Perry Como's flicker debut will be in "Louisville Lou," a musical which William Perilberg will produce for 20th Century-Fox. . . . Pvt. Dick Beach, formerly featured on Lux and Texaco Radio Theaters, Va'lee program and other top shows, and Pvt. Ray McDonald, (who in our books is definitely a second Fred Astaire) added to Moss Hart's Army Air Force show, "Winged Victory" . . . . .

● ● ● John B. Kennedy, news commentator, heard three times weekly over WJZ, back in 1934 predicted a war with Japan. . . . in 1922, we read an E. Phillips Oppenheim thriller, "The Great Prince Shan" in which the author warned that a major clash with the Nips, "would take place in 1930" . . . . . a remarkable bit of "crystal-gazing," especially when one takes into consideration the fact that but four years previous to the publication of the "Prince Shan" book, Japan had been our "World War I" ally. . . . Maxine Keith, producer-writer-commentator on "Sophisticated Lady" and "From Me To You" programs, heard daily over WOR and MBS, respectively, has a breezy and informal type of chatter which is "big time" . . . . . a sponsor, seeking "feminine listeners," need seek no further. . . . The October 22nd issue of Printer's Ink will carry an interesting article, penned by Bernie Estes, giving the "inside" on Commercial Short-Wave. . . . Virginia, daughter of the Chicago-getter, Nat Green, having so much fun in Gotham, almost forgetting to write home every day. . . . Senator Ford's "Joe Miller" party was so successful that he will toss this testimonial to the Father of Gags and Jokes, annually. . . . Madeleine Carroll will emote the Joan Fontaine role when the CBS Playhouse presents "Suspicion" Friday. . . .

● ● ● Celebrating its fourteenth anniversary, next week, the Village Barn will feature some of its alumni, now in New York, who started their careers within its rustic interior. . . . included will be Roy Rogers, Raymond Scott, Joe E. Lewis, Helen O'Connell, Charlie Barnett, Frankie Hyers and Jerry Bergen. . . . Mozellov, Meyer Horowitz. . . . Stu Mann, sports director of WDGY, Minneapolis, is the author of a sports story, "That Boy Carley" which will appear in Coronet Magazine late next month. . . . Mady Christians, of the "David Harum" NBCast, was called to Hollywood to replace ailing Katina Paxinou in the Ginger Rogers flicker, "Tender Comrade" . . . . Ruth Yorke steps into Mady's radio role. . . . Ralph Welliver, the decorated ex-Marine, who was given an honorable medical discharge from the Service, and who has resumed his career in Radio, thrilled an assembled group of Rutgers Co-eds yesterday with stories based on the "life of a U. S. Marine."

Remember Pearl Harbor

# CHICAGO

By BILL IRVIN

NELSON OLMSTED, NBC story teller, observed his third anniversary recently by narrating a story that has been seeking permission to tell for almost three years. The story, "Banquo's Chair" by the British author, Rupert Croft-Cooke. Olmsted came across the yarn in a collection and decided it was suitable for radio presentation. In trying to contact copyright owners of the story, however, he found that their London offices had been wrecked by Nazi bombs and their records destroyed. Only recently was Olmsted able to obtain the necessary permission.

Freeman Gosden, Jr., son of Amos and Andy, has enrolled for his sophomore year at Culver Military Academy, Culver, Ind.

Dick Enroth, WGN sports announcer for the past year, has been inducted into the Army Air Forces as an aviation cadet and left last week for Jefferson Barracks, Missouri, to begin training.

Bernice Challenger Bost, magazine editor and publisher, has inaugurated a new series of programs called "I Tell You What," at 9:45 a.m. Monday through Friday, over WJJD. Program features news of interest about women's activities on the home and abroad fronts.

Russell Sturgis, former NBC engineer now in the Army, has been promoted to captain. He is stationed at Alliance, Neb.

More than 200 staff members of the Encyclopedia Britannica will be WGN studio guests during the next few presentations of "The Human Adventure" (Thursdays 7:30-8:00 p.m.), to watch Encyclopedia Editor Walter Yust in action as the program host.

A one-time radio appeal by Mel Allen, emcee of the WMAQ Early Bird program, brought five sets of head phones for use of patients at Chicago's Marine Hospital—two from as far away as Andover, N. Y. Allen made his appeal after Henry Deneen, World War I vet and one of Allen's most ardent fans, told the announcer that it was against hospital rules to use the radio loudspeaker so early in the morning and consequently the boys had to miss the Early Bird.

**BASCH** ★★★★★★  
*Tested* 5 minute  
TRANSCRIBED SHOWS  
"IT TAKES A WOMAN"  
200 Dramatic Stories  
"FACT OR FANTASY"  
92 Thrilling Episodes  
★  
**FRANCES SCOTT**  
Narrator  
Write or wire for details  
Audition Records on Request  
**RADIO PRODUCTIONS**  
17 E. 45<sup>th</sup> ST. NEW YORK



## Plans to Discontinue Mutual's Anti-Trust Action

(Continued from Page 1)  
S and W. E. Macfarlane, former president and chairman of the network executive committee, gave a statement on Mutual's plans.

**Mutual Statement Issued**  
Mutual is announcing their plan to request a stay of proceedings against NBC and the FCC's pending approval of the Blue Network transfer from Mutual to the American Broadcasting Company, the Mutual executives de-

clare. "We believe that, when this transfer takes place, it will be a mutually and satisfactorily solved problem. It had been the principal pending issue and source of controversy in national network broadcasting, namely the operation and control of two out of three national networks by one company."

**Stockholders Okay Move**  
Mutual stockholders and affiliates, at a meeting held in New York, were parties to the suit, and have agreed to this request, which will be effective as early a date as will be determined by court decision. They include WGN, Inc., Chicago; WOR, of American Broadcasting Service, New York, and the Don Lee Company, of the Pacific Coast, through its president and general manager Lewis Allen Weiss.

**CBS Case Dismissed**  
Federal Judge J. P. Barnes dismissed the government's anti-trust suit against the Columbia Broadcasting System, acting on a motion filed by Daniel D. Britt, assistant attorney general, who pointed out that the Federal Communications Commission has authority to apply a

government had charged CBS, American Corp. of America and the National Broadcasting Co. with alleged violation of radio broadcasting laws.

Mutual charged that the defendants exploited talent and took options on broadcasting time over local outlets to the exclusion of other inter-

esting stations. Mutual's suit against NBC and RCA is still pending. Charges against Mutual resulted from operation of its Blue Network, which are being heard through sale. In January 12, 1942 Mutual filed in court an anti-trust action against

## Plan New NBC Tele Project; Will Televis Garden Events

(Continued from Page 1)

F. Royal, vice-president of the NBC in charge of International Relations, Television and Short-wave. John T. Williams, NBC's manager of television, is in charge of the project and the first telecast from the Gardens will be on Monday evening, October 25, when the rodeo will be transmitted.

Television receivers have already been installed by NBC in the Halloran General Hospital, Staten Island, and the U. S. Naval Hospital, St. Albans, N. Y. Other installations will be made as quickly as possible in the Tilton General Hospital, Fort Dix, N. J.; U. S. Naval Hospital, Brooklyn, U. S. N. Convalescent Hospital, Harriman, N. Y., and other eastern seaboard hospitals.

Because of the shortage of television receivers—none has been made for civilian use since the war began—NBC officials have presented their own personal sets to the hospitals for the use of the wounded service men.

The first television program for the wounded men, over NBC station WNBC, will be the rodeo direct from Madison Square Garden on Monday evening, October 25. Equipment for the pickup has already been installed in the Garden.

Under arrangements made with Ned Irish, manager of Madison Square Garden, NBC plans to televise track meets, basketball and hockey games and other sport events originating at the Garden from time to time.

RCA and NBC, seeking triple damages in the total amount of \$10,275,000. The MBS action, which was joined in by six MBS affiliates, followed by ten days civil suits against both NBC and CBS filed by the Department of Justice Anti-Trust Division, also under the Sherman Trust Act.

### "Conspiracy" Was Charged

Mutual's suit in Chicago's U. S. District Court charged RCA, NBC, their officers and agents with engaging in "an unlawful combination and conspiracy among themselves and with third persons, to injure plaintiffs by hindering and restricting Mutual freely and fairly to compete in the transmission in interstate commerce of nation-wide network programs." Mutual charged that "the exclusive contracts between NBC and affiliated stations with regard to options on blocks of time destroys freedom of choice among independent stations with the result that many of Mutual's commercially sponsored broadcasts are deprived of many possible additional listeners and the stations affiliated with Mutual are in-

jured through loss of the additional revenue."  
Specifically, Mutual challenged the validity of contracts between "NBC's Blue Network" with affiliated stations in cities having less than four stations of comparable facilities.

Stations which joined Mutual were: WGN, Chicago; WOR, New York; WOL, Washington; WGRC, Louisville; WHBF, Rock Island, and KWK, St. Louis.

Regarding the Blue Network's exclusive contracts with stations, MBS asserted that "only a fraction of these stations' broadcasting hours are actually utilized by the Blue Network," but "provisions of the contracts bar these stations as a practical matter from selling their desirable open hours to Mutual."

**Area Coverage**  
The television area reached by the programs for the wounded men will be approximately 75 miles from Radio City with re-broadcasts through WPTZ, the Philco station in Philadelphia, and WRGB, the General Electric station, in Schenectady, N. Y.

At least one receiver will be installed in each hospital until the service is under way, after which as many more instruments will be installed as NBC is able to obtain.

## FCC Authority Vague In Commentator Row

(Continued from Page 1)

lengthy discussion during his press conference on the whole problem of how much free rein should be given commentators, the chairman, asked if the Commission would investigate the complaints about the CBS policy entered by Joseph Riznik, former CBS news writer, said he thinks Riznik's complaint "is getting pretty good investigation right now."

As far as investigation by the Commission is concerned, however, "I am not sure what authority we have." The important thing now, he said, is to keep the matter alive, and thus it is certain that the industry will continue to try to work it out in the best possible way. Several times Fly made it plain that he considers the matter strictly an industry problem, but finally admitted that it is possible the Commission may want to study the matter officially "if networks don't do the job."

### Cites Web Responsibility

Fly stressed the responsibility of the networks not to abandon all responsibility for the opinions which go out over their facilities, and repeated his earlier argument for the labeling of matter which is inspired by a sponsor. He said he agreed also with the suggestion of a reporter that many commentators are actually presenting their own points of view, even though these may be likewise the point of view of their sponsors. "It is unfortunate," he said, "that some commentators are able to get sponsors simply because their opinions happen to coincide." The sponsor's relationship to radio, he added, should be that of an advertiser using radio as a medium of selling his product, not as a medium to promulgate his particular social or economic ideas. He deplored the tendency of some sponsors to use radio to spread their own political ideas, contriving to put these opinions on the air in the guise of news analyses, etc.

## SPECIALIST

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# WGAR

THE FRIENDLY STATION

# 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.



## Fly Has "Open Mind" Re Web Rules' Value

(Continued from Page 1)

Fly said he is keeping an open mind on the matter, that he never assumed the rules were perfect in every detail, "and would be most reluctant to lay claim to perfection. We will continue to watch them closely, and may modify them when the public interest—and that may be the industry interest—demands changes." He admitted the justice of the contention of NBC Attorney John T. Cahill that there is no violation of the exclusivity rules when a station is banned from receiving a program purely on the initiative of the network, without complaint from another station in the area. Cahill had raised this point during the hearings on transfer of the Blue Network, making the point that networks are not to be considered common carriers for the convenience of unaffiliated stations. Fly felt that there is perhaps a weakness in the rules at this point.

Although no detailed study has been made of operation under the new rules, the chairman said he felt that they have resulted in greater diversity of program service, greater opportunity to get good programs, and greater freedom for the individual broadcaster in general.

He spoke also of the broadening of network service, pointing out the growth of the Blue Network from 116 to 166 affiliates since it was cut off from NBC in January 1942. This growth of network service is an effectuation of the freedom to listen, said Fly, and he gave credit to the networks for accomplishing it. At the same time he intimated also that the FCC policy has been partly responsible, pointing out that 150 network affiliations have been signed since the chain broadcasting report appeared, in May, 1941, with new or additional net service brought to 120 cities. This spreading of the service is a "strengthening of network broadcasting," he said, pointing out that the networks themselves have been interested in broadening their operations and have made it possible to carry a lot of small stations on their own rate schedules.

One other factor must not be overlooked, he said, referring to the reduction in line charges ordered by the Commission in January. This has brought network service to a number of small towns, he said, and has brought some of the smaller and more isolated stations from the red to the black column.

### Heads FCC Division

Washington — Peter Shrubrick, former chief of the litigation section of the broadcast division of the FCC's lay department, has been named head of the Facilities Section. Shrubrick served for nearly a year as secretary to Chairman Fly, returning recently to the law department. Rosel K. Hyde, assistant general counsel in charge of the broadcast division, is now recovering from an emergency appendectomy.

## PROGRAM REVIEWS

### JACK BENNY

with Mary Livingstone, Phil Harris, Rochester, Dennis Day, and Don Wilson

Young and Rubicam

Grape Nuts and Grape Nuts Flakes

WEAF-NBC (From New York)

Sunday, 7 to 7:30 P.M., EWT

Writers: Milt Josefsberg, George Balzer, Tom Tackaberry and Cy Howard

SMOOTHER THAN BEFORE.

Something new has been added to the pot-pourri of Jack Benny entertainment and we suspect the new writers had a hand in blending the comedy recipe which proved excellent listening the other night. Benny and company displayed a free and easy style of delivery and the script had smoothness new to the Benny broadcasts. Even Phil Harris and his orchestra omitted the blatant brass as of old to furnish first rate musical background.

Benny's arrival from an extended European tour was the theme for the show and the gags—some old and some new—fitted into a smooth moving pattern of fun-making. Jack was in an excellent form; Mary seemed alert and relaxed in her delivery; Harris as breezy as ever and Rochester, as always, a past master at making the most of his material. Dennis Day singing "People Will Say We're in Love" was in fine voice supported by an exceptionally excellent musical arrangement.

If the first performance of the new season is the pattern for the Benny shows to come NBC listeners are in line for some highly entertaining and relaxing half hours. Even the commercials as presented by affable Don Wilson seemed written with a view of not encroaching too much on the laugh pacing of the presentation.

### "THE LAND OF THE LOST"

Sustaining

WJZ-Blue

Saturday, 11:30 a.m. to 12 m., EWT.

FRESH FISH!

This is a fish story. Isabel Manning Hewson writes and narrates a dramatized whopper about an undersea world, where are kept treasures like lost dolls and jackknives. The small fry ought to go for this new Saturday a.m. series.

Survivor of a Blue Network sneak preview some five weeks ago, the charming fantasy is fashioned in "Alice in Wonderland" vein. Lewis Carroll's never-fading inspiration has a lot to do with the why of the pleasant air-wave formula. Just as the immortal Alice follows a rabbit into Wonderland and meets the Mad Hatter, the March Hare, the Queen of Hearts, et al., so, in the radio tale, a little boy and girl are guided by a friendly fish to King Findall's underwater domain, where they encounter Moony the Spoonfish, Old Man Skate, the Snoopfish and other fanciful piscatorial characters.

Breaking the illusion of the Hewson yarn is the dragging in of facsimile conveniences from the earth—Shell Telephone Co., Shell Telegraph Co., Flying Fish Carrier. Bad for junior listeners' conduct was the example of a fish using a sea slug in a pay phone because he couldn't change a tin.

All in all, it's an entertaining show for the half-fare crowd, deserves a permanent weekly niche. Cyril Armbruster directed a mixed cast of children and adult actors. Suitable music was tunefully played by Bob Hamilton at the Hammond.

### WJPR Joins Mutual

Washington—A transmission line finally has been put through and WJPR, Greenville, Miss. has become a part of the Mutual Broadcasting System, the FCC has revealed, after reaching an agreement with MBS late last March. The line was ordered run from Helena, Ark., last April, but A. T. & T. was unable to supply service until this month.

### AMOS 'N' ANDY

Ruthrauff & Ryan

Lever Bros., Rinso

NBC (From Hollywood)

Friday, 10:10:30 p.m., EWT

WELCOMED BACK WITH UNCLE.

Gone is the familiar 15-minute format of Amos 'n' Andy, once heard five times a week; gone is the continuing tale of 11 years' standing. The blackface duo's return to the air was marked by a complete half-hour weekly show, written and enacted, as formerly, by Freeman F. Gosden (Amos) and Charles J. Correll (Andy). New, also, was the introduction of a guest star, screen actor Charles Coburn, who did right well by the boys.

Despite the hackneyed plot in which Andy had to conceal his bachelorhood from a visiting rich uncle with family views, the action contained plenty of laughs. The time-tested pattern of Harlem antics has been speeded up, benefits from the change.

Humor is still along minstrel-show lines. Briefly present were such old friends as zany Van Porter and Lightning. The first airing suffered somewhat from the absence of mention of accustomed characters—Madame Queen, Brother Crawford, Kuuy. Fium payer Coburn party made up for their non-appearance by his mirthful interpretation of a convincing bet who, in league with the Kingfish and Andy, poses as a physician to arrive away the prying uncle.

Program should draw a high listenership, as in the past. Time assignment is tough, places it in competition with the slightly erratic Jimmy Durante-Garry Moore show over CBS at that hour.

Closing commercial was in bad taste. Product like Rinso didn't gain much from personal endorsement by Amos 'n' Andy, who attested to its quality.

Murray Bolen's direction was creditable. Announcements by Harlow Wilcox sounded clear and agreeable. Music score conducted by Lud Gluskin bridged the situations appropriately.

### LEON HENDERSON

Advertising & Sales Council, Inc.

O'Sullivan Rubber Co.

Saturday, 6:45-7 p.m., EWT

"HIS OWN OPINIONS."

Speaking for "America's Number One Heel," former OPA administrator Leon Henderson, just renewed over the Blue for another 13 weeks, broadcast his "views of the news" from the Nation's capital for O'Sullivan's rubber heels and shoes. Opening announcement on last Saturday's show disclosed that the ex-price chief, now advisor to the Research Institute of America, Inc., "expresses his own opinions." This precautionary measure by the sponsor obviously reflects the latitude given the commentator. Straight news is zestfully spiced with his own beliefs, carries appeal to New Deal supporters.

Dynamic personality of Henderson is shrouded by his sometimes fuzzy delivery. Coverage of domestic and foreign news is interspersed with controversial comments on political personalities and policies. Keen analysis and forecasts are no doubt helped by his Washington connections.

Blast at "ex parte criticism" of the President's policies, especially regarding Britain and Russia, was aimed particularly, in Saturday's broadcast, at report of senators just returned from overseas. Henderson's considerations indicate an informed opinion well worth watching. No administration mouthpiece, he talks straight from the shoulder in his spirited review of the political scene.

### Get Network Show

Jose Rodriguez and Sidney Sutherland, whose commentator team has been heard over Blue affiliates, KECA-KFI, Los Angeles, for the past six months, go coast-to-coast on the complete Blue hookup beginning Oct. 18, five days weekly from 2 to 2:15 p.m., EWT. Both men are newspapermen of long and diversified experience.

## Radio Leaders Oppose Retail Sales Plan

(Continued from Page 1)

film showing and comment. Harry Burke of WOW, Omaha, that the broadcasting industry timely and effective preaching attract retail merchants to the time buying field. Only critics that the picture, "Air Force Retailer" might have more effectively presented the forceful radio as an advertising medium they had carried pictorial flights of personalities whose names synonymous with radio.

Sheldon Coons, known to merchants throughout the nation as an authority, had a forceful

### Sign of the Times

Chicago—Carson Pirie Scott & Co., Chicago department store through Smith, Benson & McCarty Agency of Chicago, has contracted for a 13-week series of 15-minute programs on WGN (Sunday, 5:45) called "Distinguished Hour." Ruth Bryan Owen, former Congresswoman and former ambassador to Denmark, was guest on the broadcast on Oct. 10. Congressman Will Rogers, Jr., will be Oct. 17 guest.

for them in the film presentation about the evolution of merchant and the role radio is playing. In his screen debut Coons is a personable gentleman who has a lot of wordage in an extremely effective manner.

Following yesterday's presentation Paul W. Morency of WTIC, Hartford, chairman of the Retail Promotion committee, called the district meetings of ceremonies together for the first time before the nation-wide tour of 111 cities begins. During the month of October and November kept from the broadcasting industry carry the story of the retail promotion plan to merchants throughout the nation. In each city showings to the Washington premiere will be held with local broadcasting outlets co-operating with the tour units.

## Blue Sets Catholic Series 3 Faiths Now Represented

(Continued from Page 1)

scheduled to begin Sunday, Oct. 14, at 11:30 a.m., EWT. With the introduction of the new weekly broadcast three major faiths—Catholic, Protestant, Hebrew—will now be represented on the network's list. Protestantism is represented by "New Vespers," heard on Sunday, while Hebrew program is the Sabbath series, "Message of Israel."

Inaugural airing of the Catholic series includes Edgar Kobak, executive vice-president of the Blue, as the speakers. Program is informal plan, calls for 12 minutes of music by a small instrumental and choral ensemble.



**FAST-TO-COAST**

**PHILADELPHIA, PA.**—Tom Duran joined WCAE sales staff, having recently received an honorable discharge from the Army. . . . "Memory" is a new 7:30 p.m. Monday program on WCAE. An old-fashioned 30-minute show features Hood, George Heide, the Harbour and Al Marsico and his partners. Sponsor is Tech Beer and the Brew Co. is presently a 15-minute resume of the best players of the day with "Star Game," which follows the series broadcasts. John Trent the sportscast.

**LYNN, N. Y.**—Douglas M. Chandler and Morrison have joined WLIB. Morrison was previously with WSUI, Iowa City, and Rutland, Vt. Chandler was formerly of production and script department. Erwin, Wasey & Co., New York. . . . Murray Lane has been seen as the new addition to WLIB's orchestra. He plays the organ.

**PHILADELPHIA, PA.**—WIBG has recently revised its daily news program to give listeners more extensive news. Station has slated five-minute news periods at 9 a.m., 2, 3, 4, 5, 9, 12 p.m., along with regular complete round-up newscasts at different times during the day. Murray, former University of Pennsylvania star, has taken over the "Sporting Page" under the sponsorship of the Hohenadel Co. Account was placed for through the Benjamin Eshler Co., Philadelphia.

**W. MASS.**—"Background of the new series of war news reports by Geoffrey Harwood over W. A. Harwood began news on a New York station in 1936. . . . to shortwave broadcasts in Italian and German before commentaries from the latest news.

**SAN FRANCISCO, CAL.**—H. W. "Hal" Noble is the new manager of KPRO. He was manager of KXKL for a year and a half.

**From Blue To Noble Gets Official Approval**

(Continued from Page 1)  
Original owner, for a purchase price of \$8,000,000, clears up a situation whereby two networks serving the area were owned by one man. RCA is also proprietor

of the sale, the Commission's approval of the sale to Noble of WJZ, Newark; WENR, Chicago, and KPIX, San Francisco, plus 48 relay stations. Although the FCC has not yet approved the sale of the network, it has the authority to sanction the sale or transfer of a station's license. Thus, in effect, it is the sale of the network. The Commission pointed out that, in the practice governing the sale

**WHO'S WHO IN RADIO**  
**NATHAN STRAUS**

**NATHAN STRAUS**—native New Yorker—recently announced as purchaser of WMCA, thriving Gotham independent, brings to radio a record of achievement in public and private life as well as a deep understanding of his fellow man.

Long a supporter of slum clearance and adequate housing, Straus was appointed U. S. Housing Administrator by President Roosevelt in 1937 and served until February, 1942. Appropriately enough, he had made a survey of European public-housing projects in 1935 as Special Housing Commissioner for New York City. He was organizer, too, of the privately owned Hillside Housing Corporation, one of the Nation's largest low-rent developments.



"Service"

Behind all this is a family tradition of public service. His father was the renowned philanthropist of the same name. Nathan Straus' background is richly diversified. After a couple of years at Princeton University, he studied at Heidelberg for another twelve months before returning from abroad to the New Jersey campus, where he earned a special diploma cum laude in 1909.

Perhaps a desire to learn more about humanity led young Nathan Straus to become a newspaperman. Gaining experience as a reporter for the "Globe," he then bought the national magazine "Puck" and served as its editor and publisher from 1914 to 1917.

At the outbreak of World War I he enlisted in the Navy, soon became an ensign. With the peace, the fourth estate beckoned again. He returned to "The Globe" as assistant editor from 1919 to 1920. A political career offered shortly afterward. Elected to the New York State Senate in 1921, he stayed on for two additional terms until 1926. His introduction of progressive legislation won kudos for him from the Citizens' Union and from the New York State Association, which cited him for outstanding public service.

Returning to private life in 1927, he picked up the reins of Nathan Straus-Duparquet, Inc., dealers in restaurant and hotel equipment. During the trying depression year of 1934, he became director of the National Emergency Council for New York State. His great activity in civic life took written expression in articles on low-cost housing, public parks and other public-minded matters.

Proud father of four sons, all volunteers in either the Army or Navy, he habitually wears a four-star pin in his lapel. His wife is also a New Yorker, the former Miss Helen E. Sachs.

Breeding lake trout is Straus' principal hobby. Locale for this interesting avocation is his country home on Quarry Lake, Valhalla, N. Y., within commuting distance of New York City. Horseback riding and photography are other favorite diversions. Not without sentiment, he enjoys being with old friends. For relaxation he reads biographies and novels. His is a busy life.

Radio presents further opportunity for public service to Nathan Straus. He intends to devote his entire time to the active management of WMCA, recently purchased from Edward J. Noble, buyer of the Blue. . . . views the station as a means of developing community responsibility. "If WMCA can help to promote the development of an informed public opinion," he said, ". . . I shall feel that my association with it has not been without profit."

of time and the furnishing of time on a sustaining basis, Noble had satisfied the Commission during last month's public hearings regarding his attitude on these matters. The statement declared:

"Mr. Noble's commitment to consider each request with an open mind on the basis of the merits of each request and without any arbitrary discrimination is, in our view, the type of discretion which all licensees must retain under the Communications Act. Only under such flexibility is the fullest utilization of radio in the public interest made possible."

Approval of the sale by Noble of WMCA, New York, to Nathan Straus, is expected shortly after formal application is received. Such application, however, has not yet been filed.

**Philco Has Replacement For 'Our Secret Weapon'**

Dramatization of important on-the-scene news stories, titled "Eyewitness," begins a new weekly series for Philco, replacing "Our Secret Weapon," over CBS on Friday, Oct. 15, 7:15 to 7:30 p.m., EWT. Plans include global coverage through the facilities of Columbia's foreign and U. S. staffs, Associated Press, United Press, International News Service, Collier's, Liberty and the "Saturday Evening Post."

Show is produced by Paul White, director of news broadcasts for CBS. In the directorial spot is William N. Robson, producer-director of "The Man Behind the Gun." Bob Trout narrates.

**AGENCIES**

**SALES PROMOTION CLINIC** of the Advertising and Selling Course, sponsored by the Advertising Club of New York, this year will again be under the chairmanship of Horace H. Nahm, Hooven Letters, Inc. Among those who will serve as leaders at the various meetings are: Robert J. Ingram, assistant sales manager, Bristol-Myers Company; R. H. Bennett, associate advertising and merchandising manager, General Foods Sales Company, Inc.; Elsa Lang, promotion manager, N. Y. "Herald Tribune"; Carl Reimers, president, Carl Reimers Co.; H. M. Carroll, advertising manager, Hyatt Roller Bearing Division, General Motors Sales Corp.; and Arthur W. Sullivan, sales promotion manager, Westinghouse Electric Supply Company. The course opens at the Advertising Club on October 18 at 7:45 p.m.

**C. EUGENE WADDELL** has been appointed to the copy department of Geyer, Cornell & Newell, Inc. He was formerly with the copy department of Federal Advertising Agency, Redfield-Johnstone, assistant advertising manager of General Electric, and copy writer for Fuller & Smith & Ross.

**BENTON L. MOYER, JR.**, recently with Warwick & Legler, has rejoined the media department of Ruthrauff & Ryan, Inc., New York.

**William B. Lodge Back In CBS Engineering**

William B. Lodge, for the past 18 months Associate Director of the Airborne Instruments Laboratory of Columbia University, Division of War Research, has returned to the General Engineering Department of CBS, it was announced by Joseph H. Ream, CBS vice-president and secretary. Lodge first joined CBS in December, 1931. As engineer in charge of Radio Frequencies Division of the General Engineering Department, he left the network for his recent special war post in February of last year. For the present Lodge will divide his time between CBS and the Airborne Instruments Laboratory.

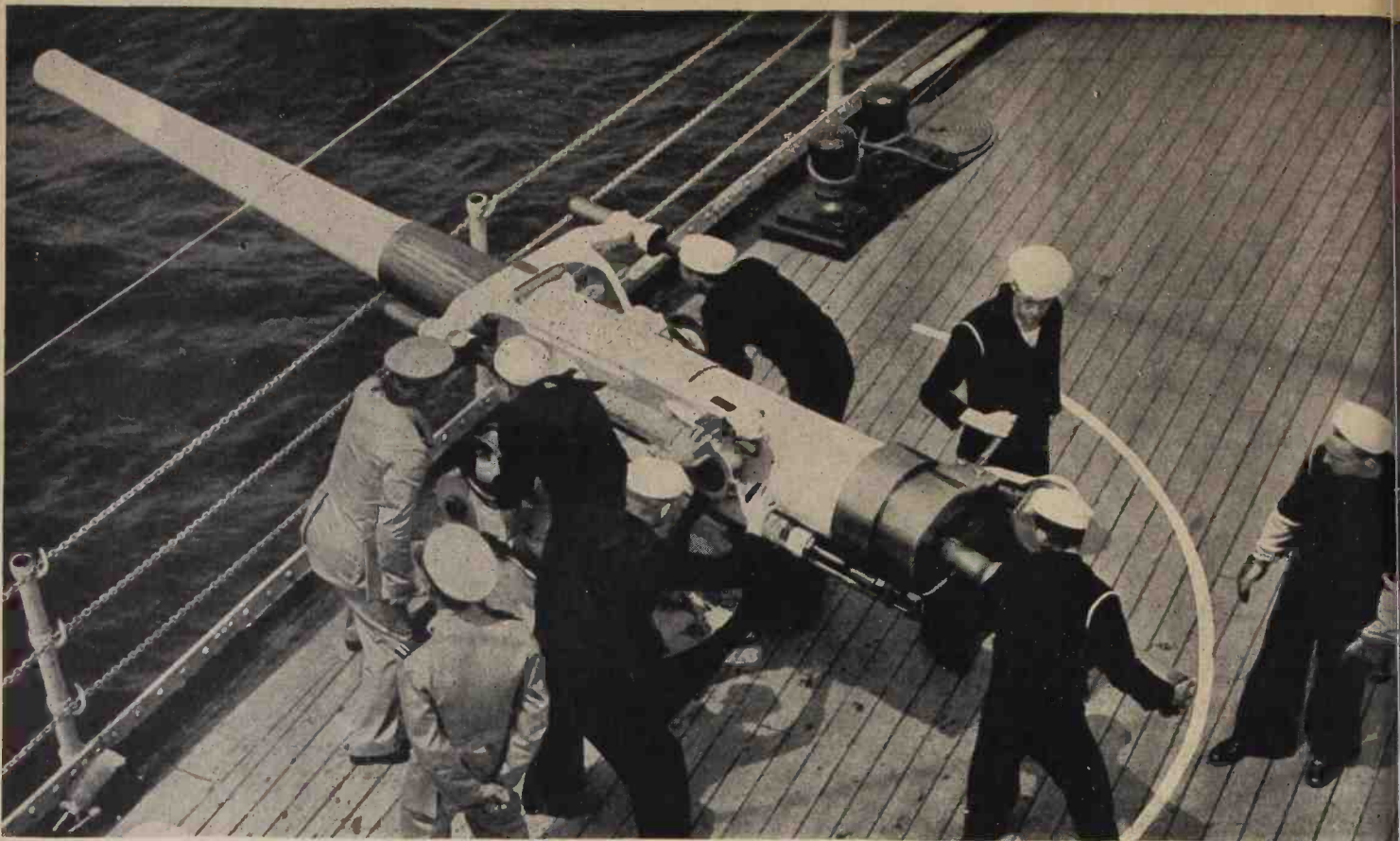
During the current leave of absence of E. K. Cohan, CBS Director of Engineering, Lodge will supervise the operations of the CBS General Engineering Department.

**HAPPY BIRTHDAY TO YOU**

October 13

Georgia Backus Harry Hershfield  
George Henry Payne Irene Rich  
Hugh James McIlrevery





Associa

# This Gun Makes a **BOOM** Back Home, Too!

**T**HAT'S WHAT'S HAPPENING in the city where this gun was made. Used to be a quiet, predictable place with a known market potential you could count on from year to year. Now it's the focal point in a new boom area. You've got to take its temperature every week and watch the progress charts constantly. What's more, *you* are expected to have your fingertips on every boom area in



the whole country. That's where we come in.

When you need progressive Radio Station Representatives, call in Weed and Company. We've got an enviable record, and we are progressive and successful by reason of hard work and "know how"; the business we've gotten and held for our clients is our index. For each of the last ten years, in terms of average annual billing, we've been 42% more successful than the year previous.

*Back the attack with War Bonds and Stamps*

## WEED AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK • BOSTON • CHICAGO • DETROIT • SAN FRANCISCO • HOLLYWOOD



# NBC Resuming In Europe

## Movie Producers Buy Radio Spots For Pix

Further indications that the motion picture industry is turning to commercial radio as a medium for exploitation of the fall picture season is gained from announcements made yesterday by Universal, Paramount and Twentieth Century-Fox.

Comprehensive plans for the use of radio announcements for the picture "Submarine K-225" was announced by Maurice Bergman of Universal.

Bert D. Hussey, director of radio

*(Continued on Page 7)*

## Benny Lunches With Press Talks Of Overseas Trip

Jack Benny, talking informally before a press luncheon at the "21 Club" yesterday, declared that the short-wave programs produced in this country for overseas military listening recently reached the men. He said, however, that transcriptions of tonight's American shows rebroadcast by NBC in England are frequently heard by our men in Africa.

Benny spoke in detail of his 10-weeks' trip abroad and said he would like to go on another entertainment mission next

*(Continued on Page 2)*

## "Meet Your Navy" Show Goes Full Blue, Oct. 15

Kansas City—Air time over the entire Blue Network of 156 stations for the all-Navy half-hour variety show "Meet Your Navy" will be made available to the Navy beginning tomorrow by the Hall Bros. Inc. dealers and makers of Hallmark Greeting

*(Continued on Page 2)*

### Weather Note

Montreal—Canadian censorship authorities plan to reconsider their restrictions on the publication and radio broadcast of weather forecasts in view of the relaxing of United States regulations. It is learned unofficially. It is understood restrictions dealing with weather information will come in for particular study, because of the United States action.

### Overdose

Philadelphia—To check the effect of constant listening to serials, WCAU program director Stan Lee Broza, called in the station's five elevator operators who are exposed to loudspeakers in the elevators all day long. Asked the current continuity of five different soap operas, four of the lift jockies were blank. The fifth, a gal, vaguely remembered something about a girl getting married!

## War News Coverage Aided By "Tip-Off"

An excellent illustration of the manner in which domestic and foreign news coverage can be integrated to provide the radio listener with a complete picture of flash news events was given yesterday in the Blue Network's handling of the declaration of war by Italy.

Advised early yesterday by George Hicks, special features reporter now

*(Continued on Page 7)*

## Ad Club To Discuss Post-War Planning

Post-war developments in foreign markets will be treated in the New York Advertising Club's new clinic on export advertising. Part of the regular advertising and selling course, this timely subject is being offered for the first time in the organization's 20-year educational program, beginning

*(Continued on Page 2)*

# Second Canadian Network Planned By CBC Executives

## Kate Smith's Canadian Trip Slated For Oct. 19-20

The "Kate Smith Speaks" program, including Ted Collins' news summary, will originate in Ottawa, Canada, Tuesday and Wednesday, October 19 and 20. The singing star will be on hand at the invitation of Prime Minister Mackenzie King to help launch

*(Continued on Page 2)*

## Trammell And Royal In London Today Planning Reopening Of Web Offices In Nations Reoccupied By Allies

## Spot Business Big With NBC Chi. Office

Chicago—A 60.2 per cent increase over the same period in 1942 in local and spot sales billings for NBC central division is shown in a nine-month report by Oliver Morton, central division local and spot sales department manager. Simultaneously, Morton reported that local and spot

*(Continued on Page 2)*

## Named Agency Head In Hollywood Office

Philadelphia, Pa.—Robert Clark Coleson, well-known radio producer, formerly with the War Department Bureau of Public Relations, has been appointed manager of the new Hollywood office of N. W. Ayer & Son, Inc., in the Taft Building, it was announced yesterday. Mr. Coleson will personally

*(Continued on Page 2)*

## NBC Television Dept. Conducting Set Survey

Television department of the National Broadcasting Company is conducting a survey on behalf of WNBT, NBC tele station, to determine types

*(Continued on Page 2)*

*(Special to RADIO DAILY)*

London—Forecasting early re-opening of NBC offices in the occupied countries as quickly as these countries are freed by the Allied armies, Niles Trammell, president of NBC, and John F. Royal, vice-president in charge of International Relations, are in London on the first stop of their world tour.

"As the armies of the Allies gain new victories," Mr. Trammell said, "the NBC plans to move right along with them and resume international broadcasting on a greater scale than ever before."

England is the first stop on this

*(Continued on Page 5)*

## AFRA And ET Firms Resume Code Confabs

Negotiations between AFRA and signatories to the union's Transcription Code continued yesterday in another closed meeting. Discussion centered around revisions of the Code, which expires Oct. 31, to establish

*(Continued on Page 4)*

## Refutes Charge CBC Is "World's Worst" Net

Saskatoon—The Rev. Wilfrid Fuller of Saskatoon, director of the Canadian Broadcasting Corporation said in an address here that Sir Thomas Beecham, British orchestra conductor

*(Continued on Page 2)*

## Big Game

Dayton, O.—Control room engineers and announcers at WHIO are waging a hot contest. Air conditioning difficulties caused an invasion of studios and control room by a swarm of flies. Fly swatters were bought by the station and a prize has been offered to the department producing the greatest number of dead insects.





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JOHN W. ALICOATE : : : Publisher

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FINANCIAL

(Wednesday, October 14)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Row: Nat. Union Radio.

OVER THE COUNTER

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

20 YEARS AGO TODAY

(Oct. 13, 1923)

Remarkable demonstration of the possibilities of radio reception was given at the Radio show when the "loudspeaker system" succeeded in reproducing a program from KDKA, Pittsburgh... reception was good with "WJZ only two blocks away."

THIS LITTLE BUDGET

WENT TO WORL BOSTON MASS.



"Meet Your Navy" Show Goes Full Blue, Oct. 15

(Continued from Page 1)

Cards, it was announced today by Mr. C. C. Culp, vice-pres. of Hall Bros. Sponsors, however, will voluntarily restrict commercials.

Carried over 112 stations last year by the same firm, it has been on a sustaining basis this summer by the Blue Network on a limited number of stations. Aired direct from the U. S. Naval Training Station at Great Lakes, Illinois, "Meet Your Navy" aims to inform the general public of the activities of the Navy.

Army and Navy officers reiterate the fact that most service men receive a great deal of mail when they first arrive at camp but later on it has a tendency to drop off. Hall Bros. commercials will therefore consistently repeat the "Meet Your Navy" slogan "Keep 'em Happy With Mail" or just "Keep in Touch."

"Meet Your Navy" will be broadcast each Friday night at 8:30 p.m., EWT. Produced by Al Boyd, it is announced by Durward Kirby. The agency is Henri, Hurst & McDonald.

Refutes Charge CBC Is "World's Worst" Net

(Continued from Page 1)

who termed the CBC the worst broadcasting system in the world was not qualified to judge broadcasting, speaking at a teachers convention on Radio and Education. Mr. Fuller spoke of Sir Thomas in this way "I will sit humbly at his feet when he talks about symphonies or conducts a symphony orchestra but when he talks about broadcasting I will not sit humbly or otherwise at his feet for broadcasting is a work he is not qualified to judge."

NBC Television Dept. Conducting Set Survey

(Continued from Page 1)

of receivers owned by listeners and type and average size of audiences. Questionnaire has been sent to set owners requesting information regarding make of receiver, screen size and its operating condition, average size of audience broken down into men, women and children, location of receiver (home or public place), and general comments.

Ad Club To Discuss Post-War Planning

(Continued from Page 1)

ning Monday, Oct. 18, at 7:45 p.m. in the club's Manhattan headquarters, 23 Park Ave. Sessions will be conducted by ad and export specialists under the chairmanship of Joshua B. Powers.

Benny Lunches With Press Talks Of Overseas Trip

(Continued from Page 1)

summer. The luncheon was arranged by NBC, and Benny devoted part of his time answering questions concerning his overseas trip.

Spot Business Big With NBC Chi. Office

(Continued from Page 1)

billings on WMAQ, Chicago, for the nine months were 45.4 per cent ahead of the same period in 1942.

The central division is spot time representative for the four Westinghouse stations of KDKA, KYW, WBZ and WOWO; the General Electric station, WGY, and six NBC managed and operated stations, WMAQ, WEAF, WTAM, WRC, KOA and KPO.

New business announced this week for WMAQ included 116 one-minute live and transcribed announcements and 39 time signal announcements and renewal orders totaling 415 announcements.

Washington Reports on Rationing, the Sunday afternoon NBC public service program sponsored by the Council on Candy as food in the war effort, has been renewed on a 48-station network for 13 weeks, effective Nov. 14, through Batten, Barton, Durstine & Osborn, Inc. The renewal was negotiated by Joseph W. Hicks, client representative.

The program, originating in Washington (2-2:15 CWT) features Ernest K. Lindley, Capital observer as host-commentator in interviews with high governmental and military authorities on the rationing program.

Named Agency Head In Hollywood Office

(Continued from Page 1)

produce the new United Air Lines program, "In Time to Come," which will go on the air every Sunday evening beginning October 31 at 8:30 p.m. over the Pacific Coast Network of the Columbia Broadcasting System.

The United Airlines show will be a fast-moving half-hour variety program featuring Carl Hoff's orchestra and chorus and Pacific Coast talent. Leading West Coast musicians, engineers, singers, actors, airplane designers, shipbuilders, lumber producers, etc., as well as members of the armed forces and other government services, will participate.

In addition to the featured guests, there will be dramatizations of West Coast war episodes and news events, plus regular production numbers.

Kate Smith's Canadian Trip Slated For Oct. 19-20

(Continued from Page 1)

the Dominion's Fifth War Loan drive. On Wednesday, she will make a personal appearance at the premiere of Universal's Canadian navy film, "Corvette K-225." This will be Kate's second visit to Canada within a year at the invitation of the Canadian government, as she took her variety hour to Toronto last April to entertain the Dominion servicemen.

Stork News

Harry G. Ommerle, vice-president and account executive of Ruthrauff & Ryan, Inc., was presented with an heir at Doctors' Hospital in New York. It's a baby girl named Gail and is Ommerle's first.

COMING and GOING

ALFRED F. KLEINDIENST, owner of V Blue Network outlet in Worcester, Mass., New York for conferences at Rockefeller C.

W. P. WILLIAMSON, JR., president general manager of WKBN, Youngstown, O. visitor yesterday at the offices of CBS.

DOROTHY DORAN, radio editor of the Iron "Beacon Journal," and NORMAN SIEGEL who covers radio for the Cleveland "Press" are spending a few days in New York.

BEN LUDY, general manager of WIBW, Topeka, Mo., arrived in town on Saturday for network business.

BILL O'NEIL, president and station manager of WJW, Cleveland, leaving for the home offices following a few days in New York.

RUSS HODGES, of WOL, Washington, D.C., goes to Madison, Wis., tomorrow. On Sunday he will give the play-by-play description of the Notre Dame-Wisconsin game.

E. E. HILL, managing director of WJW, Worcester, Mass., in New York this week on a short business trip.

JACK GROSS, owner of KFMB, San Diego, caller yesterday at the offices of the Network.

WILTON COBB, general manager, and FRANK CROWTHER, of WMAZ, Macon, Ga., are in town. The station is a Columbia affiliate.

HARRY CUMMINGS, representative of WJL, Jacksonville, is here from Florida for a day.

SHEP FIELDS and his band en route to Dayton, Ia., where they open tomorrow at Orpheum Theater.

J. C. GUDE, assistant director of station relations at CBS off for Scranton, Pa., where he will visit WCBI, Columbia's affiliate in that city.

ROBERT MOODY, general manager of WHNS, Dayton, Ohio, has joined a new executive contingent currently in New York on business.

CLAIRE and MERNA BARRY, vocalists here on WHN, have returned from a personal appearance at Camp Devens, Mass.

"Hot" Opening

After many months of "S.R.O." an opening on W-I-T-H's famous "Housewives Jackpot" program is now available.

Monday thru Saturday—2:30-3:00 P.M.

\$65.00 (includes time and talent)

Subject to prior sale. So, better wire collect... right away!



IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED





COMPLIMENTS  
OF A FRIEND *by competitor*

Let Mutual  
be among the first to wish  
great success to  
Mr. Noble and the Blue.  
*The Mutual Broadcasting System, Inc.*





# LOS ANGELES

By RALPH WILK

"CALIFORNIA CARRY ON," program featuring Elise Janis as mistress-of-ceremonies and sponsored by the Bank of America, will shift from Thursdays to Sundays with a new time set. For the programs of Oct. 17 and 24 it will be heard from 8:30 to 9 p.m., and beginning Sunday, Oct. 31, the permanent time will be from 9:30 to 10 p.m. The program is heard on KNX, Hollywood; KQW, San Francisco; KARM, Fresno; KROY, Sacramento, and KGDM, Stockton.

"Goin' to Lasso A Rainbow For You," by Alma Sioux Scarberry and Connie Glore, the former a member of the CBS-KNX publicity department, will be featured by Tex Ritter on his personal appearance tour.

Our selection of the week of the most photogenic non-professional—Whila Wilson of the Compton Advertising Company office.

Lurene Tuttle, adult actress who portrays Mary, the child ward of Lum and Abner, uses a falsetto for the part and to keep her throat clear, always sucks on a lemon before doing and between lines of the part.

## Goodwill Hour Returns To WMCA, Sun., Oct. 17

The original Good Will Hour, formerly heard on the Blue Network, returns to its local spot on WMCA in Metropolitan New York this Sunday, October 17, and will devote considerable time to the airing of latest home front war information furnished by the OWI. The program will begin at 10:03 p.m. instead of 10:00 to provide for a uniform schedule of news bulletins on the hour.

The program will continue on the Blue Network, coast-to-coast, but on a sustaining basis and with the period cut to a half hour. The Blue's portion of the program will start at 10:30 p.m. This change will become effective Sunday, Oct. 17.

## AFRA And ET Firms Continue Code Confabs

(Continued from Page 1)

parity between ETs and large commercial shows. AFRA seeks to up scale about five dollars per artist on a 15-minute program.

Anxiety of the parties to settle existing differences is reflected in statement by Emily Holt, national executive secretary of AFRA: "Every effort is being made to come to an agreement before the expiration date."

Attending the conference were representatives from NBC's Recording Division, World Broadcasting System, Inc.; WGN, Chicago; advertising agencies through Leonard Bush as observer, and AFRA, including George Heller, associate secretary and treasurer. Meeting was adjourned until this afternoon in the AFRA offices.

Settlement is not expected likely at today's session. Prospect is that a revised pact will be signed shortly.

# MAIN STREET

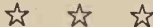
OL' SCOOPS DAILY

### Radio Is My Beat . . . !

● ● ● John McKay's telegram inviting us to come to the "welcome home" party tendered Jack Benny by NBC read in part—quote:—hope you can come—unquote:—our answer was "nothing could keep us away" . . . . . and the forty-odd newspapermen and women present, were thrilled not alone by the story of his ten-week overseas trip, but also by the simple, sincere and unaffected way in which Jackson told it . . . . . "If some of the top stars," said Jack, "would but realize that not only would they be doing our fighting Yanks a good turn by volunteering for overseas tours, but they'll never forget the thrill of seeing strange lands" . . . . . during his remarks, Jack told of the fine Esprit de Corps that exists between the enlisted men and their officers and as an example cited this fact . . . . . in several camps, just prior to the show's opening, enlisted men, who invariably, were given the first six rows (this, so that the entertainers could ad lib with them freely, whereas a possibility that the same remark to an officer might prove embarrassing) often whispered, "please try to get Captain . . . . . or lieutenant . . . . . a good seat down front" . . . . . during the trip, the Benny Troupe had no accompanist . . . . . Jack Snyder, who had just completed an eight-month tour with the Yacht Club Boys and who naturally deserved the merited trip home, volunteered and joined the Benny Troupe, a fine thing to have done for which Jack Snyder rates this SALUTE.



● ● ● During the African part of his trip, Benny took sick and was hospitalized for five days . . . . . "and the only recorded program, available," swore Jack, "was Fred Allen's show" . . . . . not only that, but when Syd Desfor, NBC photog, snapped Jack's visage during his talk we noticed that the wall, immediately behind the comic, supported a picture of Fred Allen in a ten-gallon hat . . . . . a half hour later, Syd brought in a still of Jack Benny kissing Mary Livingstone, which was substituted for the Allen photo and then a new picture of Benny was taken . . . . . (evidently the proof of the first shot, too clearly defined the CBStar comic—after all this party was strictly NBC . . . . . The soldiers are getting plenty of recordings, according to Jack, but what they need is the machines to play them on . . . . . that's an idea . . . . . how about donating to a specially-formed committee, your old portable or victrola for shipment overseas? . . . . . we nominate Jack Benny as chairman of that committee.



● ● ● Among the guests there to NBC congratulate Benny, were: Zaza O'Hara, "N. Y. Herald Tribune"; Irene Gerhard, "W. N. U."; Tess Buxton and Richard Davis, "Tune In"; Paul McMahon, "Milwaukee Journal"; Bruce Robertson, Don Short, "Journal American"; Ben Gross, "The News"; Sonia Bigman, "Time"; Bill Thomas-Young & Rubicam, Dick Field, "This Week"; L. L. Stevenson, "Bell Syndicate"; L. N. Brockway, Mrs. Carol Irwin, Edward Barnes and Edward Murtfeldt of Young & Rubicam; Mert Blum, Mahlan Merrick, Bob Waxman, Bert Scott, Dennis Day and Don Wilson of Benny's program; Isabella Miller, "Loog Mag."; John K. Hutchens, "N. Y. Times"; Nick Kenny, "Daily Mirror"; Charles Rice, "This Week"; Medeline Moshier, "N. Y. Sun"; Bill Juengst, "Brooklyn Eagle"; Norman Siegel, "Cleveland Press"; Frank Burke and Marvln Kirsch, "RADIO DAILY"; Milt Livingstone, "M. P. Daily," George Rosen, "Variety"; Lou Frankel, Dorothy Doran, "Akron Beacon-Journal"; Al Cusick, "N. Y. Post"; NBC was represented by Frank Mullen, Bertha Brainhard, I. E. Showerman, Ed Hitz, Lewis Titterton, Evelyn Hale, Helen Kellie, Clay Morgan, John McKay, Mela Underwood, E. L. (Brag) Bragdon, Jo Ranson, Walter Schneider, Syd Desfor and Clarence Menser . . . . .



—Remember Pearl Harbor—

NOW WE'RE GONNA  
KEEP 'IM DOWN  
ON THE FARM



Long-timers on KSTP—that's most of our advertisers—will tell you what a resultful selling job KSTP does the rich Twin Cities market. Now we're going to give you even more. Farmers are worth cultivating the days—especially Minnesota farmers whose 1943 income is up 1/3 over last year's record-breaking figure. KSTP has the kind of programs Minnesota farmers want, and has the power to bring them in clearly. What more, KSTP carries on steady, large scale promotion to build a still larger farm audience.

### Here's what we're doing

- 1 Big ads in The Farmer (Minnesota farm circulation 147,000).
- 2 Full-page ads in Land-O'-Lakes News reaching 65,000 Minnesota farmers.
- 3 Audience-building ads in 344 rural newspapers, 1,600,000 readers.
- 4 Personal appearances of KSTP's Band Dance group in Minnesota towns.
- 5 "On the Minnesota Farm Front", (column by Harry Aspleaf, KSTP's Farm Service Director) carried weekly by 74 country papers.
- 6 "Around Radio Row" (radio news and-gossip column) published weekly by 70 country papers.

This aggressive promotion is an extra value you get—a PLUS—when you choose KSTP to sell the Minnesota market.

50,000 WATTS . . . . .  
clear channel exclusive NBC affiliate for the Twin Cities



Represented nationally by Edward Petry & Co.



# Plans To Reopen European Offices

(Continued from Page 1)

tour and from there the itineraries for stops in Algiers, Cairo and other points in the middle east. Not only do Trammell and Royal plan to complete arrangements for national broadcasting on a scale unprecedented scale, but they plan to set up the framework by which NBC will bring its listeners deliberations of any international meetings or conferences held abroad. One of the principal objectives of the foreign tour of the NBC executives will be to study the possibility of increasing the schedule of broadcasting from the Soviet Union over NBC lines.

### Discusses Post-War Radio

After this war is over," explained Trammell, "broadcasting as we know it will undergo great changes. Jack Bennys and Bop Hopes will address audiences not only in this hemisphere but in the other hemispheres as well. There will be, we hope, a greater and a much freer exchange of news by international radio. NBC correspondents now on the lines at the war fronts, once suffocation of Nazi occupation is ended, will bring us the full story of the war from countries now closed to us.

For educational and religious programs and similar broadcasts from other countries will break their pre-war bounds and extend into the far corners of the world. Programs like those of our Inter-American University of the Air will have classes not only in this hemisphere but in Europe, Africa, and Asia.

Who today can foretell what a profound effect the rapid development of television will have upon all these things?

NBC thinking today is on an international basis. When these great changes in radio progress come we will be prepared.

### Exchange Broadcasting

They inaugurated the first radio exchange program in the history of broadcasting. We made the first exchange agreement by an American broadcasting company with the British Broadcasting Company. Before the war ended such agreements, we had an exchange agreement with every country in Europe.

As soon as Allied victories make it possible, we hope to re-establish these agreements and resume these broadcasts on a much greater scale."

### Re-open European Bureaus

Trammell said he hopes to complete definite arrangements for the reopening of the former NBC

# ★ PROMOTION ★

### War Loan-News Tieup

In conjunction with the Third War Loan Drive, KSO and KRNT newsmen joined forces in a downtown Des Moines department store window, to keep passersby posted on overseas events. Setting up the window newsroom, Younkers store employed glass prisms in a novel way. Pedestrians pausing to listen to the five-minute newscasts delivered over a public address system every hour on the hour, saw the newsmen in miniature. A large curtain which completely covered the window, except for the small glass prisms which spectators looked through, bore large photographs of all participating reporters. Pictures were marked with names and times of the newsmen's broadcasts on the Des Moines stations. The outlets are members of The Cowles Group. KSO is affiliated with the Blue and MBS; KRNT is a Columbia station.

Taking part in this news promotion, and responsible for one or more of the hourly reports, were: Stanley Dixon, John R. Irwin, Gene Shumate, George Sudermann, Glen Law, and Gene Loffler.

### AFRA-Equity Merger Meetings Continue

Conference for proposed merger of Actors' Equity, Chorus Equity, AFRA and AGMA was reported making progress at yesterday's closed weekly session of delegates from the unions. Under consideration were details of administration and organization necessary for settlement before decisive action is taken. Agreements made by conferees, it is understood, are only tentative and subject to ratification or change.

Opinion is that the negotiations for the combined talent union will be a long pull. Another meeting is scheduled for next Wednesday at 11 a.m.

At yesterday's parley were: (from Actors' Equity and Chorus Equity) Walter N. Greaza, Ruth Richmond, Dudley Digges, Augustin Duncan, Rhys Williams, Paul N. Turner, Rebecca Brownstein, Alfred Harding; (from AFRA) Lawrence Tibbett, also president of AGMA; Emily Holt; George Heller; Alex McKee; Alan Bunce and Ann Seymour.

bureaus in Paris, Berlin, Rome, Cairo, Vienna, The Hague, Brussels and other countries on the heels of their reconquest by the Allied armies. It is hoped that the Rome Bureau can be reopened first and within a few months. Wherever possible, NBC correspondents will return to their former posts in European countries.

An attempt will also be made to study the possibility of setting up an international organization similar to the International Broadcasting Union, of which NBC was a member along with the principal countries of Europe. Nazi restrictions have more or less nullified the work of the IBU since the war.

En route, Trammell and Royal hope

### CJAT Newspaper Ad Series

Working on the principle that a station with a sound public relations plan builds bigger audiences for clients, CJAT, Trail, B. C., has undertaken a new type of advertising in the daily press. In a series of single column eight-inch reader ads, they tell the story of CJAT's growth within the community. Problems of a private community station are dealt with. Relationship between the outlet and the CBC is clearly explained. Station's contribution to the community in taxes, donations to charities and war drives, and time given in support of community projects are fully elucidated.

Each ad winds up with an invitation to any citizen to visit the station and discuss any problems concerning broadcasting which may puzzle or annoy him. Newspaper ad series is promoted by radio announcements on each publication date, and has resulted in several invitations from clubs and organizations in and around Trail to have the station manager speak to their groups on the subject of broadcast advertising.

### WMCA Expected To File FCC Application Soon

Sequel to FCC sanction of the Blue Network sale by RCA to the American Broadcasting System, Inc., of which Edward J. Noble is president, is plan of Nathan Straus, who bought WMCA, New York independent, to make formal application to the Commission for approval of his purchase.

Straus is not expected to file until next week, it was learned yesterday. Commission approval of the WMCA transfer is anticipated shortly after application is received.

### "Here's To Romance"

"Here's to Romance," musical show starring crooner Dick Haymes, makes its debut over CBS today from 10:30 to 11 p.m., EWT, having switched to Columbia from the Blue Network. Featured with Haymes will be Jim Ameche, emcee, Ray Bloch's Orchestra and the Swing Fourteen, vocal group. Produced by Frederick Bethel, show is sponsored by Bourjois, Inc., for "Evening in Paris."

to visit as many as possible of NBC's war correspondents now with the Allied armies and navies on virtually every war front for the purpose of reporting developments.

Upon his return, Royal will visit the affiliates of NBC's Pan-American network in Mexico and South America to give them a first-hand report of these post-war plans. It was largely through Royal's efforts that the Pan-American network was established.

Some thought is also being given by Trammell and Royal to the possibility of a similar journey to the Pacific and Far East when the re-conquest of those areas is somewhat further advanced.

# CBC Now Planning Second Canada Web

(Continued from Page 1)

served by one station and for a second network to reach these districts construction of new stations would be necessary. With wartime priorities and other restrictions it is considered highly doubtful that any large-scale construction program could be launched until after the war and the second network would, therefore, be started on a limited scale, probably with programs restricted to certain hours.

Dr. Augustin Frigon, acting general-manager of the Canadian Broadcasting Corporation said this week that plans for the operation of a CBC network would involve the use of more private stations as outlets but that the CBC did not plan to take over the stations involved under the present arrangement.

### Plan Private-Outlet Reshuffle

Under the plans now nearing completion, additional stations will serve as CBC outlets on the same basis as a number of private stations carrying CBC programs at present. At the same time there will be a re-shuffle of the private stations now carrying CBC programs and some of these stations will join the new stations on the second network.

Dr. Frigon said that he presumed the plans "eventually" would entail construction of some new stations by the CBC to serve new districts of Canada and that the power of some CBC stations would be increased but there was no immediate prospect that either of these moves would be made at this time.

### FCC Will Institute Study Of Frequency Allocation

Washington Bureau, RADIO DAILY

Washington—The FCC is "getting ready to begin" a thorough examination of the entire subject of frequency allocation, Chairman James Lawrence Fly admitted Monday. This study is not now under way, but will be undertaken soon. Because of the international scope of the job, involving work with the State Department and foreign radio authorities, it is doubtful that the study will be completed before another year has passed, he said.

### Renewals Prove Results

# WTBO

Kc. Cumberland, Md.





## REVIEW

### "AIR FORCE AND THE RETAILER"

A motion picture presented by Retail Sales Committee of NAB at Statler Hotel, Washington, D. C., Tuesday, Oct. 12

Produced by Jam Handy.

Harry Burke, WOW, Omaha, master of ceremonies.

Washington—"Air Force and the Retailer" as presented in Washington Tuesday is a show which should do much to pave the way for time salesmen calling on local retailers. It could be more effective, but in sum it is a presentation which is bound to set business men thinking, both about their business and about radio.

It is in six parts—three parts motion picture, alternating with live presentation. The live presentation, on the whole, is better than the film. The first two reels—"Air Force and the Retailer"—are not well lighted nor well animated and do not hold the audience the way an introductory sequence should. These two reels are strictly so so, with Sheldon R. Coons, industrial consultant, making a number of interesting remarks lost in large part because of the poor quality of the film. (It was pointed out later that future presentations will be in as large a hall as at the Statler, and that screening will be better. Even so the reel could be cut in half and lacks the punch needed to start the presentation.)

This is followed by the first section of live presentation. Harry Burke, assistant general manager of WOW, Omaha, handled this part in Washington, and did an outstanding job by a number of clever drawings which make their points very well.

The second film section—"America Takes to the Air"—is an improvement, presenting the story of radio and how it has captured the American public. This is followed by another interim of live presentation, another film, and a final live presentation.

Content of the presentation, in brief, is that resistance to radio—which is traditional rather than logical—means the cutting off of today's most effective sales aid at a time when merchants need new and better sales aids more than ever before. Production is rising to heights never dreamed of, while distribution has failed to keep pace. The merchant is threatened by the manufacturer, by consumer cooperatives, by government, and by new types of retailing. He must cut his service costs and he must build up his volume.

Chief criticism of the presentation is that it takes too much time getting to the point. In fact, a number of business men present felt that it never did get to the point, but this seems unfair. The point was that radio is the ideal advertising medium for local business. The entire latter half of the program made that point in indisputable terms, but failed to show convincingly why radio, which wields such terrific influence on the public, is ideal not only for national advertisers but for local merchants as well.

One network official remarked that "it's an excellent presentation of the value of network advertising." This despite the attempt to show merchants that no station has the entire listening public and that time on a small station may be in proportion to the cost, as valuable as time on larger stations.

The presentation, it is reported, has been cut by nearly an hour since it was originally prepared. As shown Tuesday, it could be cut by another half hour in total length, and would benefit by the addition of a quarter-hour in total length, and would benefit by the addition of a quarter-hour of plain, pointed talk about why local merchants should use radio, how they should use it and why it is the best medium for them.

OLDER.

### Lever Bros. Re-Signs Spots

Schedule of one-minute recorded announcements has been renewed by Lever Brothers via WJZ for seven weeks in behalf of Rinso, Spry and Vimms. Agency is Ruthrauff & Ryan, Inc.

## Washington Front

By ANDREW H. OLDER

RADIO'S retail promotion plan got a terrific send-off Tuesday at the Hotel Statler, with over a thousand merchants, government officials, newspaper, advertising and radio men on hand to see the unveiling of "Air Force and the Retailer." Through one and three quarters hours they sat intently absorbed in a general explanation of the future of retailing and the future of radio and their joint future. Just as the presentation itself concerned new methods of selling, so was it in itself a new method.

This presentation—including motion pictures and excellent live commentary—will be seen in 114 cities of the country within the next five weeks giving the nation's 25,000 leading retailers and radio men a ground course in radio and convincing them that there's a major thinking and planning job to be done now, if they are to be as successful after the war as they have been in the past.

Radio has stolen a march on all other media, not so much by presenting a show which does a major promotion job for radio but also by stimulating intelligent, constructive thinking about the post-war competitive situation which no business man who has seen the presentation can afford to take lightly.

### Some Disappointed

Not everyone was satisfied in all particulars; some retailers were disappointed—but those were men who were already using radio and did not need to be told on its value as a selling aid. One executive of Washington's largest volume retail department store told RADIO DAILY "it was a good show, there's no question about that. But since you want the truth, I can tell you that I feel a bit let down. What I want to know is whether I should use radio three times a week or six times, what hours I should buy. I don't need to be sold on the value of radio." This store has been on the air for five or six years.

### Five Supplementary Booklets

On the other hand, Paul W. Morency, manager of WTIC, Hartford, and chairman of the retail promotion committee, pointed out that the questions of when, how often and how to use radio are treated in a series of five special booklets prepared by the committee for distribution to retailers after they have seen the initial presentation. He pointed out also that there questions of individual use of the medium are matters to be explored by the retailer and the time salesmen, who need not waste time in general discussion of the weighty overall problems involved, cutting right to the important matter at hand—"how can this retailer best use radio?"

### Majority Impressed

The important thing was that hardly a single retail merchant went home Tuesday night without having been impressed anew with the value of radio as a sales agent. This was especially true of a number who have

steadfastly resisted the attempts of local time sellers to get time on the air. Salesmen for the local stations circulated among the crowd after the show, trying to get their reactions. In general, they were satisfied. Some retailers refused to commit themselves, one or two remained skeptical but the vast majority were quick to admit that they had spent an extremely profitable afternoon, and were tremendously impressed by what they had seen. Radio salesmen themselves, because radio is not a new story to them were apprehensive until they buttonhole their clients and prospective clients but finally they were convinced that radio is not an old story to everyone—even a number who have used or are using radio but have never been convinced that radio is the right medium for them.

### Radio Men Enthusiastic

Radio men were enthusiastic over the presentation feeling that it provides them a good groundwork on which to base their own retail time promotion plans. Not only local stations and networks were on hand, there were broadcasters from all parts of the country. Glen Bannerman, president of the Canadian Association of Broadcasters, was especially enthusiastic. "Ours is the same problem north of the border" he told RADIO DAILY, "except that it is further complicated for us by the fact that we don't have a single language to worry about. Here although you have foreign language broadcasts English is pretty much universal, but we must worry about French as well." Bannerman felt that "Air Force and the Retailer" should have excellent results.

### Government Men Pleased

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Never in its history has Radio Daily carried more **READER INTEREST**. We know, for a little survey of our own tells us there is an average of slightly over four readers to every copy of Radio Daily delivered.

#

And just a word about the coming 1944 Radio Annual. It is now in intensive preparation. This year it will be dedicated to "RADIO AT WAR". Each year we have the opportunity of making it better and better. Perhaps that's why we get such a kick out of doing so.

#

# FROM STATION RADIO DAILY



## REVIEW

### "AIR FORCE AND THE RETAILER"

A motion picture presented by Retail Sales Committee of NAB at Statler Hotel, Washington, D. C., Tuesday, Oct. 12

Produced by Jam Handy.

Harry Burke, WOW, Omaha, master of ceremonies.

Washington—"Air Force and the Retailer" as presented in Washington Tuesday is a show which should do much to pave the way for time salesmen calling on local retailers. It could be more effective, but in sum it is a presentation which is bound to set business men thinking, both about their business and about radio.

It is in six parts—three parts motion picture, alternating with live presentation. The live presentation, on the whole, is better than the film. The first two reels—"Air Force and the Retailer"—are not well lighted nor well animated and do not hold the audience the way an introductory sequence should. These two reels are strictly so so, with Sheldon K. Coons, industrial consultant, making a number of interesting remarks lost in large part because of the poor quality of the film. (It was pointed out later that future presentations will be in as large a hall as at the Statler, and that screening will be better. Even so the reel could be cut in half and lacks the punch needed to start the presentation.)

This is followed by the first section of live presentation. Harry Burke, assistant general manager of WOW, Omaha, handled this part in Washington, and did an outstanding job by a number of clever drawings which make their points very well.

The second film section—"America Takes to the Air"—is an improvement, presenting the story of radio and how it has captured the American public. This is followed by another interim of live presentation, another film, and a final live presentation.

Content of the presentation, in brief, is that resistance to radio—which is traditional rather than logical—means the cutting off of today's most effective sales aid at a time when merchants need new and better sales aids more than ever before. Production is rising to heights never dreamed of, while distribution has failed to keep pace. The merchant is threatened by the manufacturer, by consumer cooperatives, by government, and by new types of retailing. He must cut his service costs and he must build up his volume.

Chief criticism of the presentation is that it takes too much time getting to the point. In fact, a number of business men present felt that it never did get to the point, but this seems unfair. The point was that radio is the ideal advertising medium for local business. The entire latter half of the program made that point in indisputable terms, but failed to show convincingly why radio, which yields such terrific influence on the public, is ideal not only for national advertisers but for local merchants as well.

One network official remarked that "it's an excellent presentation of the value of network advertising." This despite the attempt to show merchants that no station has the entire listening public and that time on a small station may be in proportion to the cost, as valuable as time on larger stations.

The presentation, it is reported, has been cut by nearly an hour since it was originally prepared. As shown Tuesday, it could be cut by another half hour in total length, and would benefit by the addition of a quarter-hour in total length, and would benefit by the addition of a quarter-hour of plain, pointed talk about why local merchants should use radio, how they should use it and why it is the best medium for them.

OLDER.

### Lever Bros. Re-Signs Spots

Schedule of one-minute recorded announcements has been renewed by Lever Brothers via WJZ for seven weeks in behalf of Rinso, Spry and Vimms. Agency is Ruthrauff & Ryan, Inc.

## Washington Front

By ANDREW H. OLDER

RADIO'S retail promotion plan got a terrific send-off Tuesday at the Hotel Statler, with over a thousand merchants, government officials, newspaper, advertising and radio men on hand to see the unveiling of "Air Force and the Retailer." Through one and three quarters hours they sat intently absorbed in a general explanation of the future of retailing and the future of radio and their joint future. Just as the presentation itself concerned new methods of selling, so was it in itself a new method.

This presentation—including motion pictures and excellent live commentary—will be seen in 114 cities of the country within the next five weeks giving the nation's 25,000 leading retailers and radio men a ground course in radio and convincing them that there's a major thinking and planning job to be done now, if they are to be as successful after the war as they have been in the past.

Radio has stolen a march on all other media, not so much by presenting a show which does a major promotion job for radio but also by stimulating intelligent, constructive thinking about the post-war competitive situation which no business man who has seen the presentation can afford to take lightly.

### Some Disappointed

Not everyone was satisfied in all particulars; some retailers were disappointed—but those were men who were already using radio and did not need to be told on its value as a selling aid. One executive of Washington's largest volume retail department store told RADIO DAILY "it was a good show, there's no question about that. But since you want the truth, I can tell you that I feel a bit let down. What I want to know is whether I should use radio three times a week or six times, what hours I should buy. I don't need to be sold on the value of radio." This store has been on the air for five or six years.

### Five Supplementary Booklets

On the other hand, Paul W. Morency, manager of WTIC, Hartford, and chairman of the retail promotion committee, pointed out that the questions of when, how often and how to use radio are treated in a series of five special booklets prepared by the committee for distribution to retailers after they have seen the initial presentation. He pointed out also that these questions of individual use of the medium are matters to be explored by the retailer and the time salesmen, who need not waste time in general discussion of the weighty overall problems involved, cutting right to the important matter at hand—"how can this retailer best use radio?"

### Majority Impressed

The important thing was that hardly a single retail merchant went home Tuesday night without having been impressed anew with the value of radio as a sales agent. This was especially true of a number who have

steadfastly resisted the attempts of local time sellers to get time on the air. Salesmen for the local stations circulated among the crowd after the show, trying to get their reactions. In general, they were satisfied. Some retailers refused to commit themselves, one or two remained skeptical but the vast majority were quick to admit that they had spent an extremely profitable afternoon, and were tremendously impressed by what they had seen. Radio salesmen themselves, because radio is not a new story to them were apprehensive until they buttonhole their clients and prospective clients but finally they were convinced that radio is not an old story to everyone—even a number who have used or are using radio but have never been convinced that radio is the right medium for them.

### Radio Men Enthusiastic

Radio men were enthusiastic over the presentation feeling that it provides them a good groundwork on which to base their own retail time promotion plans. Not only local stations and networks were on hand, there were broadcasters from all parts of the country. Glen Bannerman, president of the Canadian Association of Broadcasters, was especially enthusiastic. "Ours is the same problem north of the border" he told RADIO DAILY, "except that it is further complicated for us by the fact that we don't have a single language to worry about. Here although you have foreign language broadcasts English is pretty much universal, but we must worry about French as well." Bannerman felt that "Air Force and the Retailer" should have excellent results.

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# FROM STATION RADIO DAILY



# ★ ★ ★ COAST - TO - COAST ★ ★ ★

**LAS VEGAS, NEV.**—"Guns Above Las Vegas" is the descriptive title of the Sunday afternoon show presented by personnel of the Las Vegas Army Air Field over KENO. Thirty-minute show is strictly G. I. all the way through, the entire musical, dramatic and technical staff being made up of WACS, soldiers and officers, and to top the 100 per cent G. I. angle, the engineer at the controls during the show is Lt. Tom Gavey. Sponsorship of the "Mystery Chef" has been sold by KENO to the local Sears Roebuck Co. store. Recipes aired on the Blue Net show are made available at the catalogue order desk in the store, and response has been most satisfying.

**ST. LOUIS, MO.**—Huge 18-hour bond rally was staged by KKOK as a fifth anniversary celebration, with AWVS members taking pledges by phone and War Block Workers of the OCD following through. In five years KKOK has grown from an independent station using 1,000 watts on 1,250 kc. to a 5,000 watt basic Blue station on 630 kc. Kay Morton is the latest addition to the KKOK staff. She will conduct "Just For You," a women's program made up of highlights of places, things, people and events in the lime-light.

**SALT LAKE CITY, UTAH**—Alvin Pack, of the KDYL production department, has been named production manager for the station.

**PORTSMOUTH, N. H.**—Further enlarging its sports staff, WHEB has added Jack Kane, who writes "Today's Sports," heard daily at 5:25 p.m. Kane, former newspaperman, recently received his discharge from the Army. WHEB has released an album entitled "Radio At War," which pictures actual scenes of the outlet's part in the war. Booklet was edited by production manager Dal Wyant.

**MINNEAPOLIS, MINN.**—James Boyesen belongs to the new voice heard announcing over WTCN, formerly heard over WJMC, Rice Lake, and WEAU, Eau Claire, Wisconsin. Boyesen attended Texas A & M, entering the Marines in 1942. He received a medical discharge after nine months in the service.

**SAN ANTONIO, TEXAS**—"The Army on the Air" is the title of a new series to be aired over WOAI each Saturday evening at 6:30 for 30 minutes. Series will be under the guidance of the San Antonio District Recruiting Office and will be written and directed by Kenny Smith of its staff. Music will be furnished by the Brooks Field 316th Army Airforce Military Band under the direction of Chief Warrant Officer Joseph G. Garcia. Tommy Reynolds, of Brooks Field, will be announcer. Jack Roth, son of owner-operator Eugene J. Roth, is being heard as newscaster over KONO. He also works as relief announcer. Pat Boyett has joined the KONO announcing staff, coming there from WOAI where he was on the news staff.

**DES MOINES, IA.**—Beaumont's 4-Way Cold Tablets have bought KRNT's "Pa and Ma Smithers." Written and produced by Dan Hosmer, the show is a modern, old-fashioned serial story, which made its debut in Des Moines only a few weeks ago. Hosmer stars as "Pa," a role he originated several years ago at WLS, Chicago and Gene Gragg plays the role of "Ma."

**DENVER, COLO.**—Nutrena Mills has signed to sponsor the "Sunshine Boys" over KOA from 6:45 to 7 a.m., thrice weekly. Contract will run for 26 weeks. Fischer Flour Mills, manufacturers of "Zoom," will sponsor a 15-minute newscast over KOA from 4 to 4:15 p.m., Monday, Wednesday and Friday. Contract was placed through NBC National Spot Sales. Lois Aepli is the new addition to KOA's secretarial staff, coming from the network sales department of NBC in Chicago.

**WILLIAMSPORT, PA.**—For the eleventh consecutive year, WRAC is broadcasting a weekly program from the local high school. Radios are installed in the grade schools of the city and pupils gather at 9 a.m. Wednesdays to listen to the "Devotional and Educational Program," and to sing the hymns played over the air. High school students arrange the shows and conduct them in the main chapel of their school.

**SAN FRANCISCO, CAL.**—Marin Goodson of the KGO staff has transferred to the Blue Network's Hollywood production staff. Virginia Lee Dorge, former radio director of a Minneapolis ad agency, has joined KGO as writer-producer, taking the place of Helen Morqan, resigned. Bob Mullen has joined KSFO's staff to script "Lady's Choice," variety show heard Saturdays three and a half hours, plugging various home food commodities. Ted Lenz, news editor and production chief at KSAN, has resigned to become general manager of KVAK, Atchison, Kansas, recently acquired by KSA's management. J. Clarence Myers, former news editor at KYA, has been sent overseas to the London office of the OWI. He will serve the information agency as a propaganda news analyst.

**CINCINNATI, OHIO**—Consolidated Drug Trade Products, through Benson & Dall, have signed with WKRC for their fifth consecutive year. New schedule calls for an increase over previous program time to a total of 15 hours weekly. Programs to be sponsored include two half hours of the "Homemakers Treasure Chest," and one and a half hours of live hill-billy music daily. WLW inaugurated a new half-hour show last Saturday, featuring a variety of music, humor and philosophy. Heard on the series are Doris Day, Norman Ruvell, vocalists, the trio Mary, Jeanne and Betty, and band numbers by a 15-piece orchestra under the direction of William Stoess. Show is aired each Saturday at 5:45 p.m., CWT. Special programs featuring leading members of the Cincinnati Committee for the YWCA membership drive, which started yesterday and extends through October 25, have been arranged for broadcast over WSAI. Guests will appear on Ruth Lyons' "Pettycoast Partyline" and Rita Hackett's fashion program "View on Vogue and Value." Outlet will also carry spot announcements plugging the campaign.

**ALBUQUERQUE, N. M.**—KOB recently sponsored the one-time appearance of Tito Guizar and his Pan-American review in the interest of the sale of war bonds. Guizar was originally booked by the outlet to be used in line with the Good Neighbor policy, but when the Third War Loan was announced, the Guizar show was turned over for use by the War Savings Staff.

**STAMFORD, CONN.**—Warren Saunders has joined the announcing staff of WSRR. Formerly with KIRO, Seattle, Saunders resigned to join the Scotch Highlanders and went overseas with the Canadian Army. He was in the first grand scale assault against the continent and saw plenty of action. Stu Leland, formerly of the WSRR engineering staff, is now stationed at Camp Crowder, Missouri, with the Signal Corps.

**MONTREAL, QUE.**—Barbara Whitley, monologist, who is now serving with the Royal Canadian Navy, has returned to the air for the month of October with a series of new "Monologues of the Moment" presenting brief satires on topical themes. Series is being broadcast over the CBC national network.

**NEW YORK, N. Y.**—Bond Clothes has signed a 52-week contract with WOV to sponsor a 15-minute nightly period, six nights weekly, of Alan Courtney's "1280 Club," from 7:30 to 7:45 p.m. This is the first time Bond has bought a commercial on WOV. Account was placed through Neff-Rogow, Inc., New York. "Scout News" is a new weekly feature heard at 6:30 p.m. Thursday over WNYC with Sheldon Putterman discussing scout activities in all the boroughs of New York.

**COLUMBIA, S. C.**—Columbia Co. Bottling Co. is sponsoring several U. of South Carolina football games this season, with the play-by-play account done by Jack Peterson sports-caster, assisted by announcer Simmons. WIS now boasts two control operators—new addition Ar Burgess and Louise Newton, who been operating at the station a year and a half.

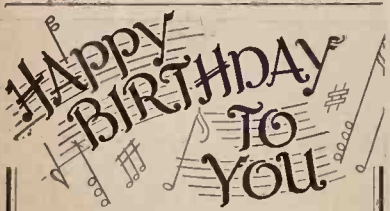
**NEW LONDON, CONN.**—New conditions to the announcing staff WNLC include Gauron Carrier, formerly of WNBH, New Bedford, and WCOP, Boston. Another newcomer is Gary Gray of New City. Bill Kimball, WNLC, is at school after working full time summer. Now it's part time homework. Two latest additions to the WNLC engineering staff are citizens indeed. They are G. Cockell and Clarence "Pop" who are officers of the law of New London police force and help at the transmitter after their hours.

## Foreign Language Stations Praised

Commendation of the Foreign Language Radio Wartime Control, a voluntary industry committee of veteran broadcasters, was made by Byron Price, director of the Office of Censorship, in a letter to Ar Simon of WPEN, Philadelphia, chairman of the FLRWC.

"Censorship is... a wartime weapon," said Price. "Properly administered, it can deal directly against the enemy which costs heavily. It can and does, at the same time, save the lives and conserve materials of our own armed services. That the broadcasting industry recognized this fact and has a upon that recognition," concluded Censorship Director, "is a testimony to its public spirit and patriotism."

Foreign-language broadcasters for their uncompensated co-operation in another communication from Ryan, assistant director of the Office of Censorship, were: Joseph L. WHOM, Jersey City; Charles L. phier, WEMP, Milwaukee; M. Meyers, WEIM, Fitchburg, Mass.; F. Allen, WFCI, Pawtucket, R. I.; Howard W. Davis, KMAC, San Antonio; William T. Welch, WSAR, River, Mass.; J. Fred Hopkins, WJL, Detroit; N. Pagliara, WEW, St. Louis; Walter C. Bridges, WEBC, Duluth; Lumir Urban, KORN, Fremont, N. H.; Harry Burdick, KGGM, Albuquerque; O. E. Richardson, WJOB, Hammond, Ind.; Dr. O. J. H. Preus, KWLC, Corah, Ia.; John C. Libby, WCW, Lewiston, Me.; Lee Little, KT, Tucson; S. H. Patterson, KSAN, San Francisco; W. L. Gleason, KP, Riverside, Cal.; C. Glover Deland, WTHT, Hartford; Gene T. DWGES, Chicago.



October 14

Leslie Edgley Dan Russo  
Paul Di Sarino Russell Thorson  
F. C. Taylor (Stoopnagle)



# Blue Transfer Completed

## Man, OWI, To Head Domestic Radio Bur.

Washington Bureau, *RADIO DAILY*—Philip H. Cohan is the chief of the Domestic Radio Bureau of the OWI, it was announced tonight by Palmer Hoyt, domestic director.

More coming to the OWI, Cohan has 10 years in the field of radio broadcasting. He also was lecturer on radio at Harvard, Northwestern and New York University.

## Committee Is Named To Aid NWF Campaign

Committee's campaign in the interest of the National War Fund gained momentum this week with Neville Millard, president of NAB, announcing a committee of broadcasters who will work in the interest of the drive throughout the month.

The radio committee, listed in NAB's directory, is as follows: Mr. Miller, New York; Burrige Butler, WLS, Chicago; Martin Campbell, WFAA, Dallas; Carl M. Everson, WHKC, Columbus; Leo Fitzpatrick, WJR, Detroit.

(Continued on Page 6)

## Releases Time Table For War News Coverage

The committee yesterday released a time table of the net's coverage of Italy's situation of war on Wednesday.

Detailed reporting of the news follows:

10 p.m. Cut in with Algiers giving Badoglio announcements. Back to New York for confirmation of news coming over the wire from Washington. Back to Algiers to the Badoglio announcement. Once again.

(Continued on Page 2)

## Premature

Great radio history will be made when over the ether comes the cultured voice of an announcer reading his own obituary. But Clarence Hall, very much alive and a WAF announcer, knew that day had not arrived, though he paused acceptably in the reading of a bulletin handed to him. It seems that Clarence Hall, English author, had passed away.

## CONGRATULATIONS

David Sarnoff, president, Radio Corporation of America and chairman of the board, National Broadcasting Company, yesterday issued the following statement:

"THE Blue Network has demonstrated its ability to render a fine program service to the public and to conduct a successful business. I congratulate the officers and staff of the Blue upon their accomplishment, and I congratulate Mr. Edward J. Noble that he is now associated with them in carrying on a tradition of public service that started some twenty years ago. I am confident that under Mr. Noble's leadership and the able staff around him, the Blue will continue its forward progress, and I wish him and his associates every success in meeting the many opportunities and responsibilities that lie before them."



## Last Cash Payment For Web's Stock Seals Bargain

Formal transfer of the Blue Network to Edward J. Noble, new owner, was effected yesterday when Mr. Noble handed over to David Sarnoff, president of RCA, a check for the balance of the \$8,000,000 cash purchase price and received in return 1,000 shares, all stock of Blue Network Company, Inc.

Consummation of the Blue Network sale came as a sequel to the FCC approval of the deal which was announced in Washington on Tuesday. Mr. Noble, as president of the newly formed American Broadcasting System.

(Continued on Page 5)

## Wrigley Co. Renews Two Shows On CBS See Decision Monday On AFM-ET Contract

Renewal of two programs, "America in The Air" and "American Women" by the Wm. Wrigley, Jr., company on the full CBS network was announced yesterday.

Effective November 1, Wrigley renews.

(Continued on Page 2)

Inking of a pact between the AFM and five electrical transcription companies still unsigned is in the wind. Yesterday's closed session before the WLB special panel finished a series of discussions leading to the present agreement.

(Continued on Page 6)

## Gov't-Financed Research Would Affect Radio, Tele

Washington Bureau, *RADIO DAILY*—Washington—Government financing of research as well as careful guarding against domination of research.

(Continued on Page 2)

## WOV Reports Increase In Station Revenue

Increase of 50.1 per cent in business of WOV, New York bi-lingual (Italian and American) independent.

(Continued on Page 2)

## Rocky Mountain Radio Unit Reports On Year's Broadcasts

### Blue Net Publicity Man Gets Navy Commission

Chicago—Tony Koelker, Blue Network central division publicity director, was sworn into the Navy Tuesday as a Lieutenant (j.g.) and is awaiting orders to active duty. Koelker, a graduate of Iowa State College, has headed the Blue Network.

(Continued on Page 2)

Denver—In reviewing its fourth year of broadcasting and program planning, the Rocky Mountain Radio Council, cooperative educational agency located in Denver, announced the production of 1,936 broadcasts over 21 radio stations of the region. This total is based upon the release of 351 separate programs, each of which has been rebroadcast by transcription in various communities of the region.

(Continued on Page 6)

## "Ellery Queen" Leads First Ten On Coast

"Ellery Queen," with a 16.1 rating, tops the first ten shows on the Pacific Coast for the August and September surveys, according to the Hooper organization. Kay Kyser was second with 15.2 and "Screen Guild Players" third with 13.1. Others in the top ten class are "Mr. District Attorney," "The Green Hornet," "The Lone Ranger," "The Cisco Kid," "The Lone Star Line," "The Lone Star Line," "The Lone Star Line."

(Continued on Page 2)

## FCC Probe Group Hears Short Wave Research, Inc.

Washington Bureau, *RADIO DAILY*—Washington—The House Select Committee investigating the FCC met briefly yesterday in public session to permit the introduction into the record of testimony regarding Short Wave Research, Inc. All members of the committee with exception of Rep. Clegg.

(Continued on Page 5)

## Too Vivid

When actor John Thomas walked into the "Radio Reader's Digest" the other day he was greeted by Conrad Nagel with "That was really a terrific bit of acting at the audition." "Alright, I didn't get the part, so why the applause?" "Well," said Nagel, "your horror portrayal was so real that the sponsor said it was too vivid—so they cut the part."





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

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**FINANCIAL**

(Thursday, October, 14.)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	155 5/8	155 5/8	155 5/8	+ 1/4
CBS A	21	21	21	- 1/8
CBS B	21	21	21	- 1/2
Gen. Electric	36 3/4	36 1/4	36 3/8	- 1/8
Philco	22 7/8	22 1/4	22 1/2	+ 3/8
RCA Common	9 7/8	9 5/8	9 7/8	+ 1/4
RCA First Pfd	69 3/4	69 3/4	69	...
Stewart-Warner	11 1/2	11 3/8	11 1/2	...
Westinghouse	95	94 1/2	95	+ 1
Zenith Radio	33 1/4	32	33 1/4	+ 1 3/4

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	8 3/4	9 1/8
WCAO (Baltimore)	20	...
WJR (Detroit)	27 1/2	...

20 YEARS AGO TODAY

(Oct. 15, 1923)

E. F. Albee and other major vaudeville circuit leaders warned theater managers not to have any tie-ins with radio—characterized radio as “a novelty and definite opposition to box office”—Columbia Gramophone Company just released a new record, “Annabelle” played by Ted Lewis and his band... oatmeal boxes in great demand for home made crystal sets.

THIS LITTLE BUDGET

WENT TO  
**WORL  
BOSTON  
MASS.**



Wrigley Co. Renews Two Shows Over CBS

(Continued from Page 1)

news its Monday through Friday 5:45 to 6:00 p.m., EWT “American Women” program. The show, dramatic in format, features the importance of the jobs that American women are filling to help win the war. A Wrigley program has occupied this daytime period since September, 1939. Arthur Meyerhoff & Company placed the business.

“America in the Air,” a tribute to the daring men of the United States Air Forces, is renewed effective October 31. Broadcast Sunday evenings from 6:30 to 7:00 p.m., EWT, the program is designed to spotlight authentic stories of the Air Forces and the actual heroes of the incidents are brought to the microphone for personal interviews. Wrigley has used this Sunday CBS period since July of 1938. J. Walter Thompson handles the account.

Gov't-Financed Research Would Affect Radio, Tele

(Continued from Page 1)

search by large corporations was urged yesterday by Vice-President Henry A. Wallace when he appeared before the Senate Military Affairs Committee in support of Senator Kilgore's bill to establish for post-war use an office of scientific and technical mobilization. Such an office, it was stated, would make new processes and products available to the small business men who cannot afford costly research laboratories.

It is believed that passage of the bill in question would greatly affect the future of television, as well as advances in the radio field generally, providing unrestrained access to new findings to all business men.

Blue Net Publicity Man Gets Navy Commission

(Continued from Page 1)

work central division press department since February, 1942, when the Blue separated from NBC. Prior to that he had served as NBC central division, farm editor, assistant agricultural director of the central division, and press department news editor.

Eliot, Hershey, Sokolsky On 'Answering You' Show

The BBC “Answering You” program heard over WNYC at 5:30 p.m., EWT Sunday, October 17, will have as guest speakers Major George Fielding Eliot, Burnet Hershey, and George Sokolsky. MBS also carries at 11:00 p.m., EWT, Sunday Oct. 17.

Kirsten Subs For Farrell

With Eileen Farrell, soprano on “Your Home Front Reporter,” heard over CBS, off the program as a result of illness, her place is being filled in the interim by Dorothy Kirsten, soprano.

WOV Reports Increase In Station Revenue

(Continued from Page 1)

is reported by the station for the first nine months of 1943, as compared with the same period last year. Traffic analysis for the first week of the current month shows a total of 261 sponsored quarter-hour broadcasts, indicates a 72 per cent rise over the corresponding time for 1942, when 152 were carried.

Renewals are noted as having been made by 42 sponsors who bought programs last year. Of these, 38 are recorded to have used the outlet's facilities for seven years.

Statistical breakdown reveals growth in Italian commercials of 9.4 per cent for this year's nine-month period as compared with the first three quarters of 1942. Figures for English-language sponsorships during the same periods reflect an increase of 13.5 per cent over last year. Food accounts show the greatest rise.

CBS Releases Time Table Of War News Coverage

(Continued from Page 1)

again in New York for more news on the subject from Washington.

11:33:30 a.m. Winston Burdett gave analysis of the news from Algiers.

12 noon. Ted Collins gave the news on the “Kate Smith Speaks” show.

1:30 p.m. Bernadine Flynn discussed the news on her show.

3:15 p.m. Elizabeth Bemis discussed the news.

6:45 p.m. “The World Today”—picked up Algiers, Ed Murrow in London and Bill Henry in Washington to get reactions to the news.

Ellery Queen Leads First Ten On Coast

(Continued from Page 1)

“Can You Top This?”, “Richfield Oil News,” “One Man's Family,” “Gangbusters,” “Quiz Kids” and “Miles Lab. News” program.

**CKLW**

**BEST RADIO BUY**

**in the DETROIT AREA**

**5,000 WATTS. DAY and NIGHT 800 Kc. MUTUAL SYSTEM**

COMING and GOING

G. W. “JOHNNY” JOHNSTONE, director and special features for the Blue work, leaving today by plane for Minneapolis where he will supervise tomorrow's broadcast by John Gunther, who will deliver address before the Foreign Policy Association.

DON PRYOR, reporter on the CBS “Your Home Front Reporter,” off for Washington tonight to interview Mrs. Jimmy Doolittle on that portion of tomorrow's broadcast will emanate from the Nation's Capitol.

WALTER BUNKER, of NBC's West Coast is visiting in New York.

DEWEY LONG, manager of WELI, Blue work affiliate in New Haven, Conn., yesterday in town on business.

TED HUSING and JIMMY DOLAN, night for Annapolis, where they will Saturday's game between Navy and State.

JOHN MURPHY, of the station's department of NBC, has left for Pennsylvania on a trip.

ROBERT K. LINDSLEY has arrived from Wichita, Kans., for conferences at the quarters of the Blue Network.

D. W. THORNBURGH, vice-president of CBS in charge of the Pacific Coast Network, leaves the Coast by train today on a trip to Chicago and New York.

CLEM KROCHT, of the New York office of Howard Wilson Co., has returned a business trip to the Middle West.

GEORGE M. JACKSON, general manager of WBOV, Terre Haute outlet of NBC, a yesterday at the Rockefeller Center office.

NORMAN E. BROWN, station manager of WSUN, St. Petersburg, Fla., is here on an and network business. The station is affiliate.

WOODY HERMAN is in Hartford, where and his band start an engagement to the State Theater.

GLORIA BLAKE, vocalist, off for an engagement in Boston.

PLASMA!

“Since the inception of the program we have had a notable increase in quantity of blood donors... many of these people who have made no appointments say they are coming in because they have heard the Save-A-Life Campaign on Station W-I-T-H.”

E. H. CARMAN, JR.  
The American Red Cross,  
Army and Navy Blood  
Donor Service.

WITH



IN BALTIMORE

TOM TINSLEY, President  
REPRESENTED BY HEADLEY-REED



# 1 plus 1 plus 850...

A great newspaper, a great network, and a great news staff are now collaborating on a new kind of news program. *The Christian Science Monitor*, The Mutual Broadcasting System, and the *Monitor's* 850 ace newsmen all over the globe present "News from Everywhere" at 6:30 p.m. EWT, Monday through Friday.

The integrity and scope of the *Monitor's* news coverage are familiar to everybody from students of journalism to judges of journalism. In bringing this newspaper's world coverage to the nation's radio audience, Mutual and the *Monitor* mark a significant milestone in the progress of news dissemination.

This program brings live reports direct from the world's news centers at an hour when over 80% of all U.S. radio families are within arm's reach of a radio, eager for first-hand news of a world at war—the first overseas roundup each evening on any network.

\* \* \*  
As coordinator of "News from Everywhere," **Volney Hurd** has the distinctive advantage of 20 years' experience in both writing and broadcasting news.

*Variety* credits him with "a good voice, firm delivery, and well-seasoned understanding of the events reported by *Monitor* staffers."

\* \* \*

"News from Everywhere" is available for commercial sponsorship, subject to the established restrictions of *The Christian Science Monitor* and the Mutual Network. For further details, consult . . .

## THE MUTUAL BROADCASTING SYSTEM

1440 BROADWAY, NEW YORK

TRIBUNE TOWER, CHICAGO



LONDON



MOSCOW



SYDNEY



CAIRO



CHUNGKING



# LOS ANGELES

By RALPH WILK

**OUR PASSING SHOW:** William Murray, George Gruskin, Tracy Moore, Buster Collier, Margaret Ettinger, Milton Samuel, Noel Corbett, Winston Moore, Lou Pollock, Joe Hill, Hubbell Robinson and A. Burroughs at rehearsal of "Duffy's Tavern."

Edward Jorgenson, one of the news commentators on the Blue Network, gave a mail plug on his broadcasts, offering a Cannery book free, and although it was the end of the canning season, requests for more than 10,500 copies of the book were received. As a result of this, the Blue has given Jorgenson a morning strip on the air, and he will be heard from 10:15 to 10:30 Monday through Friday.

Jerry Fairbanks, producer of motion picture short subjects, appeared in the "Hollywood Spotlight" as Erskine Johnson's guest on KECA, Wednesday.

"Sherlock Holmes" crime-thriller series, which is sponsored by Petri Wines over KHJ-Mutual Don Lee network, has been transferred from the Erwin, Wasey advertising office, San Francisco, to Young & Rubicam. The series dramatizing the A. Conan Doyle mysteries, stars Basil Rathbone in the title role, with Nigel Bruce as Dr. Watson. Coincident with the transfer of advertising agencies, the show expanded to a full thirty minutes, and is now heard Mondays, 8:00 to 8:30 p.m., PWT beginning October 11.

Sidney Reznik, writer on the Durant-Moore show for Camel Cigarettes, has had his contract renewed.

Walt Disney, the screen cartoonman, was Bob Burns' initial guest on his return to NBC as "The Arkansas Traveler," Thursday.

Kay Kyser takes his NBC "College of Musical Knowledge" to Camp Elliott, Marine base near San Diego, for his October 13 broadcast. The following Wednesday's (20) hour will come from Camp Cooke, Army Camp at Lompoc, Calif.

Norman Corwin, Columbia's writer-producer who has been on the coast for the past eight weeks directing "Passport for Adams," returned to his CBS headquarters in New York City this week for conferences with network officials there.

## Parker Staff Guest Of NBC Public Service Department

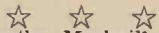
Everett C. Parker, recently ordained Congregational minister, has joined NBC's Public Service Department as guest staff member, to carry out a three-month study of public service broadcasting. Former assistant chief of radio for the WPA in Washington, Parker also served as manager of WJBW, New Orleans, and acted as program director and production manager for WHIP, Hammond, Ind. He is also known as the originator and producer of "The Southtown Church Hour," heard daily in the Chicago area for four years.

# MAIN STREET

OL' SCOOPS DAILY

### Reporter At Large . . . !

● ● ● Your Ol' Scoops is a persistent cuss . . . . once we get on an idea, that idea must be followed through . . . . thus we re-write this item, which, due to the length of yesterday's pillar, was left in the "over-matter" . . . . when we feel that certain people's efforts on behalf of worthy causes, are above and beyond the line of duty, those people, are not only entitled to our gratitude but shall get public acknowledgement from us . . . . at the NBC luncheon to honor Jack Benny, that gray-haired, nimble witted and beloved comic, not only paid tribute to the other members of his Troupe, namely Larry Adler, Wini Shaw, Anna Lee and Jack Snyder, but he also informed a most interested and enthusiastic audience that though hundreds of comparative "unknowns" of show business are currently entertaining our fighting Yanks on every front, people only hear or read of the efforts of Headliners . . . . this, in no way, is a reflection on the integrities of these "Big names," and one can well understand the wherefore and howcome . . . . to wit "Names Make News" . . . . yet Jack Benny tried and succeeded in putting across his idea, that thousands of these lesser-known actors and actresses, singers, comics, acrobats, dancers, etc. deserve our special appreciation and recognition . . . . having run across two such units, Joe May & Co. and Miles Bell & Co. while overseas, Benny observed and reported the swell job these and hundreds of similar units are doing . . . . which leads us to that opening line of today's column apropos our aforesaid persistency . . . . maybe the word is "stubborn" . . . . but whatever the word, we're going to hand the above-mentioned artists and those unnamed and unfortunately UNSUNG members of the grease-paint fraternity, our own 21-gun Salute . . . . now we feel much better . . . .



● ● ● What was Dorothy Mackaill doing at NBC yesterday? Radio will be the richer for securing the services of the blonde-tressed movie star . . . . Carol Bulkley, left CBS Production dept. to take over prod. and casting for BBC . . . . NBC will start a series of "fantasy tales" soon, titled, "Happy the Humbug," with Budd Hulick in the title role, supported by Jackson Beck and Gil Mack with Timmie Hyler, the narrator . . . . Blue Net will launch a new series of programs, "House on Que St." a story of present day Washington, to be directed by Bob Stevens . . . . George Sterney and his orchestra, after 14 weeks at the Warwick in Philly, opens tomorrow at the Mounds Club in Cleveland for an indefinite stay . . . . Mary Small who celebrates her tenth year in Radio starts a new program Monday over the Blue to be heard at 7:00 p.m. . . . . The 21-year-old star, started her Alger-like rise to the top at the age of 11, when she astounded radio critics while on Rudy Vallee's program . . . . The Ed Herlihs may have welcomed Sir Stork for the second time by now . . . . Bill McCardell of NBC press dep't reports to the Army Monday . . . .



● ● ● Winsome Wini Shaw, starts a vaudeville tour next week, opening at the Capitol Theater, Washington . . . . WLS Barn Dance "Gang" has been sold to Paramount for a picture . . . . deal set by Vic Brown, NCACChicago-getter . . . . The reason for the high rating of the "Army Service Forces Presents" program heard Saturdays over the Blue Net is obvious . . . . the scripters are Capt. Ed Byron and Lieut. Finis Farr, who formerly collaborated on the "Mr. District Attorney" series, while the musical background is supplied under the direction of Capt. Harry Salter with Colonel William Slater, the narrator . . . . Because James Cagney, while in Canada aiding that country's Bond-selling Drive, liked the synopsis that Producer Charles Martin wrote and which Martin Starr read to him over the phone, the carrot-topped movie star, consented to come to New York to star opposite Gertrude Lawrence on Sunday's "Revlon Revue" . . . .

—Remember Pearl Harbor—

# CHICAGO

By BILL IRVIN

**SUNDAY Matinee**, a new program featuring tenor Wayne Van and the organ music of Romelle will be heard on WGN starting day, Oct. 17, 2:00-2:30, CWT. series, for 52 weeks, is sponsored by Three Sisters, Inc., of Chicago through Aubrey, Moore & Wallace. Sterling Insurance Co., Chicago, contracted for 30 minutes on WJJD "Breakfast Frolic" and a similar period on the "Morning Show Boat," Monday through Saturday 26 weeks. Business was placed through Neal Advertising Agency. Other new business on WJJD: County Distributors, Chicago, (cars), direct, quarter-hour on "Morning Show Boat" and 10-minute period, Monday through Saturday 52 weeks; Quaker Curtain Street Co., Kenosha, Wis., (institution) through United Broadcasting Chicago, half-hour, Monday through Friday, for 13 weeks; Willard T. Co., Chicago, through First United Broadcasters, 15 minutes, Monday through Saturday, for 52 weeks; Household Finance Corporation through Batten, Barton, Durstine Osborn, Chicago, eight 15-minute grams (scoreboard) following CBS football broadcast.

Walgreen Drug Stores has WIND's new business report week with the purchase of the "E of News" series, 55-minute news weekly for 52 weeks. Business placed through Schwimmer & S. Famous Jury Trials, Blue Network courtroom dramas, heard Tuesday at 8 (CWT), has been renewed 52 weeks by Williamson Candy Chicago (Oh Henry), through Arey, Moore and Wallace. Renew effective Nov. 9, calls for a 74-station network, an increase of 12 stations over the current setup, with new building up to a total of 102 stations before the year is up. J. C. I. (U. S.) Ltd., Bloomfield, N. J., contracted for a half-hour Sunday night period on WENR (10:30-11:00) for a transcribed series called "Hollywood Academy Award," starting 42. Atherton & Currier, Inc., New York, was the agency.

Paul McClure, sales manager of the NBC central division, and E. Hoge, NBC salesman, recently conferred with executives of S. C. Johnson & Son, Inc., at Racine, Wis.

## SPECIALIST

SERVING ADV. AGENCIES & STATIONS

RADIO PRODUCERS  
PROGRAM DIRECTORS  
ANNOUNCERS  
SCRIPT WRITERS  
WRITERS OF "COM'LS"  
PROMOTION—PUBLICITY  
LICENSED OPERATORS  
TIME SALESMEN

FRANK McGRANN

POSITION SECURING BUREAU, INC.  
(Agency)

331 Madison Ave., New York, MU. 2-6494



PROMOTION

Industrial Panorama

The overall industrial picture in Worcester, Mass., is discussed for the benefit of present and prospective advertisers in a pamphlet recently released by WTAG. Pointing out that Worcester is a "must market in New England" for immediate sales or post-profits, the brochure notes that the industrial payroll in 1942 was \$321,624, a gain of 38.7 per cent over 1941. Other figures listed are: average weekly wages, \$43.68; effective weekly income per family, \$4,031; total sales per family, 2,246; food expenditures per family, 607. Excerpt from a newspaper account stressing the similarity between management and labor in Worcester as expressed by William H. Finn, manager of the local office of the U. S. Employment Service, is included. This market, "prosperous, stable, responsive," is best served from within, says WTAG in conclusion.

Perfumed Promotion

Promoting its new program over WTAG, to be inaugurated this Sunday at 12 noon to 12:30 p.m., Prince Chabelli, Inc. has sent out a small quantity of its "Stradivari" perfume, in which the show is named. Bottle attractively wrapped in a pink box bearing the crown trademark, and attached to the bottle by a ribbon is a cut-out cardboard violin which fits outside the box and acts as a support for the cover. Message on the inside requests you to listen to the Stradivari Orchestra (made up of the finest Stradivarius violins) Sunday afternoon over NBC, from coast-to-coast.

C Probe Group Hears Short Wave Research, Inc.

(Continued from Page 1)

...Hart, New Jersey Democrat, on hand. Under deft questioning by Representative G. Magnuson, Washington Democrat, the circumstances under which the testimony had been obtained were brought out. On two occasions the testimony from Short Wave Research officials had been given before Rep. E. E. Cox, former committee chairman, and the rest of no committee member on hand. The new chairman, Clarence F. Lea, stated that he would accept the testimony "with reservations declaring it was open to challenge." This disposal of the evidence offered bod for the record but not actually ruled by Committee Counsel E. L. ... indicates a departure from previous committee methods.

...date was set for further hearings, although Chairman Lea told the DAILY that he does intend to resume hearings shortly, and to offer the FCC every opportunity to defend itself against charges against it appearing in the record. In the meantime, he said, the committee staff will be engaged upon exhaustive analysis of the testimony thus far, lining it in three categories—accu-

Noble, Sarnoff In Final Move Complete Blue Web Transfer

(Continued from Page 1)

tem, Inc., now controls all of the outstanding capital stock of Blue Network Company, Inc.

Immediately after the transfer was consummated, a meeting was held of the Board of Directors of the Blue Network Company, which was newly constituted with the resignation of five former directors.

Mark Woods, president of the Blue Network, and Edgar Kobak, executive vice-president, remain as directors, and the following new directors were elected: Mr. Noble, Franklin S. Wood, counsel to Mr. Noble; Earl E. Anderson, vice-president of American Broadcasting System, Inc., and C. Nicholas Priaulx, secretary-treasurer of American Broadcasting System, Inc.

New officers elected were: Mr. Noble, chairman of the board; Mr. Priaulx, vice-president in charge of finance, and Robert D. Swezey who is counsel of the Blue Network, secretary. Mr. Woods, Mr. Kobak and other officers continue in their present capacities.

Retiring Directors

Retiring Blue directors are George S. de Sousa, vice-president and treasurer of RCA; John Hays Hammond, Jr., member of the RCA board; Charles B. Jolliffe, chief engineer of RCA's Victor division; Horton Heath, advertising and publicity director for RCA, and Otto S. Schairer, vice-president in charge of RCA Laboratories.

Mr. Noble's Statement

In connection with his acquisition of the network, Mr. Noble issued the following statement:

"The transfer of ownership permits me to participate in the further advancement of the Blue Network both as an important medium of entertainment, information and education and as a business enterprise.

"On September 29 I sent a letter to the Federal Communications Commission which outlined the Blue's policy in respect to the sale of time for purposes other than the advertising of commercial goods and services. While the letter speaks for it-

sations, evidence in support of these accusations and defense against these accusations offered by the Commission.

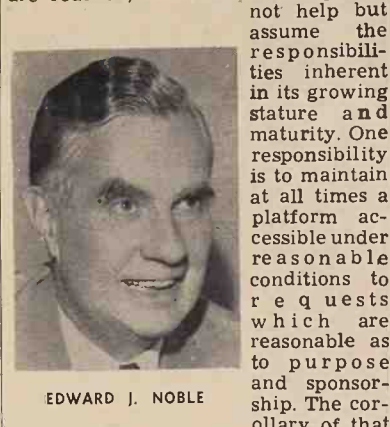
The third category, he said, will be made up mainly of statements appearing in the record. When it was pointed out the Commission would not feel that an adequate defense appears in the record, he indicated that press releases or other pertinent Commission utterances might also be included. He said also that the Commission will definitely get every chance to place its case in the record.

Lea said that he has not yet reached any decision as to whether he will retain the present staff of the com-

self, the considerations which dictated it may be of interest.

Public Service

"Having become one of the principal media through which the people are reached, radio broadcasting cannot help but assume the responsibilities inherent in its growing stature and maturity. One responsibility is to maintain at all times a platform accessible under reasonable conditions for requests which are reasonable as to purpose and sponsorship. The corollary of that responsibility is the one to resist what we deem to be unreasonable pressures, however great their force.



EDWARD J. NOBLE

"As with newspapers, magazines and the films, the first and basic consideration is to win and hold the broadest possible public following; and the greater the success in attaining this objective, the greater will be the desire of special interests to reach that audience.

"While the policies set forth in the Code of the Blue Network reflect the past experience and the best judgment of the network and of the industry as a whole, these policies will retain their validity only as they are constantly reviewed in the light of changing conditions; and it is this concept of radio's relation to the public which led to the re-appraisal and modification of the Blue Network Code embodied in my letter to the Federal Communications Commission.

"We of the Blue Network recognize an obligation not only to the public but also to the industry of which we are a part. We appreciate that we are not unique among broadcasters in our pledge to serve the public interest; but we are, of course, solely responsible for the manner in which we implement our pledge."

WFVA Joins Blue Net

Station WFVA, Fredericksburg, Va., has become affiliated with the Blue Network as a bonus station effective Oct. 14, bringing the total number of Blue affiliates to 168. WFVA is owned by the Fredericksburg Broadcasting Corporation of which Richard F. Lewis, Jr., is president and general manager. The new affiliate operates daytime only with 250 watts power on a frequency of 1,290 kilocycles.

mittee, nor whether the investigation will be transferred to the Interstate and Foreign Commerce Committee, of which he is also chairman.

AGENCIES

HILLMAN - SHANE - BREYER AGENCY, Los Angeles, has made several additions to its personnel. They include Marian Squire, formerly in the copy and planning department of Kenyon & Eckhardt in New York; Irwin Solomon, who was plan director of J. M. Korn & Co., Inc., and also a member of the staff of Erwin, Wasey & Co., Philadelphia and Stella Chaney, who was director of men's advertising at Stix, Baer & Fuller, St. Louis, and also manager of the Robert Palan Agency in St. Louis. Ted Glass, who has worked both in the East and Southern California in the agency and movie fields, has been added to the art staff.

ORIGENES LESSA, Brazilian author and newspaperman, has joined the Rio de Janeiro office of J. Walter Thompson Company, and Charles D. Dulley, active in the advertising field in Brazil for the past 15 years, has been appointed assistant manager of Thompson's Sao Paulo office.

GRADIAZ, ANNIS, Y CIA., cigar manufacturers of Tampa, Florida, have appointed The Joseph Katz Company, New York, to direct their advertising.

L. C. COLE, advertising, San Francisco, California, has been elected to membership in the American Association of Advertising Agencies.

S. DUANE LYON, INC., announces the appointment of William J. Folkart as vice-president in charge of art and production. Folkart has been with the agency for the past seven years.

NBC's "Touchdown Tips" Goes Into Fourth Season

"Touchdown Tips," NBC's weekly recorded gridiron forecasts by Sam Hayes, nationally known sports authority, has begun its fourth season. In addition to domestic coverage, the programs this year are also available to the American armed forces. According to Claude Barrere, in charge of Syndicated Sales for NBC's Radio-Recording Division, "Touchdown Tips" programs are now broadcast by 42 U. S. stations including WEAJ, New York.

Fan Magazine Suspends: Editor Feted In Chicago

Chicago—"Movie-Radio Guide" is suspending publication for the duration with the current issue. The paper shortage is given as the reason. The suspension comes with circulation at a new peak. Mrs. Ruth Bizzell, the editor, was guest at a farewell luncheon given by the local network press departments in the M & M Club in the Merchandise Mart. She plans to go to Hot Springs, Ark., for a two- or three-month vacation.



## Rocky Mt. Radio Unit Reviews Fourth Year

(Continued from Page 1)

the mountain area. Cooperating stations gave free air time to these public service broadcasts to the amount of \$40,265 computed at commercial rates.

According to Robert B. Hudson, director of the Council, the purpose of the organization has been crystallized to include the development of a practical program service through which effective public service broadcasts can be brought to the people of the region by their own radio stations, and to assist its member organizations including colleges, universities, and other educational agencies to extend their services to the people of the entire Rocky Mountain area. The broadcasting industry itself has been materially aided by the Council in the performance of its duties in the public service field.

### Member Stations Listed

Facts and comment on Rocky Mountain Radio Council activities are included in the fourth annual report recently off the press, in which tribute is paid to the public spiritedness of the radio stations of the region. These include: KFEL, Denver, Colo.; KFKA, Greeley, Colo.; KFXJ, Grand Junction, Colo.; KGHF, Pueblo, Colo.; KGIW, Alamosa, Colo.; KIUP, Durango, Colo.; KLZ, Denver, Colo.; KMYR, Denver, Colo.; KOA, Denver, Colo.; KOKO, La Junta, Colo.; KVOD, Denver, Colo.; KVOR, Colorado Springs, Colo.; KGEK, Sterling, Colo.; KDFN, Casper Wyo.; KFBC, Cheyenne, Wyo.; KPOW, Powell, Wyo.; KQRS, Rock Springs, Wyo.; KGKY, Scottsbluff, Neb.; KOBH, Rapid City, S. D.; KFUN, Las Vegas, New Mex.; KWYO, Sheridan, Wyo.

## Committee Is Named To Aid NWF Campaign

(Continued from Page 1)

Clarence T. Hagman, WTCN, Minneapolis; Wiley P. Harris, WJDX, Jackson, Miss.; Harold A. Lafount, New York City; Miller McClintock, president of Mutual; Clair McCollough, WGAL, Lancaster, Pa.; Paul W. Moroney, WTIC, Hartford; William S. Paley, president of CBS; Eugene Pulliam, WIRE, Indianapolis; Harry Spence, KXRO, Aberdeen, Wash.; Major E. M. Stoer, Hearst Radio, New York; Niles Trammell, president of NBC; Lee B. Wailes, KYW, Philadelphia; Lewis Allen Weiss, Don Lee network, Los Angeles; Arthur Westlund, KRE, Berkeley; Mark Woods, president of Blue Network, and Ed Yocum, KGHL, Billings, Mont.

### Advertising Committee Set

The radio advertising committee follows: Joseph R. Busk, Ted Bates, Inc., chairman; Hubbell Robinson, Young & Rubicam; Caldwell S. Swanson, J. Walter Thompson; S. Heagen Bayles, Ruthrauff & Ryan; Harold Engler, H. M. Kiesewetter agency and Maurice H. Behr, Blackett, Sample & Hummert.

# WORDS AND MUSIC

By HERMAN PINCUS

**S**HERMAN was right, the present War is far worse than anything the General might ever have imagined. . . . yet, of times, through the blood and sweat and tears, through the fire and smoke and clouds, there comes to us the inspiration of deeds of heroism, not only of our sons, husbands, brothers, aye, even sisters, on the far-flung battle fronts, but the stoicism and downright courage of their loved ones at home, all of which make us justly proud of this heritage our fathers left us; the right to be Americans and to cherish, protect and uphold the dignity and perpetuity of its democratic ways of life. . . . We think the following story, which we are happy to reprint in its entirety, reveals better than any words of our own, the full meaning of American pride fortitude and courage. . . . It is a story told by George Putnam, NBC newscaster. . . . a story? nay a saga of an American Boy and his courageous American Mother. . . . Putnam's commentary follows:

"A little over a week ago, on this eleven o'clock broadcast, I reported the story as released by Allied Headquarters in the Southwest Pacific—the story of the beheading of an Allied flyer by the Japanese. I deliberated some time before including that story in my broadcast, for it contained some brutal facts—gruesome details of the wanton slaughter of an Allied flyer. The story drew comment from the President and Mrs. Roosevelt, in which the President referred to them as 'the uncivilized Japanese.'

"The following morning I received this telegram: 'After listening to your broadcast and being one of the thousands of mothers who have a son. . . . a flyer in New Guinea. . . . you have made my heart ache and my hair gray with worry by your announcement about what happened to an American flyer. Is this sort of thing necessary? We think the worst. . . . do we have to hear it, too? In the future put yourself in a mother's place, things like that are better untold.' And the telegram was signed 'Mrs. Fred Meyers, Larchmont, N. Y.'

"I wrote to Mrs. Meyers. Explained it was one of the unpleasant duties of a news reporter to report the news factually—both good and bad news. Told her that in the early part of the war the unpleasant facts of war were kept from the American public. As a result, we became complacent, over-optimistic. . . . morale declined, so did production. And the first to suffer were the boys at the front. So now the American public is being told some of the truths of war, in order that her boy and countless others might win their way to an early victory and return home safe and sound.

"I received a wonderful answer to that letter. Mrs. Meyers wrote that her telegram had been written under stress. She had not heard from her son in six weeks. As she put it, 'like all sons, to their mothers and fathers, he is our pride and joy—and so very young! But a flyer he wanted to be, and that he is. And we know he is doing a grand job.'

"The high point of our story came today. If you'll look at this morning's 'Daily News,' the front page, you'll see a picture of five of the pilots who participated in that smashing attack on Rabaul on Tuesday—a raid that General MacArthur said broke the back of that Jap base. Mrs. Meyers is proud, happy, to announce that the pilot at the center of that picture—that boy, that young American hero, is HER SON—Fred Meyers, Jr.!"

There you have it. . . . a story of wartime America. . . . no doubt, there is now a tear in your eye, a lump in your throat, but thank Heaven for this truth: that so long as there live in our country many million Mothers such as Mrs. Fred Meyers and as many or even more Sons like her boy, there must also be a song in our hearts, in the knowledge that the future of our country, is safe.

—Be A Rational National—

## See Decision Monday On AFM-ET Contract

(Continued from Page 1)

task of rewriting the agreement which will be considered at another meeting Monday at 11 a.m.

Feeling of the ET firms is that they want to get back to work. Settlement is expected early next week.

Representing the AFM were attorneys Joseph Padway and Henry Friedman; A. Walter Socolow appeared counsel for the commercial disk. Heading the mediation panel was Arthur S. Meyer.

Scheduled conference yesterday among representatives from the AFM, RCA-Victor and Columbia Records, before the WLB special panel, suddenly called off for at least a week at the request of the record companies. Belief here is that differences are not likely to be cleared up some time.

## Book Club To Sponsor Concerts Over WQXR

Book-of-the-Month Club, Inc. has contracted with WQXR, New York, to sponsor the New Friends of Music concerts from Town Hall this season. On 16 Sundays, beginning November 7, from 5:30 to 7 p.m., the complete concerts will be broadcast by WQXR with no interruptions for commercials except at the regular brief interruptions. In announcing sponsorship of the series, Harry Scherman, president of the B-O-M Club said: "It is our desire to bring these concerts to the public exactly as they will be heard in Town Hall. There will be no 'commercials' in the ordinary sense of the word. We and WQXR will maintain the artistic integrity of the famous series of musical events."

## Taylor To Address N. Y. Ad Club Meeting

Henry J. Taylor, author, foreign correspondent and commentator, is returning by popular demand to be the guest speaker at the New York Advertising Club luncheon on Wednesday, October 20. His subject will be "The Future of the War and Peace." He will be followed on October 21 by another commentator, John B. Hughes, who is also making a return appearance.

## Canada Sales Decline

Montreal—Sales of Radios, musical instruments and supplies by department stores in Canada reporting to the Dominion Bureau of Statistics totalled \$229,169 in August last, compared with \$313,419 in August 1942, a decline of 26.9 per cent. Sales by radio and electrical stores in the same period declined 20.2 per cent, while for the eight months of this year to August 31 they were down 15.9 per cent compared with July 1943. August sales by radio and electrical stores improved 2.6 per cent.



for **THIS** battle, G. H. Q.

is at **YOUR** own desk!

★ Here's how you—yes, **YOU**—can carry out a smashing "pincer movement" against the Axis. Swing in on one flank with increased production of war goods! Drive in on the other with redoubled purchases of War Bonds through your Pay-Roll Savings Plan!

You're an officer in both of these drives. Your personal leadership is equally vital to both. But have you followed the progress of your Pay-Roll Savings Plan as closely as you have your production?

Do you know about the new Treasury Department quotas for the current Pay-Roll Allotment Drive? *Quotas running about 50% above the former figures?* You see, these new quotas are based on the fact that the armed forces need more money than ever to win the war, while the average worker has more money than ever before to spend. Particularly so, on a *family income* basis—since in so many families several members are working, now.

Remember, the bond charts of today are the sales curves of tomorrow! Not only will these War Bonds implement our victory—they'll guard against inflation, and they'll furnish billions of dollars of purchasing power to help American business re-establish itself in the markets of peace.

So get this new family income plan working at once. Your local War Finance Committee will give you all the details of the new plan. Act today!

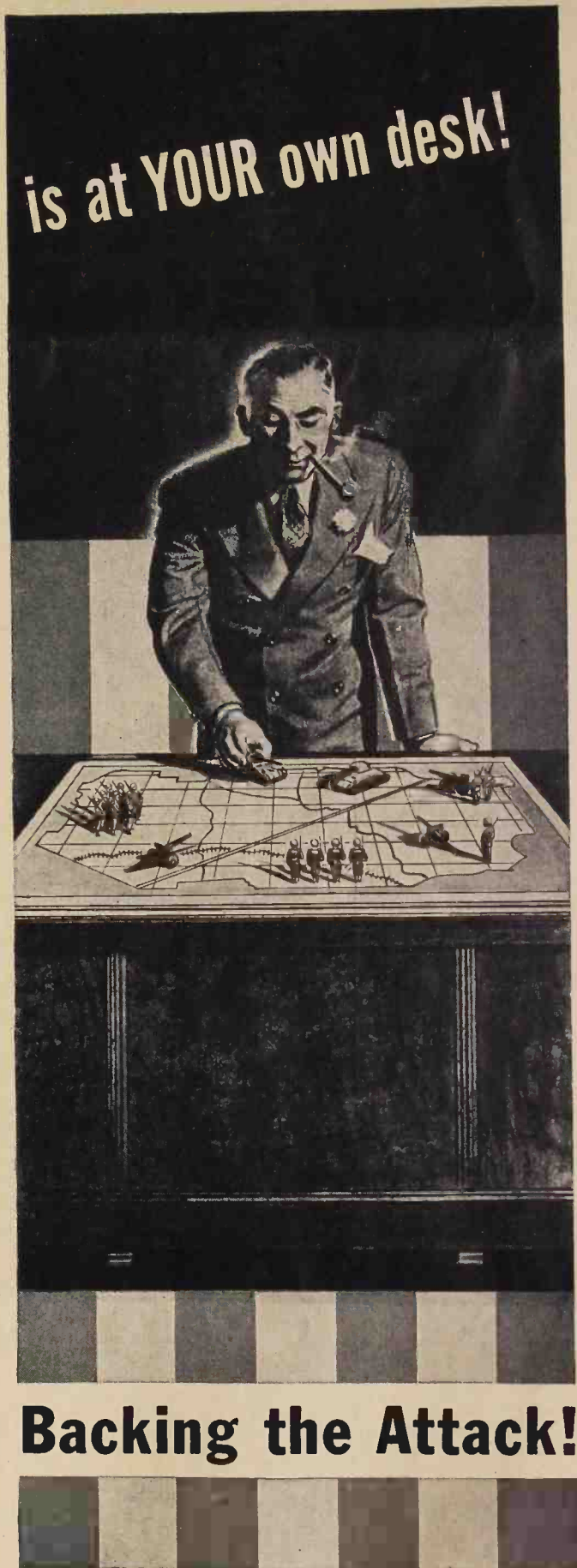


This advertisement prepared under the auspices of the War Advertising Council and the U. S. Treasury Department

**LET'S KEEP ON Backing the Attack!**

This Space is a Contribution to America's All-Out War Effort by

**RADIO DAILY**





# ★ ★ ★ COAST-TO-COAST ★ ★ ★

**DETROIT, MICH.**—New member of WWJ's sales staff is Robert S. Lee, who before the war was a firm member of the American Safety Tank Co. Lee comes to WWJ direct from service with the Marine Corps. He was a first lieutenant in the reserve, and landed with the First Marine Division on Guadalcanal. He served there as an executive transport officer until he was disabled. After four months in the hospital fighting off malaria, Lee was mustered out of the Marines, wearing a Presidential Citation Medal.

**WORCESTER, MASS.**—As soon as word of Italy's declaration of war on Germany was flashed Wednesday, WTAG's special events department brought to the mike prominent Worcester citizens of Italian extraction for their reactions. A 15-minute period was also set aside for M. H. Williams, managing editor of the Worcester "Telegram and Gazette," who gave his interpretations and commentary on the significance of the move.

**AUSTIN, TEXAS.**—Radio House, University of Texas' broadcasting unit, is swiftly being invaded by the distaff side. First assignment to change hands was that of director of the unit, as J. Howard Lumpkin, now on leave as a special services officer in the Army Air Forces, was replaced by Mrs. Blithe H. Beal, script writer. Next position to be taken over was that of assistant script writer by Mrs. Marye D. Benjamin, who replaces Joe Murphy, now working for the OEW. Job of production director, vacated by Jack Kilgore (now in the Merchant Marine) was parceled out among three part-time assistants: Martin J. Neeb, instructor in the speech department; Regina Hicks and Ruth E. Lewis, fine arts student. Each has charge of producing one or two shows each week.

**HAPPY BIRTHDAY TO YOU**

October 15

Don Bigelow William Edmonson  
Vivian Fridell Muriel Harbater  
A. Lewis King Joseph Koestner  
Bob Trout Ransom Mills Sherman

October 16

Douglas Browning Cynthia Carlin  
George Comtois Wilfred Lytell  
Carl Kent Vincent Munro, Jr.

October 17

Helen Choat Radie Harris  
Roger Kinne Irene Noblelette  
Jack Owens John Prosser  
Marilyn Thorne Frann Weigle

**BOSTON, MASS.**—Margaret Janis, singer, has joined the staff at WEEI as music librarian. Ted Beebe, alumnus of WEEI's Second School for Announcers, has been engaged by WKNE, CBS outlet in Keene, N. H.

**ST. LOUIS, MO.**—Jean Webb, featured singer over KWK, has been elected "pin-up" girl by the Naval Aviation Cadets and enlisted men of the St. Louis Naval Air Station at Lambert Field. Ed Wilson, emcee on KWK's twice-daily "M.J.B. Show," is adding a new feature, "This Is The Day," to his 3 p.m. show. In this portion he will give a word picture of a personage or event connected with the particular date on which he is broadcasting, using events and persons from any interesting historical or modern period. Several members of the KWK staff are combining war jobs with their regular radio activities. Contributing most heavily in point of hours is Walter Averill, salesman, who puts in eight hours a day as an arc-welder without interruption in his time-selling. Bob Swain, singer, is working on a split shift, and Buddy Haitz, of "The Coon Creek Boys," spends his days in a radio repair shop.

**FINDLAY, OHIO.**—WFIN claims the youngest engineer with a first class license. Sixteen-year-old Paul B. Hover recently received his first class radio telephone operator's license after successfully completing examinations in Detroit. He is the son of Fred R. Hover, general manager of the station, and has been studying radio engineering under the director of Edgar Smith, WFIN's chief engineer, and has been Smith's assistant for the past year.

**WHEELING, W. VA.**—Bob Vesel, newest member of WVVA's announcing staff, has introduced a 15-minute spook show on Sundays called "Into the Grave." Typical Vesel vehicle presents a dead man telling the gruesome tale of his own demise. Paul Miller, WVVA production manager, has begun his tenth year as the Ohio Valley Football Reporter. His Saturday night broadcasts include high school and college scores, news and interviews with outstanding football personalities of the Ohio Valley.

**OMAHA, NEBR.**—William J. Kotera, WOW's chief engineer who recently celebrated his fortieth birthday, is also celebrating his twenty-fifth year in the field of radio. Kotera received his first radio license at fifteen, had his first job with WIAK, South Omaha, as combination engineer-announcer. Early in 1925 he came to WOA, now WOW. Too former WOW program department girls who left the station for matrimony are now back at work. Laura York Avery, wife of former WOW announcer Gaylord Avery, has returned to her former job now that her husband is an air cadet. Millie Flynn, wife of WOW engineer Glenn Flynn, is helping out in the copy department.

**DES MOINES, IA.**—Patricia O'Keefe has replaced Jessie Axmear, resigned, as secretary to Craig Lawrence, general manager of KSO and KRNT. Virginia Black of the KSO-KRNT mail department, has been transferred to the promotion department. She is succeeded in the mail job by Doris Richards. Gene Pond, formerly of "Look" magazine, has joined the promotion department of the two stations. Mable Boddicker, assistant to Mary Little, radio editor of the Des Moines "Register" and "Tribune," has joined the Marines. Her place has been taken by Barbara Oliver, who transferred from the KSO-KRNT traffic department. Chuck Logan, formerly director of special events and spot news for the western division of CBS, and more recently with the Overseas Division of the OWI, has been appointed director of news and special events at KSO and KRNT.

**SEATTLE, WASH.**—Leonard S. Langlow has been appointed news editor of KIRO. He was formerly with the Tacoma "Times," having worked there for 23 years, 13 of which was as editor. Langlow rewrites and edits KIRO's news programs, selects the material for "I See By the Papers," KIRO's editorial program, and recently inaugurated a new daily series entitled "Top of the News."

**LANCASTER, PA.**—Radio Writers Laboratory, script syndicate, has moved into its own building, located in Lancaster's downtown business district. Building will be known as the RWL Scripts Building, and the Laboratory is occupying the entire second floor, allowing ample space for a program of expansion, of which the purchase of its own building is the first step. Plans call for the creation of several new departments.

**LOUISVILLE, KY.**—New business at WINN includes a 52-week contract for the Blue Network's "Mystery Chef" five days a week. Sponsor is the Wheatley Mayonnaise Co., makers of Lady Betty Fine Foods. The Willard Tablet Co. has signed for the 7:30 to 7:45 a.m. spot Mondays through Saturdays for "Slim and Aubrey, the Willard Twins."

**CHARLOTTE, N. C.**—"Just Between Us" is the title of a new show over WBT conducted by announcer J. B. Clark. From 12:15 to 12:30 p.m. Sundays, Clark reads poems, "thoughts of the day" and picturesque prose. Organ background music is provided by Betty Russell, WBT music director. Charles H. Crutchfield, WBT program director, celebrated his tenth anniversary at WBT last month. Crutchfield first joined the staff as a "junior" announcer, following experience gained at smaller stations in the Carolinas. After a few months he was appointed to a regular full-time job on the announcing staff. A year later came his appointment as program director—a post he has held continuously since then.

**DAYTON, OHIO.**—Post of production manager at WING, recently vacated by Chuck Miller, who went to Chicago, has been filled by Lin Mason. Prior to coming to WING, Mason was production manager at WKRC, Cincinnati, for six and a half years, and previously was with WYOH, Columbus, O. Second Red Cross store on WING is being sponsored by the WYOH Store from 9:15 to 9:30 p.m. on Friday.

**PHOENIX, ARIZ.**—Elizabeth Taylor, conductor of the thrice-weekly "There's Work for Women Too" on KOY has returned from a vacation which took in Las Vegas, New Hollywood and Oak Creek Canyon, Arizona. Dina Diamos has taken over direction of the "Spanish Home" on KOY, succeeding William Leroy. KOY special events department recently caught the ceremonies with 25 soldiers of the 81st Division of the U. S. Army received their naturalization papers. Proceedings were transcribed and broadcast at a later period. Announcer-producer Wendell Noble enlisted the aid of school children in putting over the "drum slowly, school's opening" spots on KOY. He marshalled a group of nine year-olds and coached them in their messages. When fully satisfied with the results, Noble transcribed the voices, and announcements were released at regular intervals for several days.

**FORT WAYNE, IND.**—Guesting WOWO-WGL last week were Franklin Adams, Ilka Chase, Cleo Dawson, C. Van Doren and Guy Kibbee. Distinguished group were in town in conjunction with the War Loan drive.

## Canadian Radio Revives Overseas Service Shows

Montreal—Canadian Legion's bi-monthly "Messages from Home" broadcast to members of Canada's armed forces serving in the United Kingdom, will again be made this winter, it has been announced. Sixteen broadcasts have been planned, two to be made each month through to May. Each program will feature approximately 20 spoken messages from friends and relatives of servicemen, transcribed in different sections of Canada and re-transcribed on one large record which will be flown to England for broadcast by the BBC. Legion is considering having messages relayed to Sicily and North Africa in addition to the United Kingdom broadcasts.

**New Sponsor, Funny Money Man**  
Denver—The Denver Jewelry Company started sponsorship of Funny Money Man over KMYR, Denver, Colorado on October 11. The program will be aired for 15 minutes Monday through Friday and for 30 minutes on Sundays. Funny Money Man is syndicated by Allen A. Funt Radio Productions.



# Disk Business Booming

## Morgenthau 'Thanks' To Stations Via ET

Washington Bureau, *RADIO DAILY*  
 Washington—The U. S. Treasury Department is anxious that the nation know the value it sets upon radio as a factor in the selling of War Bonds. Treasury officials, from Secretary Henry Morgenthau, Jr., on down, frequently told broadcasters how valuable has been their aid. Secretary Morgenthau now has recorded a broadcast purposes a personal message of thanks to the manager of a radio station, its staff and its advertisers for the great job done in promoting the greatest campaign of  
*(Continued on Page 7)*

## Murray Says Isolationists Tried To Influence CBC

Montreal—Controversy over the play by politicians in attempt to influence Canadian Broadcast Corporation to preach neutrality Canada at the outbreak of war has been aroused by an address given in Toronto to the Empire Club by former Gladstone Murray, former general manager of CBC. Maj. Murray warned against subversive activities which would be aimed at break-  
*(Continued on Page 7)*

## Radio Frequency Gun Aiding War Industries

Some war production operations have been speeded up by as much as 2500 per cent by the use of electronic devices for industrial heating, it was revealed by Henderson C. Respie of the RCA Victor Division, Radio Corporation of America, at the  
*(Continued on Page 2)*

### Gratitude

Ira Sherman, shortwave news writer, recently adopted a cat found shivering in front of the CBS studio building and named her "System." Yesterday "System" presented Ira with three kittens which were promptly named "C. B. and S."

## Educators Endorse Radio Programs

For the first time in the history of broadcasting, the Board of Education of New York City has approved for full credit two courses for teachers based on radio programs, it was announced today by James Rowland Angell, NBC public service counselor.  
 The programs thus honored are "Lands of the Free" and "Music of the New World," both presentations of the NBC Inter-American University of the Air.  
 Recognition for these programs follows  
*(Continued on Page 5)*

## Drug Industry's Story To Be Subject On Blue

An institutional show designed to portray the drug industry's wartime efforts will be carried on the Blue Network Tuesday, Oct. 19 at 10:30 p.m., EWT, under the sponsorship of the National Association of Manufacturers. It is one of a series on "This Nation At War," weekly program sponsored by the NAM.

## Recording Activity, With KBS In Lead, On Up-Grade; Transcription Firms And Adv. Agencies Kept Busy

### Plan Special Show For Armed Forces

Plans for an elaborate Thanksgiving Day show over the full CBS network as a tribute to America's fighting men have been completed for Nov. 25 with Elgin National Watch company sponsoring the show which will be heard from 4 to 6 p.m., EWT.  
 Screen actor Robert Young will be the host for annual two-hour Thanksgiving show. Headliners already  
*(Continued on Page 2)*

### FCC Asks Salary Data For Week Of October 17

Washington Bureau, *RADIO DAILY*  
 Washington—The FCC has asked all networks and licensees of standard, international and television stations to furnish information on employees and compensation for the week beginning Oct. 17. The NAB  
*(Continued on Page 2)*

### Strahorn Will Produce "All Time Hit Parade"

Lee Strahorn, former head of the radio department in the Chicago office of Foote, Cone & Belding, will replace Jack Meakin as producing  
*(Continued on Page 2)*

Activities in the transcription field took a decided upturn the past week with the Keystone Broadcasting System, Inc., announcing the signing of six major national advertisers for transcription network services and other transcription companies, who have signed AFM-ET contracts, stepping up their production to meet fall needs.  
 The Keystone contracts, indicating a lively market for transcribed programs  
*(Continued on Page 6)*

## White-Wheeler Bill Hearings This Month

Washington Bureau, *RADIO DAILY*  
 Washington—"I have not yet had any chance to actively work on a revision of the bill," Senator Burton K. Wheeler, Montana Democrat, said Friday, confirming reports that hearing on the White-Wheeler bill will get under way the end of this month. Senator Wheeler, co-author with Senator Wallace K. White, Jr., Maine Republican, of the bill which would  
*(Continued on Page 3)*

## CBS Women's Show To Aid WAC Drive

An intensive campaign to aid Women's Army Corps recruiting will be launched by CBS on their "American Women" program starting today at  
*(Continued on Page 2)*

## ★ THE WEEK IN RADIO ★

... Blue Transfer Approved ...  
 By PEGGY BYRNE

FEDERAL Communications Commission last week approved the sale of the three Blue Network owned stations (WJZ, New York; WENR, Chicago; KGO, San Francisco) to Edward J. Noble, president of the American Broadcasting System. Though the Commission has no authority to approve the sale of a network, its ratification of the stations' sale indicates its sanction of the chain sale... Final transaction of the purchase took place last Thurs-

day, when Noble gave David Sarnoff, president of RCA, a check for the balance of the \$8,000,000 cash purchase price and received from him 1,000 shares of Blue Network stock. Following the completion of the transfer, five members of the Blue's Board of Directors who are also RCA executives, resigned, and new directors were elected to replace them. Mark Woods, Blue president and Edgar Kobak, executive vice-presi-  
*(Continued on Page 5)*

### Gag Man

Paul White, director of news broadcasting for CBS, in a facetious mood, introduced Charles Collingwood, network's ace European correspondent, to a press luncheon last Friday as one of the famous "gagged men" or "muzzled aents." Paul, obviously, was referring to some of the characterizations made during recent commentators controversy.

### Title Shortage?

Maybe there's a shortage of song titles, for Raymond Scott's new instrumental group, "The Secret Seven" will play, "Stiff Lace and Old Charcoal, D. M. A. T. . . . D. M. A. T. . . . D. M. A. T. . . . on WABC-CBS, Tuesday, Oct. 19, 11:30 p.m. Scott explains the D. M. A. T. stands for "Don't Mean A Thing." He left the rest of the title unexplained.





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

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FINANCIAL (October 15)

Table with columns: High, Low, Close, Net Chg. Rows include: Am. Tel. & Tel., CBS A, CBS B, Crosby Corp., Gen. Electric, Philco, RCA First Pfd, Stewart-Warner, Westinghouse, OVER THE COUNTER, Farnsworth Tel. & Rad, WCAO (Baltimore), WJR (Detroit).

20 YEARS AGO TODAY

(Oct. 18, 1923) Listeners with 3-tube sets are hearing the new station WRC, in Washington, D. C. Newspapers are beginning to be wary of radio's handling of news, particularly football scores and sports results. Thornton Fisher, sports cartoonist, is one of radio's outstanding sports commentators.

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." WIAC SAN JUAN • PUERTO RICO

FCC Asks Salary Data For Week Of October 17

(Continued from Page 1) last year asked the Commission that, since the employee data required in the annual report was to be given for a week in October, the information be collected in October and tabulated as soon as possible. In former years the information has been required by the FCC as one schedule of the annual financial and employee data report filed in the spring. Tabulations from these reports have not been available until the fall or early winter following the date of filing. Thus the employee data gathered had been at least a year old before it was available for use. The employee data derived through these reports is of paramount importance to the industry in labor negotiation and for that reason the proposal was made to the FCC to collect the information early, to tabulate it quickly, and to make the information available to the industry at the earliest possible moment.

CBS Women's Show To Aid WAC Drive

(Continued from Page 1) 5:45 p.m., to 6 p.m., and continuing throughout Friday. The schedule of WAC pickups are as follows: Monday, Oct. 18, from Fort Custer, Mich.—Private (fc) Bonnie Anderson, motor pool operator. Tuesday, Oct. 19, from Kellogg Field, Mich.—Sergeant Georgia Christy of Link Trainer Instructors. Wednesday, Oct. 20, from Fort Sheridan, Ill.—First Sergeant Eileen Kolden describing work of teletype operators, chauffeurs and typists; and Corporal Wilma Marcusson, grandmother and fort's fastest WAC typist. Thursday, Oct. 21, from Fort Ogleshorpe, Ga.—Sergeant Frances Garland of Woodstock, Ill., about North African experiences as secretary to Brigadier General T. J. Davis, Adjutant General of Allied Forces there. Friday, Oct. 22, from Aberdeen Proving Grounds, Md.—Private (fc) Ann Pocenica, ace gun tester.

Strahorn Will Produce "All Time Hit Parade"

(Continued from Page 1) man for NBC's "Your All Time Hit Parade," effective today. Meakin also will act as supervisor of all American Tobacco Company radio shows produced by Foote, Cone & Belding. Strahorn produced the Wayne King program in Chicago and was advisor for the Bob Hope show before coming to New York. Previously, he was employed by NBC in San Francisco as chief producer of music.

Wilkie Guest Speaker On "Info Please" Tonight

Wendell Wilkie makes a return appearance on "Information Please" tonight, this time, however, as one of two special pleaders for the National War Fund, not as a quiz expert. The second speaker will be H. J. Heinz, resident of the H. J. Heinz Co., sponsors of the program. Heinz also is chairman of the National War Fund drive in Allegheny County, Pa.

Radio Frequency Gun Aiding War Industries

(Continued from Page 1) October meeting of the New York Electrical Society. Addressing the 587th meeting of the Society in the Engineering Societies Bldg., Gillespie cited the experience of several firms in the aircraft and plastics industries. Introduction of radio-frequency heating through electronic devices to prepare compregwood propeller blades for molding reduced the time required for the molding cycle from seven hours to three. One electronic device stepped up the soldering of bases of radio condenser cans from 100 cans an hour to 2,500. In addition to soldering and the pre-heating of wood and plastics for molding, Gillespie said, radio-frequency heating applied through electronic devices, has proved its advantages in terms of improved products and savings of time, space and labor for case-hardening, annealing, and welding of metals, baking paint, tacking plywood, seaming thermoplastic fabrics, drying textiles, and other industrial operations.

Plan Special Show For Armed Forces

(Continued from Page 1) signed for participation are: Elsie Janis, Lena Horne, Jose Iturbi, Alan Reed, George Burns and Gracie Allen. Other top-flight entertainers from stage, screen and radio are to be signed. As last year the program will originate in Hollywood and will be followed by a two-hour Christmas show on Dec. 25 of the same character.

Stork News Writer-comedian Billy K. Wells is a grandfather again. Kay Wells Gropfer, ex-WMCA songbird, is the mother of a daughter, Joan Beth, at Jewish Memorial Hospital.

UP 354% Yes, our national volume was up 354 per cent for the first 8 months of 1943. More and more time-buyers are buying more and more spots on the station that is "Alabama's best buy (Far)." WSGN Call Headley-Reed Affiliated With The Birmingham News THE BIRMINGHAM AGE-HERALD

COMING and GOING

MICHAEL M. SILLERMAN, president of Keystone Broadcasting System, Inc., left terday for Chicago, where he will confer network business at the company's office in the Windy City. PHILIP H. COHAN, new chief of the domestic Radio Bureau of the OWI, in New York on Friday. EDWARD L. TOMLINSON, Blue Network visitor on inter-American affairs, who returned recently from Latin-America, has inaugurated a coast-to-coast series of lectures. The series opened last Friday in Los Angeles. CHARLES COLLINGWOOD, Columbia's European analyst and Peabody Award winner, is visiting in New York. LAVINA SCHWARTZ, regional radio director of the OWI with offices in Chicago, is spending some time in New York. She will be in Boston shortly. FRANKLIN M. DOOLITTLE, president of WDRC, Hartford, has returned to his Connecticut headquarters following a short stay in New York. PARKS JOHNSON and WARREN HULL, at Camp Lee, near Petersburg, Va., at which point they will broadcast tonight's stanza of their "Vox Pop" show over CBS. VIRGINIA GREEN, daughter of Nat Green, Chicago trade newspaperman, left for her Saturday following a week in New York. BOB HOWARD, heard on the "Gloom Dodge" program over WHN, is back from Albany, N. Y., where he headlined a War Bond program which was broadcast over a local station. BRUFF W. OLIN, JR., general manager of WKIP, Poughkeepsie, spent the latter part of a week in New York. PHIL SPITALNY and the members of his girl orchestra have left for Pittsburgh, where they will complete a week's engagement at the Stanley Theater. REGGIE MARTIN, manager of WIZE, Springfield, Ohio, has returned from a vacation spent in West Palm Beach.

Lord Baltimore Knows! The largest chain of service stations in the Washington-Baltimore area selects W-I-T-H as its Baltimore outlet for the Washington Redskins Football broadcasts. W-I-T-H does a great job in Baltimore. W-I-T-H IN BALTIMORE TOM TINSLEY, President REPRESENTED BY HEADLEY-REED



# ★ PROMOTION ★

## Theater News Tieup

WBT, Charlotte, N. C., has extended its news service to include five-minute newscasts nightly by cut wire from the WBT newsman to the sound system of the Carolina Theater, one of Charlotte's lead-first-run houses. This service is billed by the theater as a special feature of their night-time program, and is presented to the audience immediately following screen news. When the screen faces, the curtain closes and a replica of the WBT microphone is dropped to center stage. In the curtains part, the spot-reveals the mike just when the announcer in the studios, on from the theater operator, opens "good evening. Here's the late-world-wide news, direct from the newsroom to the patrons of the Carolina Theater."

11 news announcers will alternate at the microphone, and Jack L., station's news editor-analyst, charge of editing and produc-

## Special Format

Special enlarged Fall edition of "Dial Tones," merchandising organ of KSO and KRNT, Des Moines, has been issued to advertisers and agencies. For the first time in the publication's four-year history, listeners were also given an opportunity to request copies.

Edited by promotion manager John Drake, the September "Dial Tones" has been increased from its regular 9 by 6, three-column size, to 12 by 9, four columns. Type has been changed from ten to eight point, and many more pictures of both local and network stars are featured. Special emphasis is on the unusually large number of new KSO and KRNT shows this season.

Pictures of the WBT news men are being displayed in the theater's lobby, and the movie newspaper ads remind patrons that they can now see their favorite show without having to miss their nightly radio newscasts.

## Wheeler Bill Hearings This Month

(Continued from Page 1)  
Organize the FCC and curtail its powers, is chairman of the Senate Interstate Commerce Committee.

A sub-committee had originally named to consider this bill, but has been killed, with the full committee expected to sit.

Senator Wheeler said last summer he feared the bill as written "too far" in curbing and delimiting the powers of the Commission, and indicated that he might rewrite parts of the measure in the light of the Supreme Court decision upholding the network rules.

Senator said Friday that he has changed his position, has studied the Supreme Court decision but has nothing to alter the bill. It is a reason to believe, he added, that while the committee considers the bill many changes will be

Montana legislator would not whom he intends to call to testify but it is assumed that FCC and network officials will be heard.

## Gets Overseas Post With Blue Network

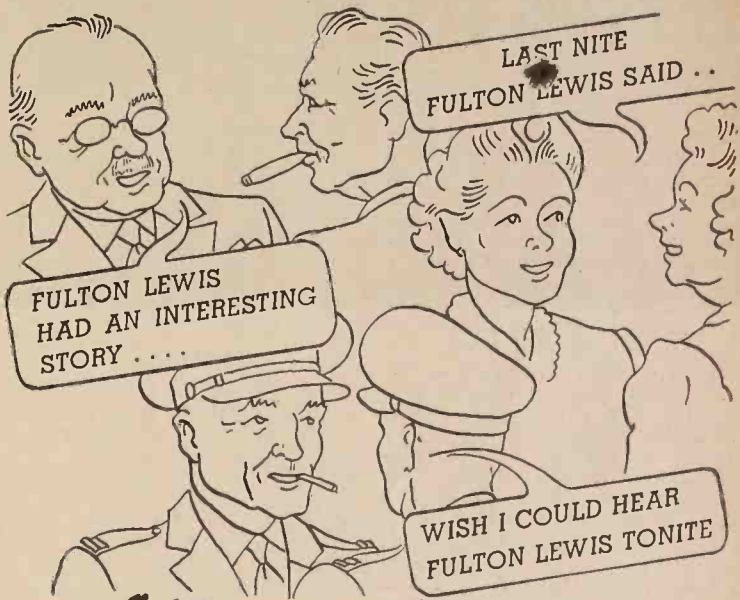
Clete Roberts, who was recently transferred from the Pacific Coast news staff to the New York news and special feature division of the Blue Network, has been appointed special features reporter for the Blue at Allied Force Headquarters in the South Pacific. The news of Roberts' appointment and his imminent departure for Australia was released by G. W. Johnstone, director of news and special features.

Roberts' assignment to this post marks another step in the gradual development of global representation for the Blue. His duties in the South Pacific will be similar to those of George Hicks, manager of the Blue's London news office, in Europe. Hicks is now in Algiers while Arthur Feldman, assistant manager of the office, carries on in London.

During the 14 years he has been in radio, Roberts has specialized in news and special features. He joined the Blue in February, 1942, as manager of news and special features in Hollywood, and has been heard on the Blue in a regular news series, "Clete Roberts Reports," and on the Sunday "Weekly War Journal."

## Zenith Radio Corp. Report Shows 1st Quarter Profit

Estimated consolidated operating profit reported by Zenith Radio Corp. for the first quarter of its current fiscal year, ending July 31, 1943, amounts to \$1,592,199 after depreciation, Excise Taxes and reserves, including reserves for voluntary price reductions on war contracts, but before provision for Federal Income and Excess Profits Taxes. Latter taxes on this profit are estimated at \$769,146 net.



*All over the country—  
they're talking about*

# FULTON LEWIS, JR.

From Maine to Montana, from Miami to Malibu... everybody is discussing Mutual's ace newscaster and his latest daring scoops in the home front. He obviously has what it takes to get a nation-wide audience excited. And sales figures prove that he has what it takes to make a hundred sponsors happy.

*America's most talked about  
commentator...*



Sell him at your one-time quarter-hour rate per week. Call, wire, or write  
WM. B. DOLPH  
WOL, WASHINGTON 6, D. C.

ORIGINATING FROM WOL WASHINGTON, D. C.  
Affiliated with the MUTUAL BROADCASTING SYSTEM

10 WATTS 1330 KILOCYCLES

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NEW YORK'S STATION OF DISTINCTIVE FEATURES

ENGLISH • JEWISH • ITALIAN

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## LOS ANGELES

By RALPH WILK

**A**L SPAN, sound effects chief for KNX-CBS, has added two sound engineers to his western division staff. They are Allen Bode, formerly of the OWI in San Francisco, a senior engineer, while Chester Kessler is a new junior sound man. Mary Ann Gideon, sound effects engineer, is being screen-tested at M-G-M, while Span's secretary, Joline Westbrook, is being tested by Columbia Pictures.

Our Passing Show: Dinah Shore, Jack Carson, Charles Ruggles, Neil McDonald, Coy Williams, Charles P. Ryder, Jr., Gus Dembling, Lloyd Brownfield, Pat McGeehan, Milt Samuel, Noel Corbett, Wilbur Hatch, Fletcher Wiley, Galen Drake and Eddie Marr lunching at Brittingham's.

One hundred employees of the Owl Drug Company, Los Angeles, were guests of "Roma Show" at KNX, Oct. 7. The drug employees are also scheduled to attend two other CBS shows "Screen Guild" in November and "Burns and Allen" early in December.

Bob Burns has found another point of similarity in the Tank Destroyer Corps who employ the Bazooka rocket gun named after the Arkansas Traveler's "musical" instrument. It's the corps' slogan "Seek, Strike, Destroy." Bob says that for years he has been seeking his fortune, striking good luck and destroying music!

Shirley Mitchell, Hollywood air actress, got one of radio's most unusual "plugs" in the comic strip, "Ella Cinders," when a soldier in Africa asked Ella to "look up Shirley Mitchell when you get to Hollywood."

In answer to requests from boys overseas, Cass Daley and Bing Crosby are scheduled to sing a duet on "Command Performance."

Earl Jacobs, 23-year-old ex-marine, now working in the mail department at Warner Bros. appeared as a guest on the "Johnny Presents Ginny Simms" program, Tuesday. Jacobs had an arm blown off at the battle of Guadalcanal, and was a patient at the Naval Hospital in Oakland for nine months. As a guest of Ginny Simms he was permitted to make a long distance telephone call and he was in a quandary as to whether to call his girl friend in Chicago, or his nurse at the Hospital—Gratitude won out over romance, and Jacobs called his nurse, Ensign Mary Zupert.

Ronald Hayes, of the Sea Island Sugar Company which sponsors CBS "I Was There," returned to his San Francisco home after a two weeks business trip here.

# MAIN STREET

OL' SCOOPS DAILY

### Memos of an Innocent Bystander. . . !

● ● ● Due to difficulties involving dollars and cents, Jane Cowl, who was scheduled to audition as a replacement for the "Your Home Front Reporter" over CBS, decided not to. . . . Madeleine Carroll auditioned instead for the Ruthrauff & Ryan show with Bob Trout, announcing . . . . William Esty has taken over the "Blind Date" show, heard over the Blue, from Benton & Bowles. . . . Tom Luckenbill, who returned from the coast Friday, announced that the CBS show for Camels, featuring Garry Moore, Jimmy Durante and Georgia Gibbs and Producer Phil Cohan, return to N. Y. Oct. 30th. . . . Sunday October 24, Frank Sinatra, accompanied by a 32-piece orchestra under the direction of Axel Stordahl, will CBS start a new series of "swoonests" at 7:00-7:15 p.m. . . . incidentally we hear the lad, heckled by a guest at the Wedgewood Room last week, told the "smart-Aleck" off—but good—and was cheered by the cash customers. . . . Cyrena Van Gordon, mezzo-contralto, who scored last Friday at Town Hall, will be featured with the WGY Silver String Orchestra, beginning next month. . . . Hit Parader Jerry Wayne will be seen and heard in the romantic lead in "Marianne," the musical, which will be co-produced by B. P. Schulberg and Marion Gering. . . . Chief Petty Officer, U. S. Coast Guard, Victor Mature will be Ginny Simm's guest on her "Johnny Presents" program Tuesday. . . .

★ ★ ★ John Brown, scripter who joined the Jack Benny writer staff and leaves with the comedian's gang for Hollywood after Sunday's program, will be replaced by Lew Lehr, as emcee of the "Awake At the Switch" Blue Net program, starting Tuesday. . . . Because the day his orchestra originally opened at the Roosevelt Hotel Grill in Gotham back in 1929, happened to be a Thursday, Guy Lombardo opens each new season there on that day. . . . Sue Read, NBC television star, MBStarts a new thrice-weekly program. . . . Jack Robbins' new plug tune, "Anchors In the Sky," written by John LaTouche and Peter DeRose will definitely make the Hit Parade before the snow flies. . . . it has been selected as the official theme song of the U. S. Naval Air Forces. . . . "Tiny" Ruffner will be the new emcee starting Thursday, for the "Better Half" comedy show via MBS. . . . The coaching of his pianist-accompanist, Mortie Howard, is largely responsible for Little Bobby Hokey's artistry being brought to the fore. . . . the five-year-old child star, though unable to read, is a master of the art of timing. . . . Pat Dane still wants to thrush with Tommy Dorsey's band, but Hubby (Tommy) still vetoes. . . .

★ ★ ★ Columbia Pictures, even before "Hey Rookie," was completed, offered Hal McIntyre a seven-year contract, calling for two pictures a year. . . . Will Roland, former manager of Benny Goodman, has been placed in charge of Volunteer Radio Talent for USO-Camp Shows. . . . Morton Downey's "Chapel of the Air" programs a Friday feature of his Blue Net series, is short-waved to Servicemen all over the world, filling in at tiny outposts where they have no Chaplains of their own for religious services. . . . We hear that three different Agencies are interested in Bill Gernant's program, "You Were Meant To Be A Star," which features Hollywood's only femme director, Dorothy Arzner. . . . we heard the show. . . . it's "Big timey" . . . . Buddy DeSylva, Paramount Production head, is spending lots of time listening to the loudspeaker. . . . wants new faces, new names, new personalities. . . . Emcee-comic Roy Renard, understudy to Milton Berle, rates a bow: To do his bit, he works the 7 a.m. to 3 p.m. shift at Kollman's Aircraft. Defense factory in Elmhurst. . . . gosh. . . . when does he sleep? . . . . Pvt. Paul Taubman, formerly musical director of the "Mary Marlin" program and now stationed at Camp Van Dorn, Miss., is composing special music for the Army Units. . . .

— Remember Pearl Harbor —

## San Francisco

**R**ALPH H. BRUNTON, KQW president, and station manager C. McCarthy were hosts to executives and radio buyers of forty advertising agencies recently at a farewell party for Art Kemp and Cha Morin, CBS executives, who left new posts in the East. Kemp, Pacific Coast sales chief for CBS, left Detroit as general manager of CBS offices there. Morin went New York as Eastern sales manager for the Columbia Pacific network. Wayne Staffner moved up as manager for Columbia in San Francisco.

Recent interviews on Jane L. "Woman's Magazine of the Air" KPO have given the multi-sponsor program an international flavor. Quizzes included Mme. Katina Panou, Greek star of "For Whom Bell Tolls"; Mme. Nela Magid, wife of the NBC correspondent in Russia currently lecturing for Russian War Relief, and Lt. Com. Ha Mohammed Siddiq Choudri of Royal Indian Navy. Current sponsors of the "Magazine" include P. Foods, Inc., Pan-American Coffee Bureau, Consolidated Milling Swift & Co., Loma Linda Foods, United Wallpaper Co., and West Auto Supply.

Singing stars of the current twenty-first season of the San Francisco Opera Company are interviewed in a fortnightly series on KGO by Ann Hayden, femme commentator. Among stars scheduled are Florence Kjaer, who makes her grand opera debut singing Minnie in "The Girl of Golden West"; Charles Kullman, Poldo in "La Boheme"; Dusolina Giamini, Santuzza in "Cavalleria Rusticana" and Magit Bokor, well known European singer.

Helen Morgan, San Francisco radio producer and longtime veteran of KGO-Blue Network staff, has shifted to KPO, NBC outlet. She has produced such shows as "Death Valley Days," "Dr. Kate" and "Hawthorne House" serials, and numerous variety opuses.

Thanks . . .  
and Best Wishes

PVT. JACK EIGEN

whose clever Broadway and Hollywood commentaries over WMCA these past seven years did such a terrific job for two of my favorite accounts . . . .

Bredt's Beer and  
Crawford Clothes

Wilbur Stark

BEST RADIO BUY IN BALTIMORE!

# W C B M

FREE & PETERS  
Exclusive National Rep.  
John Elmer, President  
Geo. H. Bader, Gen. Manager



# Factors Endorse Radio Programs

(Continued from Page 1)  
 six-month experimental period which both courses were accepted as approved In-Service courses for teachers but without Under today's approval, courses satisfactorily completing courses will get full credit and annual salary increments in school system.

"The Free" is a historical dealing with the growth and development of the American and is broadcast over NBC Sun- at 4:30 p.m., EWT. "Music of New World" is a series dealing the growth of music in the Americas, featuring an orchestra in the direction of H. Leopold and, and is broadcast Thursdays 30 p.m., EWT.

To Visit Radio City NBC Inter-American University of the Air programs will be substituted by the teachers by visits to NBC's Radio City studios and lectures. The courses are the only ones that can be attended, in part, at teacher's home.

accepting these courses for full credit," said John E. Wade, superintendent of schools in New York City. Board of Education recognizes important contribution to education of the NBC Inter-American University of the Air. We have watched fully the two courses which were moved last March and the board was convinced that the courses are worthy of full In-Service credit. Last March that it was our belief that the content of this series would be of marked value in the proposed improvement training of teachers in the New York City school system. This belief has been confirmed by the experience of the first year.

Simultaneously with the announcement of the New York City Board of Education action came word from Robert Farley, director of public relations for the National Education Association, of plans for an extension of this type of in-service training of teachers by radio on a nationwide



Just that my advertising on WFDF, Michigan, has always brought good luck."

# THE WEEK IN RADIO

... Blue Transfer Approved ...

(Continued from Page 1)

gent, remained on the Board. New directors are: Noble; Franklin S. Wood, Nodie's attorney; Earl E. Anderson, ABS vice-president; C. Nicolas Priaulx, ABS secretary-treasurer. At the same time, new officers were elected to the corporation: Nodie, chairman of the board; Priaulx, vice-president in charge of finance; Robert D. Swezey, Blue counsel, secretary. Woods, Kopak and other officers retain their present positions. In connection with the transfer, Nodie reiterated in part the statements made in his letter to the FCC, emphasizing that "... the first and basic consideration is to win and hold the broadest possible public following ..."

Anticipating the FCC's decision, Mutual Broadcasting System announced that it would request dismissal of anti-trust proceedings against RCA and NBC which had been filed in Chicago in January 1942. Previous to Mutual's announcement, it was revealed that the Federal Court in Chicago had dismissed the government's anti-trust suit against CBS on the motion of assistant U. S. district attorney Daniel B. Britt that the FCC now has the authority to take action on the case. Suit, which was filed a few days before Mutual's, also includes RCA and NBC. Dismissal action on the latter companies has not yet taken place, though the transfer of the Blue will probably resolve the charges.

War Production Board representatives of the NAB last week that every effort is being made to alleviate the civilian tube situation and to keep home receivers alive. Board has decided to release 576,613 tubes, originally held for export, for domestic use. WPB announced the revision of its Preference Rating P-133 to make it the exclusive controlling order for obtaining maintenance, repair and operating supplies for broadcasters. National Broadcasting Company announced the completion of arrangements for the televising of

major sports events and other specialties from Madison Square Garden for the benefit of service men in hospitals within the Metropolitan area. Network has already installed television receivers in two hospitals, and plans are under way for installations in many others. First telecast over WNBC, NBC's television outlet, will be the rodeo next Monday evening. WPTZ, Philadelphia, and WRGB, Schenectady, will rebroadcast the snows. William H. Rineschriber, Jr. will temporarily replace Davidson Taylor as special assistant to CBS director of broadcasts during Taylor's absence on an overseas Owl assignment. It was announced last week, taking over Rineschriber's duties as director of shortwave programs will be John W. Hundley, CBS traffic manager of assistant director of shortwave programs. Niles Trammell, president of NBC and John F. Royal, NBC vice-president in charge of international relations, arrived in London last week on the first leg of their world tour. Purpose of the trip is to complete arrangements for international broadcasting on a large scale, with the re-opening of NBC bureaus in principal European cities as they are occupied by the Allies, as well as a study of the possibility of setting up an international organization similar to the International Broadcasting Union.

Chicago office of NBC announced a 60.2 per cent increase for the first nine months of 1943 over the same period in 1942. Philip H. Cohan was named head of the OWI's Domestic Bureau. Transcription companies and AFM remained in conference with the WLB panel last week discussing revisions of the ET pact. Final decision is expected early this week. American Federation of Radio Artists resumed conferences with transcription firms pending the expiration of AFRA's ET code on October 31. AFRA is asking a five dollar raise per artist on 15-minute shows.

## Philco Gets 2nd "E" Award

Philadelphia—For continued high achievement in the production of war material, Philco Corporation has been awarded a second white star to add to its Army-Navy "E" flag, according to word received from Robert P. Patterson, Under Secretary of War. With all its production going to the war effort, Philco is turning out electronic and radio communications equipment for planes, ships, tanks and ground forces, rocket-propelled ammunition for the "bazooka," shells, fuzes, and industrial storage batteries for the Army, Navy, Maritime Commission.

## Searle Gets Promotion

Lionel M. Searle, for the past year manager of the Monroe Street plant of the Simplex Radio Division of Philco Corporation, Sandusky, O., has been named manager of the entire division, it was announced by John Ballantyne, president of Philco Corporation.

## Chick Carter Clubs Thriving

Mutual reports great success with its "Chick Carter Inner Circle Club," having accumulated over 21,000 members in three weeks. Among those writing in for pamphlet offered on the past history of Chick and Nick Carter, dating back to the end of the last century, were namesake representatives from two branches of the armed forces: Sgt. Nick Carter, stationed in Arkansas, and Nick Carter Y/IC, U.S.N.R.

## "Stars And Stripes In Britain"

"Stars And Stripes In Britain," the well-known and popular U. S. Servicemen's program broadcast from England by the British Broadcasting Corporation to America every Sunday evening, is taking its first holiday in a year and a half since its inception, and went off the air for four weeks beginning October 17. It has been rebroadcast in the United States by many stations.

# "Blind Date" Show Gets New Sponsor

Lehn & Fink Products Corporation will sponsor "Blind Date" on the Blue Network, beginning Oct. 25. The half-hour show, originating in New York, will be heard Monday at 8:30 p.m., EWT, on 157 stations. Mistress of ceremonies on the audience participation show will be Arlene Francis, star of stage and radio, who will be assisted by announcer Jimmy Wallington.

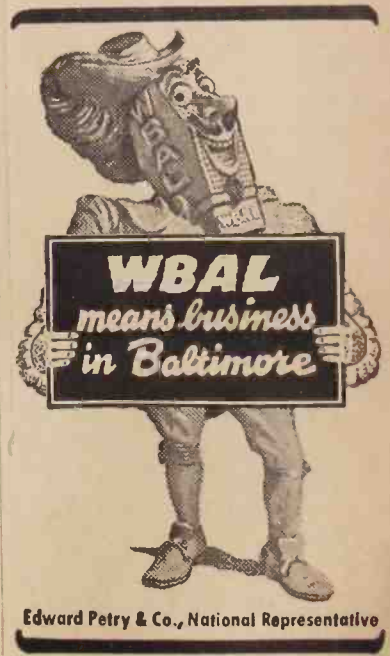
"Blind Date" will promote Pebecco tooth powder in the opening announcements. Hinds Honey and Almond Fragrance cream on the main commercial spot, and Hinds hand cream at the close of the show. Dr. John B. Watson of William Esty & Co., agency in charge of the account, is the account executive, with Tom Wallace acting as producer-director for both the main show and the West Coast repeat broadcast which will be heard at midnight.

## AMP Extends 19 Pacts

Music licensing agreements between Associated Music Publishers, Inc. (AMP) and the following stations have been extended for additional periods:

- KABR, Aberdeen; KCKN, Kansas City; KDLR, Devil's Lake; KFI, Los Angeles; KOMA, Oklahoma City; KWNO, Winona; KYA, San Francisco; WAGE, Syracuse; WBNX, New York City; WCBM, Baltimore; WDAF, Kansas City; WIOD, Miami; WJBK, Detroit; WOL, Washington; WPTF, Raleigh; WQXR, New York City; WRVA, Richmond; WSBA, York, and WWRL, Woodside, L. I.

New agreements have been completed with WJAG—Norfolk, Nebraska; WIBC, Indianapolis, and WPAY, Portsmouth, Ohio.



Edward Petry & Co., National Representative



## GUEST-ING

COL. RALPH G. DE VOE, commanding officer of Halloran General Hospital on Staten Island, on "Ed Sullivan Entertains," today (WABC-CBS, 7:15 p.m.).

CARY GRANT and LARAIN DAY, in an adaptation of "Mr. Lucky," on Cecil B. DeMille's "Lux Radio Theater," today (WABC-CBS, 9 p.m.).

GAIL MEREDITH, Canadian vocalist, on Guy Lombardo's "Three Ring Time," today (WABC-CBS, 10:30 p.m.).

JERRY COOPER, singing star on the "Keep Ahead" show, on the premiere of the Mary Small program, today (WJZ-Blue Network, 7 p.m.).

ROSALIND RUSSELL, BRIAN AHERNE and JANET BLAIR, in an adaptation of "My Sister Eileen," on the "Screen Guild" program, today (WABC-CBS, 10 p.m.).

REP. JENNINGS RANDOLPH of West Virginia, GOV. ELLIS ARNALL of Georgia, REP. EMANUEL CELLER of New York and PROF. ALONZO F. MEYERS, of the School of Education at New York University, discussing "Should Eighteen-Year-Olds Vote," on Theodore Granik's "American Forum of the Air," tomorrow (WOR-Mutual, 9:30 p.m.).

RITA HAYWORTH, with "George Burns and Gracie Allen," tomorrow (WABC-CBS, 9 p.m.).

CLAUDIO ARRAU, South American pianist, as soloist with the Columbia Concert Orchestra on "Invitation to Music," Wednesday (WABC-CBS, 11:30 p.m.).

MONTY WOOLLEY, on the "Dinah Shore Program," Thursday (WABC-CBS, 9:30 p.m.).

SECRETARY OF THE NAVY FRANK KNOX, telling of his recent trip to the North African and Italian front, on the "March of Time" program, Thursday (WEAF-NBC, 10:30 p.m.).

### CP Denied To KVOE; Other Activity By FCC

Washington Bureau, RADIO DAILY  
Washington—The FCC has adopted proposed findings to deny KVOE, Santa Ana, California, a construction permit to change operation assignment for 1,490 kc. with 250 watts, unlimited, to 1,480 kilowatt, unlimited. This action is in conformity with the equipment freeze of April 1942.

At the same time the Commission made final the proposed findings denying without prejudice the following cases:

Intermountain Broadcasting Corp., KDYL, Salt Lake City, for construc-

## Strong Increase Of Activities In Transcribed-Program Field

(Continued from Page 1)

grams, in the small station field is summarized as follows:

General Foods is utilizing the wax web over a list of KBS stations paralleling the food company's distribution in the Southeast, South and Southwest. This business comprises fifteen one-minute spot announcements per week and is released by Young & Rubicam. In addition agency is running a schedule in behalf of GRAPE-NUTS and GRAPE-NUTS FLAKES. For General Foods' MUST TOASTIES, POST RAISIN BRAN and 40 per cent BRAN FLAKES, Benton & Bowles is running a schedule of 15 one-minute ET's per week on 123 KBS stations paralleling distribution of these products.

The California Fruit Growers Exchange, through Foote, Cone & Belding, of Los Angeles, Calif., is running a heavy series of broadcasts in behalf of SUNKIST LEMONS. Schedule comprises 21 one-minute ET's per week, running seven days of each week on 168 KBS stations.

Recent addition to the KBS network is the Block Drug Company series of one-minute ET's in behalf of GOLD MEDAL CAPSULES, running five times weekly on a nationwide list of KBS stations.

Starting today, a new series of spot announcement broadcasts is being started by Beaumont Company, subsidiary of Grove Laboratories, St. Louis, in behalf of GROVE'S 1-WAY COLD TABLETS and VITAMINS. This business is released by Donahue & Coe of New York City.

Beginning today affiliated stations commence a new series of announcements in behalf of Dr. L. D. LeGear Medicine Company, promoting the famous line of DR. LE GEAR'S PRESCRIPTIONS. Released through Simmonds & Simmonds of Chicago, Ill.

Starting November 1st, 140 stations will inaugurate a new campaign sponsored by the Flex-o-Glass Manufacturing Co., makers of FLEX-O-GLASS. Series comprises five-minute programs three times weekly and is handled by Presba, Fellers & Presba.

Sterling Drug, Inc. launched a new 52-week cycle for DR. CALDWELL'S on Keystone, commencing September 27, 1942, on 133 stations. The campaign consists of one-minute ET's, five times weekly. The account is handled by Sherman & Marquette, Inc. of Chicago.

On October 3rd, KBS headquarters reported the renewal of the OLD FASHIONED REVIVAL HOUR, famous one-hour Sunday religious program, sponsored by the Gospel Broadcasting Association through R. H. Alber Co. of Los Angeles, Calif.

Renewal is also reported for 52 weeks, commencing in November, by Miles Laboratories, Inc. of its HISTORICAL ALMANAC OF THE AIR series in behalf of NERVINE. Business is handled by the Wade Advertising Agency of Chicago, Ill.

Considerable activity is reported by the transcription network dealing with the broadcasting of network musical programs, extending famous features to small town and rural audiences via KBS. This plan, originated by Keystone, was interrupted for the duration of the A F of M ban on recorded music and has now been resumed. It is stated that a group of major advertisers are now readying their plans for the resumption of re-broadcasting their network features to the vast rural and small town areas in which the KBS network specializes. Further development in this connection will be announced at an early date, according to KBS officials.

#### First "Pop" Disc

First record for general circulation by Decca, since that company scored a beat by signing with the AFM, is Al Dexter's mighty popular square-

tion permit to change frequency from 1,320 to 880 kilocycles, increase power from 5 to 10 kilowatts, make changes in directional antenna system for both daytime and night-time use and change the transmitter.

Beauford H. Jester, et al, Waco, Texas, for construction permit to establish a new station to operate on 1,230 kilocycles, 250 watts power, un-

limited, also Eastern Broadcasting Co., Inc., Long Island, N. Y., for new station to operate on 1,520 kilocycles, with one kilowatt power.

The Commission has also granted the Alke Worth Broadcasting Corp., Palm Beach, Fla., license of WWPG, permission to change its name to the Palm Beach Broadcasting Corporation.

#### Commercial ET's Coming

Wheels are turning rapidly for the commercial diskers. Musical spots are in work through agencies for major film companies—Paramount, Fox, RKO—it was learned. Some of the larger ad firms have already started for diversified accounts. Young & Rubicam announces transcriptions with music for Robin Hood Mums of Canada over Canadian outlets, one-minute and half-minute spots for domestic plugging of Lipton's Tea and, in New York, for Macy's department store.

#### WOR Studios Busy

World Broadcasting System declined to comment on their new transcription activities. Condition at WOR Recording Studios, active newcomer in the ET field, is a busy one. Only two pieces of business were available for publication at the Bamberger subsidiary due to prevailing reluctance of clients to make known their plans; first two accounts to come in since the signing of the musicians' pact were two ad agencies—The Blaine Thompson Co. and Lester Harrison Associates—the latter with five-minute musical spots in behalf of Bali brassieres.

#### Forecast Musical ET's

Forecast for greatly expanded use of music transcriptions is seen in statement of Thomas M. Kelleher, manager of WOR Recording Studios. "Since the signing of the contract," he said, "the use of AFM members in the making of commercial ET's has increased steadily and shows signs that, between now and Christmas, there will be more musicians employed in this manner than before the ban went into effect."

Reticence of Empire Broadcasting Corp. was attributed to customers' wish to stay out of print. Arthur Lubo, account executive for the independent ET outfit, said: "We are not in a position where we can release information of our clients' activities." Shunning of publicity by ad men and syndicated producers, generally, may be due—in part—to their recent transfer of business from former recorders to transcription firms that have signed with the musicians' union.

## NEW BUSINESS

KPO, San Francisco: Swift & (All-Sweet Margarine), participating in "Woman's Magazine of the five days weekly, 35 weeks, through J. Walter Thompson; Mannings, (coffee), weekly participation "Woman's Magazine of the Air," weeks, through Gerth-Pacific Agcy.; Grove Laboratories (Vital & Cold Tablets), five-minute ET's weekly, for 26 weeks, through R. M. Seeds Co.; Link Aviation Dev. Inc. (aviation devices), quarter-hour program weekly for 10 weeks, through Craven & Hedrick, Inc.; Quaker Co. (Quaker Oats), four anns. weekly for 13 weeks, through Ruthrauff Ryan, Inc.; Potter Drug & Chem. Corp. (Cuticura soap and ointment), 14 anns. weekly for 52 weeks, through Atherton-Currier, Inc.; Norw. Pharmaceutical Co. (Pepto-Bismol), anns., through Lawrence C. Gubiner Adv. Agcy.

### BBC Executive May Head CBC Network

Montreal—Leonard W. Brockington, KC, special adviser to the British Ministry of Information, arrived here last week from the United Kingdom and said in a brief interview the time had come for him to decide whether or not to take up residence again in Canada.

A statement by Mr. Brockington that he had numerous attractive offers to remain overseas was taken to indicate that he had turned them down and decided to stay in the Dominion.

There have been reports current in Ottawa recently that Mr. Brockington would be offered the general managership of the Canadian Broadcasting Corporation to succeed Dr. J. S. Thomson, who has announced his intention of returning to his post as president of the University of Saskatchewan.

Mr. Brockington is a former chairman of the CBC Board of Governors. The board will meet later this month to recommend a successor to Dr. Thomson.

The meeting will prepare a recommendation to the government nominating a successor to Rev. J. S. Thomson, general manager of the corporation for the past year. Last month the board approved Dr. Thomson's request that he be released from his duties.

### Gracie Fields Starts New Mutual Show Tonight

Gracie Fields, comedy star, begins her new "Victory Show" over Mutual tonight at 9:15 p.m., EWT. New feature of this season's programs will be "Lads Have a Parade," a salute to fighting heroes. Each night the comedienne will pay a tribute to several heroes and to a city which is doing a "war-job" on the home front at the present time.



# Morgenthau 'Thanks' To Stations Via ET

(Continued from Page 1)  
all, the Third War Loan Drive. Secretary Morgenthau's personal message to each station manager will be read in the middle of the "Treasury Star Parade" record, No. 291, featuring Vincent Lopez, which will be broadcast immediately upon completion.

Specifically localized by the announcer in each record, who says: "Here is a message to the management and personnel of this radio station from the Secretary of the Treasury," Mr. Morgenthau's remarks follow:

This is Henry Morgenthau, speaking. I want to thank you as manager of this station, for the help you gave us in the Third War Loan. Your staff, your advertisers and your stars have worked hard, and the results of the Third War Loan—the great financial undertaking in the history of the world—reflect your energy, effort and enthusiasm. You have served your country well. Because of what you have done, perhaps you have helped to shorten the war, to save the lives of American fighting men. I think there could be no greater reward than this. Again I thank you—thank you all."

The Treasury has given each station permission to re-record the Secretary's statement and use it as an announcement, preceded by a brief introduction identifying the Secretary and station by name as follows:

Announcer: (from script) "We are pleased in presenting Mr. Henry Morgenthau, Jr., Secretary of the Treasury, in a personal transcribed message to you, manager of . . . . . will then be followed by Mr. Morgenthau's message."

# Murray Says Isolationists Tried To Influence CBC

(Continued from Page 1)  
to the British Empire and at the time of the dissension between the Allies.

During the week that elapsed before Britain's declaration of war at the meeting of Canada's Parliament, the most strenuous efforts were made to change the decision to support our government's commitment.

As general manager of Canadian Broadcasting Corporation I was not immune from the impact of pressure when an effort was made to use the national radio for the purpose of stamping public opinion in advance of the meeting of Parliament."

"Sabotage" Charged  
conspiracy, he said, had been attempted and defeated, "but it is so hard to recall that those who tried to sever our ties with the Empire were not taking sabotage measures or armed forces to do their best to keep us out

# NEW PROGRAMS—IDEAS

## Nursery School Program

New show over WCLE, Cleveland, Ohio, is especially designed for the pre-school training of children from 3 to 6. Entitled "Charming Children," the program is produced by Marjorie Harm, who follows tested child training procedure combined with special features made possible by the use of radio. Program is carried on in such a manner that children take active part in front of their radios, and, in many cases groups of children can meet in each other's homes to take part in the training together.

Ten to fifteen children are invited to the studio each morning to attend school under the direction of Mrs. Harm, and the sessions are broadcast. Songs, stories and action features are written by her for the children.

As adequate pre-school training should include handwork correlated with the broadcast program, Mrs. Harm has planned and designed a

## KDYL Army Show

"Mission For Tonight" is a new weekly program over KDYL, Salt Lake City, Utah. Produced and narrated by former announcer Lt. Paul Langford, now assistant public relations officer at the Salt Lake Army Air Base, show features a tribute each week to a different city throughout the country—thus making it the "mission for tonight." Inasmuch as the returned war heroes pass through the Army Air Base, they are interviewed on the program after a dramatic narration by Langford. Augmented by the Army Air Base orchestra and entertainers, show plays before an all-soldier audience and features top flight guests.

project which is distributed at nominal cost to mothers who request it.

Show, which is sponsored by the American Crayon Co., is aired five days weekly at 10 a.m.

## CBS Correspondent Back From Europe

Back from four and one-half years in Europe, Charles Collingwood, ace CBS correspondent, told a press luncheon on Friday that he was amazed at the anti-British feeling existing in our country.

"Since my arrival here a week ago I have found friends in New York and Washington, making sinister allegations that behind every British incident there's some serious plot," Collingwood declared. He added, however, that the comradeship of the English and American fighting forces in Africa, Sicily and Italy is convincing proof that the allegations are grossly exaggerated.

Collingwood, on leave in the United States until January 1 for a lecture tour, spoke complimentary of the overseas OWI service. "I think they are doing a good job," he said. "The days of invasion by arms alone have past, we have got to invade with

of the war, and when this failed, tried to limit our contribution."

In an interview after the meeting Maj. Murray amplified his remarks. "A group of responsible men in the left wing of politics," he said, "stated that under the purest view of neutrality all BBC broadcasts should be taken off the air in Canada. They proposed as an alternative that German news broadcasts should be given equal and corresponding representation on the CBC."

He added that the group also suggested that he should organize a series of broadcasts before parliament met, in which "there should be powerful advocacy of a state of neutrality as the decision which parliament should take." He did not identify the group but said he had by refusing "earned its lasting resentment." He added; "these demands were resisted by my own authority," and declared he had given the facts in

## "Better Half" Program Back On Mutual Oct. 21

"The Better Half," quiz show, will return to WOR and the Mutual network for a new series, with "Tiny" Ruffner as the emcee, beginning Thursday 8 to 8:30 p.m.

The marital quiz show, pitting husbands against wives, was formerly heard Mondays, until it left the air for a brief vacation in the latter part of September.

Conceived by Jack Byrnes, WOR radio engineer, the quiz brings to the microphone four pairs of married couples who are put to all sorts of amusing tests to determine which is the "better half" of the family.

ideas too." Paul White CBS news broadcasting head, introduced Collingwood. He characterized him as "a Rhodes scholar who didn't return with an accent" and as an able reporter. He also referred to Collingwood as receiving the Peabody award for the best overseas reporting.

testimony before the House of Commons radio committee in 1942, but the evidence was not made public.

Maj. Murray's remarks appeared to be aimed at the Canadian Commonwealth Federation, of which M. J. Coldwell, M. P., is leader. Coldwell, who was prominent when differences over the conduct of CBC were aired at a Parliamentary inquiry into radio in Canada, issued a denial of the former general manager's statement.

"Mr. Murray," he said, "gave no evidence that was not in public, and submitted no report which was not published. Had he ever made such a charge before the committee, do you imagine it would have escaped attention by the newspapers? I do recall however, something to the effect that he had been interfered with by one of the Governors, now dead, with whose view he was at variance, but this evidence was denied by Mr. Pickering, his assistant."

# ONE MINUTE COMMERCIAL



Radio is playing an IMPORTANT part in the war effort. Its manpower is CONSTANTLY on the alert to this patriotic obligation. It's no wonder then that radio executives EVERYWHERE automatically reach for their copy of RADIO ANNUAL in connection with their WAR ACTIVITY work.



The 1944 Radio Annual is NOW in intensive preparation. Its one thousand and more pages will cover both radio and television intensively and intelligently. And just a thought regarding advertising. RADIO ANNUAL does not cool its heels in the waiting room because it is on the desks of busy radio EXECUTIVES every day throughout the year. In other words it offers three hundred and sixty-five days of advertising value at a ONE TIME rate.



# FROM STATION RADIO DAILY



# ★ ★ ★ COAST - T O - COAST ★ ★ ★

**ST. LOUIS, MO.**—Not satisfied with published surveys, KXOK inserted a 35-second announcement following H. R. Baukhage's program. Announcement requested audience to write KXOK's program director if they enjoyed the noonday news commentary. Results were quite gratifying, with over 500 mail pieces on one announcement. Willis Ann Weatherhold is the latest addition to the KXOK news department. Prior to her present position, Miss Weatherhold worked on the Peoria "Star" and for the State Department in Washington. KXOK in cooperation with WSUN, St. Petersburg, Florida, is broadcasting a series of transcribed interviews with St. Louis boys in the Merchant Marine stationed at St. Petersburg. In addition to the ET's, outlet invites parents of the boys to appear on Kay Morton's new show "Just For You."

**NEWARK, N. J.**—Paul Brenner, jockey for WAAT's "Requestfully Yours," daily two-and-a-half hour disc show, has inaugurated a system for interviewing star vocalists and bandleaders who are unable to appear at the studios. Platters are cut in New York and are aired the next day. These recorded interviews, which will be a weekly feature of the program, got under way with Ted Straeter, Sammy Kaye, Vaughn Monroe, David Rose, Tommy Dorsey and others are scheduled for future spots.

**AUSTIN, TEXAS**—Send-off program for the United War Chest drive in Texas originated from Radio House at the University of Texas. Texas Quality Network carried the show, picked up by the Lone Star and State Networks as well as more than 40 independent stations, and transcription of the show was made and re-broadcast the next day over 60 more stations. Radio House writers and announcers also prepared recordings of 16 spot announcements for the drive to be used by Texas stations throughout the campaign. Inaugural show featured talks by Governor Coke Stevenson and George A. Butler, state director of the drive. Student musicians and actors handled the remainder of the program.

**HAPPY BIRTHDAY TO YOU**

October 18

Helen Claire	William Drips
Louise Fitch	Annette Hanshaw
J. D. Henry	John MacBryde
Lorraine Mantler	Peter Petrushka
Meveric Clyde Rudd	Jack Turner

**MINNEAPOLIS, MINN.**—Rollie Johnson, WCCO sports editor, is covering all University of Minnesota football games both home and away. A resume of his activities includes a pre-game program called "Touchdown Time," in which predictions of major contests throughout the country are given, a play-by-play broadcast of the game, and a post-game summary. The pre-game show and play-by-play account is fed to KDAL, Duluth. "Win With Vimms" is a new five-minute show on WCCO, featuring Clellan Card as emcee plus the top tune of the week according to a survey of local music counters. Sponsored by Vimms, account was placed through BBD&O in Minneapolis.

**PHILADELPHIA, PA.**—Robert Heckert, writer and lecturer who lived in Europe from 1926 to 1938, has begun a new commentary series over WIBG. He is heard five days weekly at 8:30 p.m. Glenn Adams, who before joining the Army was attached to WIS, Columbia, S. C., has joined the WIBG announcing staff. He recently received a medical discharge from the Army. First of the new WIP series, "Forum of Public Opinion," will be presented this Sunday from 2:30 to 3 p.m., with the cooperation of the radio committee of the University of Pennsylvania. Topic for discussion for the initial program is "Juvenile Delinquency." Edward F. Turner, veteran transmitter engineer at WIP, died suddenly on October 9 in the Hahnemann Hospital, Philadelphia. He is survived by his wife, Anna. Powers Guaraud has been signed through the E. L. Brown agency by Yellow Cab for another year on WCAU, his sixteenth with the station. He will continue his Monday-through-Friday stint as the "Old Night Owl" from 11:30 to 11:40 p.m. Newest WCAU announcer is Mark Gregory, formerly program director at WEGO, Concord, N. C. Previously Gregory was staff announcer at WMCA, New York; WLW, Cincinnati, and WRC, Washington. He replaces Wade Barnes, who resigned to do free lance work.

**WASHINGTON, D.C.**—Jay Caldwell is back at work as night supervisor of WOL, after having been confined to a local hospital for a month with a severe case of malaria. Caldwell, who has been with WOL for two years, also conducts the daily morning program "Mr. Moneybags."

**SAN ANTONIO, TEXAS**—Annette Davis has joined the WOAI staff as organist, coming there from the Edgewater Beach Hotel in Chicago. Sterling Insurance Co. is sponsoring a daily 15-minute newscast over WOAI five days weekly at 11 p.m. Richard Smith is the newscaster. Charles C. Shaw, KTSA news editor, is being featured in a new 15-minute series five days a week entitled "People and Places." Show will present people behind the news and intimate views of places in the news;

various well known military personnel will be interviewed by Shaw. Shadowland Night Club has set a series of nightly quarter-hour broadcasts from the studios of KABC. Programs will feature the recorded music of the band playing the club. Employers Casualty Co., of Dallas has started a new series over the Texas Quality Network at 6:45 p.m., CWT. Titled "The Music Parade," show originates at WFAA, Dallas, and is aired by WOAI, San Antonio, WBAP, Fort Worth and KPRC, Houston. Programs feature songs by Ruth Norton, soprano, and Harold Brown, with music by a string ensemble. A. F. Allen, president of the company, is heard in a brief message on each broadcast.

**OAKLAND, CAL.**—Ed Calder, former manager of KHUB, Watsonville, Cal., and more recently manager of KSN in San Jose, has been appointed program director of KLX. Ruthelie McConnell is the new KLX women's editor, replacing Margaret Bruce Cleveland who retired to join her husband, a lieutenant in the Air Corps. "KLX Kitchen" is now conducted by Josephine Marston from 10:55 to 11 a.m., Monday through Friday. NAM sponsored conference of Woman Leaders of Industry is being broadcast today by KLX by remote from the St. Francis Hotel in San Francisco.

**SAN DIEGO, CAL.**—With the addition of KSFJ, the Pacific Coast circuit of the UP radio news wire reaches from the Canadian to the Mexican borders. KVOR, Vancouver, B. C., marks the top point. Beside 32 California stations, this circuit serves 42 others in the six neighboring states of Idaho, Montana, Nevada, Oregon, Utah and Washington.

**MILWAUKEE, WISC.**—L. W. Herzog, manager of WTMJ-W55M, has been named secretary-treasurer of FM Broadcasters, Inc. Call letters for W55M will be changed to WMFM on November 1. For the eighth consecutive year "The Adventure of Gimble and Ellie" will be carried on WISN during the Christmas season. Program is sponsored by Gimbel Brothers department store here. First broadcast will be early in November, and show will carry on until Christmas Eve. Continuity is written by WISN's Mary Ann Lemay and production is handled by Woods Dreyfus, production manager.

**FORT WORTH, TEXAS**—Latest accounts to contract for air time over KGKO include the Fasel Optical Co. of Dallas, which has placed a series of 100-word announcements to be aired daily. Account was placed direct. Hess & Clark, Inc., manufacturers of Hess & Clark remedies, are airing a five-minute transcription over KGKO entitled "Home Harmonies" which will be heard Mondays through Fridays for 52 weeks. Account was placed through N. W. Ayer & Son.

**SEATTLE, WASH.**—Expansion of sales staff adds W. J. Abrams roster. Direct results were when "Your Work Is a Weapon," public service program, devoted to the war housing project and residents to open their homes to workers on the September 27 and 28 broadcasts. Program seemed serving such a definite purpose field that Maurice MacDonald, co-editor and scripter for the series, still another show to it. After pre-dramatic sketches to introduce them, programs urged residents to the War Housing Center and offer room war workers. Center reported results after each broadcast. Show Monday at 5:15 p.m., with repeats 10:45 p.m. the same day and 4:30 Wednesday.

**WINDSOR, ONT.**—Lix Radio pot is the title of a new show CKLW, featuring telephone calls from various householders in Detroit, giving them a chance to win a jar in U. S. War Bonds. Another CKLW feature started this week will be heard every Monday night 8:30 p.m. Titled "The Music Quiz," show consists of popular selections and local tele-calls. Cash prizes are given for correct answers.

**SPARTANBURG, S. C.**—Pvt. Mel Allen formerly on the CBS sports announcer staff and now at the Infantry Regiment Training Center at Camp Croft recently did a guest appearance on WSPA's sports program during the War Loan. After being interviewed by Grover Golightly, WSPA sports editor, Allen took pledges by phone.

**PITTSBURGH, PA.**—After broadcast yesterday over WHN, analyst William S. Gailmor flew to deliver two addresses. During day, today, he will lecture on Balkan situation to a class of officers being trained for civil administration abroad, at the University of Pittsburgh. Tonight Gailmor will be featured speaker at a dinner of 4000 National War Fund campaign workers in the auditorium of Syria Mosque.

## New BBC Official Arrives In Canada

Montreal—S. D. Delotbiniere, newly-appointed Canadian representative of the British Broadcasting Corporation, is, at six feet eight inches, tallest man in the BBC. English-born, son of a prominent French-speaking Canadian family, Delotbiniere joined the BBC 11 years ago after a short spell as a barrister. He has worked since the war in Britain as West Regional Director and London as director of empire programs. Mr. Delotbiniere will proceed to Toronto, and will occupy quarters at the national program offices of the BBC, at 55 York Street.



# CBS News House Subject

## War Effort Of Radio Praised By Hollister

Boston, Mass.—Paying tribute to the radio industry for its vital contribution to the prosecution of the war, Paul Hollister, vice-president of the Columbia Broadcasting System, gave impressive statistics of the industry's public service programs in an address before the Boston Conference on Distribution at the Hotel Marlborough yesterday.

During the events that followed the attack on Pearl Harbor, December 7, 1941, Hollister declared that "the radio industry automatically volunteered yesterday."

(Continued on Page 8)

## Quintin Reynolds Reports No Press On Trip Abroad

Predicting a long, hard fight before the Germans are whipped in decisive military action, war correspondent Quintin Reynolds yesterday related his experiences in the Italian Theater of Operations at a luncheon for radio editors tendered at the Waldorf-Astoria in his behalf by Arthur Kudner, Inc., agency for his new sponsor, Goodyear, for whom he debuts tomorrow.

(Continued on Page 2)

## C Picks Up Portugal First Time In Two Years

Realizing the great news value of the German note of protest filed with Portugal after the latter country had admitted the Azores to Britain, Portugal permitted the use of its trans-Atlantic radio on Friday morning Oct. 15, in order to feed NBC the first radio news program sent from Lisbon in two years. Luiz Lupi, one of Portugal's

(Continued on Page 2)

## "G. I." Engineers

Engineers who keep the lonely signal at the WOV, New York, transmitter on the salt marshes of Carlstadt, N. J. claim unofficial Army status: their surroundings are just as rugged and isolated as an Army post and each man, except the chief engineer, does a turn at K.P. (making lunch for the gang.) They've chosen a pin-up girl, Peggy Lloyd, announcerette.

## Quizzical Quentin

Radio correspondents are pretty good guys, said war reporter Quintin Reynolds, scheduled to bow in tonight on NBC's "Salute to Youth" for Goodyear, after his recent return from Salerno. He singled out Charles Collingwood, Bill Stone- man, "Uncle Charlie" Daly and Merrill Muller. But, he added, he preferred to follow the newspapers. "You see, I never owned a radio."

## WJZ And Blue Net Sign New Business

Spurt of business activity is reflected in account activity over WJZ and the Blue Network. Added commercials consist of new business and renewals by the "Saturday Evening Post" Sun Oil Co. and Folger Coffee Co.

Sponsorship of a 13-week campaign over WJZ has been undertaken by the "Saturday Evening Post," through

(Continued on Page 5)

## "It Pays To Be Ignorant" Cast on Kate Smith Show

Entire cast of the comedy radio show, "It Pays to be Ignorant" have been assigned by Producer Ted Collins for the "Kate Smith Hour" Friday, Oct. 22, WABC-CBS. In addition to Ralph Bellamy the show will present a streamlined version of "It Pays to Be Ignorant."

## Plan Educational Programs For Spanish Speaking People

### Green Heads Radio Dept. Of H. W. Kastor & Sons

Chicago—Appointment of Benjamin J. Green as manager of the radio department has been announced by H. W. Kastor & Sons, advertising agency. Green succeeds Edward M. Aleshire who has been commissioned a Lieut. (j.g.) in the Navy. Lieut. Aleshire has reported in Washington for duty

(Continued on Page 7)

## Congress Hears Defense of Net's Rules Re Commentators; Rep. Mundt Asks Guard Against Full Gov't Control

### OWI-Spot Sponsoring For Pre-Xmas Period

Washington Bureau, RADIO DAILY  
Washington—All local spot announcements in the OWI packet may be made available for local sponsorship during the period from November 8 through December 24, OWI Radio Chief Philip H. Cohan announced yesterday. These will key in with the Treasury's drive to divert holiday gift money into war bonds.

### RKO Names Consultant For Radio, Tele Fields

Moving to make RKO prominent in the development of television in the post-war period, N. Peter Rathvon, president, yesterday announced the retention of Ralph B. Austrian as consultant to the corporation, assigned to develop an over-all radio

(Continued on Page 4)

### Prexy Petrillo Will Report To His Union In Paper

Confirming the recording contracts negotiated with Decca and World, James C. Petrillo, president of AFM, in the current issue of "International

(Continued on Page 2)

Washington Bureau, RADIO DAILY  
Washington—The CBS news censorship policy is "an epochal step in the direction of protecting free speech and fair play on the American radio," Rep. Karl E. Mundt, South Dakota Republican, told the House yesterday. He warned that, unless radio "cleans house" in record time, control of the air will pass from the industry to the government. Already, he said, plans are drawn up for the taking over of radio as a public monopoly. "Private ownership and operation of radio in this country is not a guaranteed certainty for even the next

(Continued on Page 6)

## Bob Hope Takes Lead In Survey Ratings

Bob Hope returning to the air on NBC took the lead away from Edgar Bergen (Charlie McCarthy) in the Hooper survey dated October 15. Fibber McGee and Molly are in second place with the Bergen show third. The other evening programs landing in the "First Fifteen" are: Mr. Dis-

(Continued on Page 5)

## Mutual's Gross Billing Continues To Pick Up

Gross billings at Mutual for the month of September showed an increase of 63.1 per cent over the same month in 1942. The gross billings for

(Continued on Page 2)

## Ingenuity

Wheeling, W. Va.—Engineers at WWVA dithered when field mice, attracted by the warmth of tube coils, died of acute electricity and knocked the station off the air each time. Chief Keim bought mouse traps but nobody could spare ration points for bait. Finally one engineer solved the problem... unrationed cheese sandwiches from the local delicatessen!





Vol. 25, No. 12 Tues., Oct. 19, 1943 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersecau, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York (18), N. Y. Phone WIconsin 7-6336, 7-6337, 7-6338. Chicago, Ill.—Bill Irvin, 4802 Dorchester Ave., Phone Oakland 4545. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607. Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

# FINANCIAL

(Monday, October 18,)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Am. Tel. & Tel.	156 5/8	156 1/2	156 5/8	+ 3/8
Crosley Corp.	17 3/4	17 3/4	17 3/4	+ 1/4
Gen. Electric	36 5/8	36 1/4	36 1/2	—
Philco	23	22 5/8	22 5/8	—
RCA Common	9 7/8	9 5/8	9 7/8	+ 1/8
RCA First Pfd.	70 3/8	70 3/8	70 3/8	+ 3/8
Stewart-Warner	12	11 7/8	12	—
Westinghouse	95 5/8	95 1/4	95 3/8	+ 1/8
Zenith Radio	33 3/4	33 3/4	33 3/4	+ 1/2

NEW YORK CURB EXCHANGE				
	Bid	Asked		
Hazeltine Corp.	29 1/2	29 3/4	29 1/2	—
Nat. Union Radio	2 1/2	2 1/2	2 1/2	—


OVER THE COUNTER				
	Bid	Asked		
Farnsworth Tel. & Rad.	8 3/4	8 7/8		
Stromberg-Carlson	10 3/8	11 1/8		
WCAO (Baltimore)	19	22		
WJR (Detroit)	27 1/2			

## 20 YEARS AGO TODAY

(October 19, 1923)  
Cut-rate radio stores are beginning to take over lower Cortlandt Street in New York City... One store today offers "201-A" tubes at bargain prices—\$4.89 a tube... "Pretty Peggy" and "Last Night on the Old Back Porch" were hit tunes featured by the Lucky Strike orchestra. Carrie Chapman Catt, noted feminist, radioed a "Message to American Women."

THIS LITTLE BUDGET WENT TO

# WORL BOSTON MASS.



### Quentin Reynolds Reports To Press On Trip Abroad

(Continued from Page 1)  
today as "front-line reporter" on the "Salute to Youth" program over NBC at 7:30 p.m., EWT. "We can't lose," he said, "but to win we must march into Berlin and completely dominate it."

Broadcasts are popular with the servicemen, Reynolds reported, with reception coming in pretty well from outlets in Oran, Casablanca, Algiers, Tel Aviv and Teheran. Most Army morale shows are recorded, stay on the air from 6 a.m. to midnight. On one occasion the G. I.'s, when asked for requests, sent in thousands asking for—classical music. Shortwave programs, though anxiously awaited by our boys, don't come in too evenly, it was noted.

#### Comedians' Work Praised

Contribution of U. S. performers, particularly Bob Hope, Jack Benny and Al Jolson, was praised by the ace foreign correspondent. Night life in North Africa was described as being limited to a few restaurants serving vin blanc and featuring muscle dancers. Principal after-dark entertainer was observed as being Josephine Baker.

Role of psychological warfare via the radio was viewed by Reynolds as a possible aid to our landing forces, though he didn't know much about it personally. Attitude of Sicilians was friendly, may have been prepared by OWI programs.

### Mutual Gross Billing Continues To Pick Up

(Continued from Page 1)  
September were \$1,153,510 as against \$707,283 for September, 1942. Gross billings for the nine months of 1943 show a rise of 31.9 per cent over the same period in 1942. Nine months gross billings in 1943 are \$9,350,477. In 1942 the gross billings were \$7,091,917.

### New Frazier Hunt Series To Plug "Reader's Digest"

A new type of weekly editorial broadcast will be heard over the Blue Network starting Thursday, October 21, at 10:15 p.m., EWT, when Frazier Hunt, war correspondent, radio commentator and analyst of world trends, inaugurates a 15-minute series of programs entitled "Frazier Hunt, Reader's Digest Roving Reporter."

Describing how American progress, as spurred by the war effort, will affect the peace era to come, Hunt will bring to the air exciting, first-hand stories of outstanding accomplishments, and occasionally will interview some of the nation's most prominent men and women.

#### NAB Board Meet Set

Washington—The NAB board of directors will meet here on November 17-18 to go over legislative matters and other industry problems, according to an announcement over the week-end by NAB President Neville Miller.

### NBC Picks Up Portugal First Time In Two Years

(Continued from Page 1)  
best known journalists read the note and comments.

The transmission was received at 9 a.m., and the material extracted from it, was used on succeeding NBC newscasts.

The protest, delivered by German military attaches at the Palace of Premier Antonio de Oliveira, was energetic in tone, Lupi reported.

Commenting on the attitude of the Portuguese people toward the Azores agreement, Lupi quoted a Lisbon shopkeeper as saying, "I do hope the use of the bases will make safe the navigation of the Atlantic."

Further news pickups from Lisbon, NBC believes, will depend on official decisions. Portugal radio equipment is limited and replacements are difficult to obtain. For this reason, it is expected that other Lisbon pickups will be possible only when news events are considered of supreme importance.

### Prexy Petrillo Will Report To His Union In Paper

(Continued from Page 1)  
Musician," voice of the musicians union, writes that next month he will give the inside to the whole controversy and negotiations.

"I feel that at this time it would not be in the best interest of the Federation to make an explanation of the controversy, because several companies including Columbia Recording Company and RCA-Victor Company, have not as yet signed with us," Petrillo wrote.

"However, I will begin with the next issue not only explaining the entire 'canned music' controversy but will also begin making the President's report."

Petrillo's optimism as indicated in his paper is interpreted by ET and record executives that he expects to have all recording matters settled before the next monthly issue goes to press.


# WDRC

CONNECTICUT'S PIONEER BROADCASTER

## CONNECT!

Your advertising connects, when you have a perfect combination of market and medium. Completely cover the rich Hartford Trading Area, by using WDRC, Basic CBS, Hartford. Get all 3 on WDRC — coverage, programs, rate

Connect in Connecticut!



## COMING and GOING

E. B. LYFORD, of the NBC stations' ment, off on a three-weeks trip to the work's affiliates, with stops scheduled at ville, Nashville, Memphis, Jackson, Birmi Chattanooga, Knoxville, Kingsport, Bristo Winston-Salem.

C. W. MYERS, station manager of Columbia outlet in Portland, Ore., is in for conferences at headquarters of the wel

BERNARD ZISSER, producer of "Heroes of the United States Navy," ha turned from Annapolis, where he talked Capt. Harry Baldrige, curator of the Academy Museum, regarding future plans.

HAROLD THOMS, president and station ger of WISE, Asheville, N. C., in New yesterday and visiting with the local sentatives of the station.

GEORGE P. HOLLINGBERRY, president of station rep. organization bearing his nam expected from Chicago today on a short bu trip.

TED HUSING and JIMMY DOLAN have turned from Annapolis, where they broa over CBS Saturday's football game between and Penn State.

HI, LO, JACK AND THE DAME leave on a personal appearance tour of the England theaters.

JOHN E. FETZER, station manager of WK Kalamazoo, Mich., affiliate of CBS, a e yesterday at the network's New York offices.

PAUL JONAS, Mutual's assistant directo special events and sports, has returned a trip during which he covered the W Series at St. Louis.

THEODORE GRANIK was up from Washi yesterday on a short visit.

ARTHUR CHURCH, station manager of WH has arrived from Kansas City, Mo. The sta is a CBS affiliate.


HORACE W. NICHOLS, commercial man and sales promotion director of WHAI, G field, Mass., in conference yesterday with New York station reps.

# 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  
TOM TINSLEY, President  
REPRESENTED BY HEADLEY-REED



# AGENCIES

DAVID J. KEPNER and HAROLD DOUGLAS have been elected vice-presidents of Benton & Bowles, Inc., the board of directors, it has been announced by Clarence B. Goshorn, vice president. Kepner is account executive on the Florida Citrus Commission account, and Douglas handles Canadian Manufacturers Institute and American Magazine accounts.

ELDRUM & FEWSMITH, INC., Cleveland, Ohio, has been elected to membership in the American Association of Advertising Agencies.

CARL POST has taken complete control of the Davis-Lieber organization and will conduct it under his name as Carl Post Associates, personal and industrial publicity.

WIRTHRAUFF & RYAN, INC. in Seattle has been appointed to handle advertising for the Interstate Brewery Company of Vancouver, Washington. Products of this brewery are distributed in the States of Washington, Oregon and Idaho under the trade name of "Lucky Lager." This appointment was effective October 1.

WALTER RESOR, president of the Walter Thompson Advertising Agency, has been elected a member to the board of directors of the Advertising Club of New York, it has been announced by John A. Zellers, president of the club.

FRED EICHLER, for many years a member of the copy staff of Ruthven & Ryan, Inc., New York, is the author of a new mystery novel, "Order in the Radio Department," published October 15th by Gold Label Books.

LOUIS LANDESMAN, formerly general manager of Norman D. Peters & Associates, has joined Ideas Advertising as vice-president.

## C Board Considers New General Manager

Montreal—It is reported that the board of governors of Canadian Broadcasting Corporation may delay the appointment of a general manager and not make a selection at its meeting this month. The post is vacant through the retirement of Dr. J. S. Thomson after being in the position for a year from the University of Saskatchewan, there are several candidates within the service and some outside, but various considerations need to be weighed. One proposal is that the post of chairman of the board of governors should be a full-time and salaried position.

### Stork News

A daughter has been born to Mr. and Mrs. Fred Sammish at Doctors Hospital, New York; newcomer named Kathy. Proud papa is editorial director of both Photoplay and Mirror magazines.

# PHIL STEWART

## talks about radio response



"WJR, one of thirty-five Columbia stations used in the recent campaign of our client, the Holland Furnace Company, brought almost two and one-half times as much mail in response to a four-week gift offer (12 fifteen-minute programs) as any other individual station . . . more audience mail than seven other 50-kilowatt stations combined . . . a total of 23,093 pieces of audience mail, or twenty-two point nine percent of all the mail received from the network of thirty-five stations."

Phil Stewart  
Director of Radio and Account Executive  
ROCHE, WILLIAMS & CUNNINGHAM



BASIC STATION . . . COLUMBIA BROADCASTING SYSTEM  
G. A. Richards, Pres. . . Leo J. Fitzpatrick, Vice Pres. & Gen. Mgr.

Edward Petry & Company, Inc.  
National Representative





LOS ANGELES

By RALPH WILK

GARRY MOORE, co-star and emcee of the Jimmy Durante-Camels show, is being swamped with requests for a return engagement of his "Little Theater of the Air" performances of "The Door Knob—the Saviour of Mankind," starring, produced and written by Thomas Garrison Morfit, III, otherwise known as Garry Moore. He plans to accede to the requests, and his "epic playlet" will again be heard the last week in October.

A couple of years ago, Les Tremayne would have fought to keep it a secret. Now, he wants to shout it from the housetops. The housing situation is acute in California and Les was lucky on moving from Chicago to find a small home to rent in North Hollywood. However, he's expecting to have it sold out from under him any minute. If any real estate agents want to hound him, Les is all ready to play the hunted.

Don Quinn, author of the Fibber McGee and Molly series, since their inception, is going to follow them into films.

Happiest home in Hollywood recently was that of Felix Mills, musical director of the "Burns and Allen" series, for both of his sons-in-law were here on leave. Seventeen-year old Mac is a brand new Navy recruit, and son George is in the U. S. Coast Guard.

Ivan Dittmar, composer, on the Al Pearce "Fun Valley" show, wrote the signature song for the program, and it was sung for the first time Oct. 10th by Martha Mears, who is an addition to the cast. She also sang "Just A Baby's Prayer At Twilight."

Pat McGeehan, laughing landlord on the "Roma Show," had another one of "those" days Oct. 8. The Irish actor-announcer-narrator did a strip show in the morning, rehearsed for the Durante-Moore broadcast, grabbed a sandwich, ran through a series of recordings for Paramount, returned to CBS to rehearse the "Screen Guild" show, grabbed another sandwich, did the Durante-Moore air showing, and then checked into rehearsal for the "America Ceiling Unlimited" program which he announces. His day ended at 12:30 a.m.—and "I," says Pat, "very nearly did, too."

Melchoir Farrar was signed by Columbia as a dialogue director and immediately given his first assignment, which will be "Nine Girls," scheduled to start next week with Leigh Jason directing. The new Columbia dialogue director was formerly a radio producer for CBS, and before that was a Broadway stage actor and a summer stock producer.

AVAILABLE

Writer of humorous Radio Skits and Motion Picture dialogues, desires position with Station or Network. 20 years' experience. Moderate salary. Draft deferred. Write: J. Cunha, 255 West 43rd St., New York City.



A Reporter's Report Card. . . !

● ● ● JACK BENNY: The Goodyear Rubber people yesterday, tossed a luncheon in honor of Quentin Reynolds who will be featured on their NBC show "Salute To Youth" . . . . . during the good-natured banter that took place after the coffee, Quent turned serious for a few moments to laud the overseas efforts of yourself, Bob Hope, Al Jolson, Al Schacht and others . . . . . he told how Hope was in bombing zones three times, once at Bizerte, later at Salerno and then while "taking a needed rest at Algiers" (where Reynolds, who happened to have been at all three places during the raids, said, "Hey Hope, will you get out of town . . . . . looks like you're Jerry's favorite target.") . . . . . LEOPOLD SPITALNY: The concert baritone, Robert Merrill, who is WEAF featured on your programs, makes his New York Nite-club debut Nov. 5, at the Gay Continental, which also makes ITS debut. . . . . DEEMS TAYLOR: Several weeks ago, in this pillar, we mentioned the fact that Bob Ellsworth of Boston, might be given the keys to the city by the City Fathers, for having composed the song "Back To Wheeling, W. V.-A." featured on the Wheeling Steelmakers Blue Network program. . . . . we have just received a copy of a resolution, passed by the Wheeling Council, dated October 12, 1943, which makes Bob "an honorary citizen of that City" . . . . . MAYOR LAGUARDIA: When the Americans drove the Nazis out of Salerno, they opened the local jails and freed the political prisoners. . . . . one of the liberated told his deliverers that he was tossed in the clink for having been convicted of listening to your Sunday Short wave broadcasts. . . . .



● ● ● MORRIS ALTSCHULER: This ought to make your mother proud. . . . . your "kid brother" Mark, has just been promoted to rank of Warrant Officer at Camp Hood, Tex. . . . . AL JOLSON: Because of their courageous South Pacific tour to entertain Servicemen in that area, The Victory Twins, Vi and Vilma Vernor, have been voted "Charter Memberships" in the "Short Snorter Frolickers" . . . . . CAPT. CLARK GABLE: On his MBS Show, Thursday, Dale Carnegie will Salute you . . . . . and so do we for what you and your buddies are doing. . . . . PVT. JACK EIGEN: Shirley Eder will bat for you on the Crawford program over WMCA starting this Sunday . . . . . and Walter O'Keefe fills your spot on the "Keep Ahead" liner program over WOR. . . . . JACK RYAN: Bob Strong, who used to NBConduct in your town, now has his own band, and broadcasts over the Blue Net from Roseland Ballroom in Gotham. . . . . GOODMAN ACE: Alfred Ryder, who as "Carl" on your program was a "make-believe soldier," now has "Pvt." prefixed to his handle. . . . . he's been added to Moss Hart's forthcoming Air Forces show, "Winged Victory" . . . . . DICK GILBERT: Your idea to start a campaign to grant wounded and medically discharged veterans, now convalescing at Hospitals free mailing privileges is laudable. . . . . so few of us realize that these unfortunate shut-ins, with very little pension money, must purchase their own stamps, which after awhile, becomes quite an item. . . . .



● ● ● ERICH LEINSDORF: When your Cleveland Symphonic Orchestra played "American Salute," in honor of your guest soloist, Arthur Loesser, who immediately following the program, was given a Captaincy in the U. S. Army, a recording of the program was presented by MBS Prexy Miller McClintock to Morton Gould, who composed that selection. . . . . AL WILKIE: Paramount's Radio campaign on "So Proudly We Hail," gets a terrific send-off Nov. 1, when its three stars, Claudette Colbert, Paulette Goddard and Veronica Lake, will be heard in the Lux Theater presentation of this dramatic story, based on the heroism of American Nurses in the Philippines.



— Remember Pearl Harbor —

CHICAGO

By BILL IRVIN

A NEW WBBM musicale, "Sing A Swing," featuring CBS tenors Danny O'Neil and Norm Sheen on the piano and Herb Foote at the organ makes its bow this week on a Monday-Wednesday-Friday schedule (10:45-11:00 p.m.) sponsor is Wildroot Company, Inc., manufacturers of hair tonics.

Irving Pfau, foreign editor of "Daily Times" inaugurated a 13-week series of commentaries Sunday night at 9:30 over WENR, under sponsorship of Atlantic Brewing Co., agent is Weiss & Geller, Inc.

The secret marriage on Feb. 1, 1943 of Al Boyd, producer of the Blue Network "Meet Your Navy" program on Friday nights and Rita Ascot, Chicago radio actress, became known last week. The ceremony was performed by Chaplain Hjalmar Hanson director of the Great Lakes Naval Training Station choir which is featured as a highlight on the "Meet Your Navy" program.

RKO Names Consultant For Radio, Tele Field

(Continued from Page 1)

broadcasting and television point of view. According to Rathvon's announcement, Austrian will make full surveys and analyses of both the tele and radio fields and submit recommendations as to the manner in which RKO may most advantageously employ both media.

Observers saw in the inclusion of radio in the scope of Austrian studies a reflection of RKO's successful use of radio hookups for 50-city premieres of exploitable motion pictures, a move pioneered by S. Barry McCormick, the company's advertising-publicity chief. A possible wide application of radio to company advertising and promotion was seen as likely.

Austrian, who will headquarter at the RKO Building, was until recently a member of the WPB's planning committee in Washington. Prior to taking the Government post, he was for seven years assistant vice-president of RCA Manufacturing Co., Inc. in charge of sales and licensing of Photophone recording equipment.

SPECIALIST

SERVING ADV. AGENCIES & STATIONS

RADIO PRODUCERS  
PROGRAM DIRECTORS  
ANNOUNCERS  
SCRIPT WRITERS  
WRITERS OF "COM'LS"  
PROMOTION—PUBLICITY  
LICENSED OPERATORS  
TIME SALESMEN

FRANK McGRANN

POSITION SECURING BUREAU, INC.  
(Agency)

331 Madison Ave., New York, MU. 2-6494



# 7 And Blue Net Sign New Business

(Continued from Page 1)  
 arland Aveyard & Co., beginning  
 esday Oct. 27. Program calls for  
 ree-time weekly, ten-minute  
 ast by Walter Kiernan; a one-  
 e announcement and two chain  
 s weekly and transcribed five-  
 e periods twice a week, the lat-  
 arting Wednesday, Nov. 3.  
 f-hour broadcast via 46 Blue  
 s is scheduled by the Sun Oil  
 n Wednesday, Oct. 27, at 3:30  
 EWT, when the company's new  
 y at Marcus Hook, Pa., is due  
 e dedicated. Speakers include  
 ary of the Interior Harold L.  
 and Lowell Thomas. Fifteen-  
 e newscasts five times weekly  
 so aired for Sun Oil by Lowell  
 as. Roche, Williams & Cunnyn-  
 handles the account.  
 ewal by Folger Coffee Co. is ed  
 for a second 13-week par-  
 ion in "Breakfast at Sardi's,"  
 ive Saturday, Nov. 6, over the  
 e Coast web of the Blue. Agency  
 Raymond R. Morgan Co.

# io Men Of OWI, WAC Hold Weekly Meetings

ashington Bureau, RADIO DAILY  
 ington—Philip H. Cohan, OWI  
 chief; Cornwell Jackson, Deputy  
 rge of the Hollywood office, and  
 Mullen, copy chief in the New  
 office, will confer today with  
 dio Committee of the War Ad-  
 ing Council. These conferences  
 e a regular Tuesday date, Cohan  
 yesterday, declaring that the  
 ittee has indicated its willing-  
 to have him call on them at  
 ar intervals for help and con-  
 ion.

# Putnam To Speak

rge Putnam, WEAf news an-  
 er, will be the guest speaker  
 veral functions in the near  
 e. On Thursday, Oct. 21, he will  
 at a luncheon in New Brun-  
 N. J. of the New Brunswick  
 and Community Chest Drive. He  
 ddress the members of the Holy  
 Society of Manhattan on Tues-  
 Nov. 2, and later in the month  
 appear at a gathering of the  
 tive Council of the Boy Scouts  
 erica.

The Denver Market  
**ONE OF THE  
 TOP TWENTY**

**KLZ-Denver**

PRESENTED BY THE KATZ AGENCY, INC.

# Plan Educational Programs For Spanish Speaking People

(Continued from Page 1)  
 lated communities of northeastern  
 New Mexico. The one-hour pro-  
 grams will be directed by Dr. Antonio  
 Rebolledo, head of Highlands' De-  
 partment of Spanish and chairman of  
 the Institute of the Air, assisted by  
 Dr. Q. G. Burris, who directed the  
 preparatory Workshop program dur-  
 ing the past summer session of the  
 University. Dr. Edward Eyring, presi-  
 dent of Highlands, will do the field  
 work for the project, which has just  
 been given a substantial grant-in-  
 aid by the Coordinator's Office.

### Half Hour, In Spanish

The listening centers will consist  
 of groups of Spanish-speaking adults  
 organized and directed by resident  
 public school teachers who attended  
 the Workshop under scholarships  
 granted by Highlands as agent for the  
 Coordinator's Office.

Each broadcast will consist of a  
 half-hour talk in Spanish by Dr.  
 Rebolledo on some problem of nutri-  
 tion, diet, health, sanitation, agricul-  
 ture, civics and related subjects. The  
 scripts were prepared by Ramon  
 Sender, famous Spanish refugee  
 novelist now teaching at Amherst,  
 from data assembled by the Work-  
 shop students. These data included  
 both the results of individual re-  
 search and notes on lectures given at  
 Highlands by visiting experts. The  
 consultants called in included such  
 authorities as Dr. Charles P. Loomis,  
 senior social scientist in the Bureau  
 of Agricultural Economics, now on  
 mission in Peru; Dr. Joseph S.  
 Roucek, sociologist from Hofstra Col-  
 lege, Hempstead, L. I.; and Dr. Joseph  
 C. Weckler, socioanthropologist with  
 the Office of the Coordinator.

The six weeks of intensive train-  
 ing given Workshop scholars, who  
 were chosen from rural communities  
 within the 100-mile effective daytime  
 range of KFUN, included special in-  
 struction in the care and operation  
 of radio receivers. Following the  
 Workshop period, the students re-  
 turned to their home communities to  
 begin organizing adult listening  
 groups.

Following each Sunday afternoon

**SPONSORS  
 SPEAK  
 LOUDER  
 THAN  
 WORDS**



(Continued from Page 1)  
 broadcast, the various listening groups  
 will discuss plans for both individual  
 and community projects under the  
 leadership of the teacher-director.  
 Dr. Eyring will visit the centers  
 periodically for consultation with the  
 members, and the teacher-leaders  
 will, in turn, meet at Highlands once  
 or twice during the school year for  
 conferences on problems growing out  
 of the several projects undertaken.

The entire program is predicated  
 on the belief that information vital  
 to the welfare of residents of isolated  
 Spanish-speaking communities of the  
 state must reach them through Span-  
 ish, and orally at that, since a large  
 percentage of these people neither  
 read nor write any language. Hence,  
 the airwaves furnish the most practi-  
 cal medium for imparting informa-  
 tion.

### See Racial Minorities Aided

Success in the limited area of the  
 project probably will result in greater  
 interest nationally in the plight of  
 racial minorities, Institute of the Air  
 officials believe. They are also equally  
 certain that concrete manifestation of  
 our interest in and helpfulness toward  
 Spanish-speaking citizens within our  
 borders will bring more and heartier  
 vivas for Uncle Sam from the nations  
 "south of the border."

# Bob Hope Takes Lead In Survey Ratings

(Continued from Page 1)

trict Attorney; Aldrich Family, Radio  
 Theater, Walter Winchell, Frank Mor-  
 gan-Fanny Brice, Bing Crosby, Kay  
 Kyser (first half hour), Screen Guild  
 Players, Joan Davis with Jack Haley,  
 Durante-Moore-Cugat, Eddie Cantor  
 and Kate Smith.

Red Skelton leads the programs  
 broadcast after 10:30 p.m., EWT, and,  
 therefore, is not measured in the  
 Eastern time zone.

### Adds To News Coverage

The overseas broadcast of The  
 Christian Science Monitor, "News  
 From Everywhere," heard over Mu-  
 tual, Monday through Friday, 6:30 to  
 6:45 p.m., EWT, will be implemented  
 by the daily addition of a Washington  
 commentary by Roscoe Drummond,  
 chief of the CSM Washington Bureau,  
 effective this week.

### Heads Blue Athletic Assn.

Murray Grabhorn, manager of Blue  
 spot sales, has been elected president  
 of the Blue Athletic Association.  
 Other newly elected officers are D. B.  
 Van Houten, office manager, as vice-  
 president; Robert Hannig, assistant  
 treasurer, as treasurer and Bertha  
 Kurtzman of the production staff as  
 secretary.



**Olive Kachley**  
 HER FRIENDLY ADVICE,  
 WIT AND HUMOR, KEEP  
 WOMEN TUNED TO....  
**W C K Y**

**50,000  
 WATTS  
 C B S**

**THE L. B. Wilson STATION**



# House Hears Congressman Defend CBS Rule Re News Commentators

(Continued from Page 1)

four years—to say nothing of the permanent future," Mundt declared, and added, "let the big men of radio scoff if they want to—I happen to know that the danger that privately operated radio in this country may have a short life is not something to be blithely over-looked. Stockholders and officials of large radio corporations might well remember that indifference to danger signs along the way was precisely the attitude which trapped the great industrialists of Germany into becoming the servants of the Nazi political state. Indifference to public opinion and to public trends in this country may well do the same for our radio industry.

**Cites Industry's Responsibility**  
"Those who are in authority for the moment in private radio have a responsibility to themselves to their stockholders, to the cause of private radio, and to America itself, to discontinue flaunting bad practices in the face of public opinion and to take steps to eliminate them before they give cause to support existing plans to make radio a public instead of a private monopoly. For that reason, the far-sighted and public serving decision of the executives of CBS is not only gratifying to all those believing in the continuance of private radio but it is one which the executives of the other radio networks might well emulate. It should not be forgotten that one persistent offender in radio field may well break down the dike which is now holding back the flood waters of government operated radio."

Mundt has been vocal on the danger of public ownership of radio for several years, and inserted in the record yesterday some of his previous remarks.

## Lauds CBS Statement

Mundt cited the CBS statement on its new policy, and the open letter from Paul Kesten, CBS vice-president, to Walter Winchell, written last month after Winchell's criticism of CBS. He turned then to the May 10 Supreme Court decision, declaring that "This decision of the court has a direct bearing on what should be considered broadcasting policies which are compatible with the best public interests in with consideration of free speech and fair play... The Court's decision supports my contention that, since radio is a semi-public monopoly exercised through preferential licenses granted to some and denied to others, it must either adopt for itself or have imposed upon it from without a public-serving policy which does not permit one group of citizens or one individual to have opinion-moulding opportunities when are denied to those of opposing points of view."

## Reviews Decision

Mundt reviewed the Court decision in detail, pointing out trends in network broadcasting which he declared

dangerously monopolistic. Making indoctrination "the exclusive right of the fellow with the fattest purse or the man with the best spot on the dial is not sound Americanism," he said. "And it is not conducive to the permanent operation of private radio in this country; it is, in fact, according a privilege to a few which will sooner or later draw penalties from the many." He added:

"Now, sir, let us get down to a discussion of how the monopolistic development of radio, which in itself has granted special privileges to some, demands the acceptance of special public responsibilities on the part of the radio industry if the present system of radio is to be public-serving rather than public perverting.

## Quotes Frankfurter

"In the gist of the prevailing decision of the Court, Justice Frankfurter said on May 10, 'it puts upon the Commission the burden of determining the composition of that traffic.' In that, Mr. Speaker, he referred to the traffic over the airwaves of this country."

Continuing to quote from Justice Frankfurter, he further said, "the facilities of radio are not large enough to accommodate all who wish to use them. Methods must be devised for choosing from among the many who apply. And since Congress itself could not do this it committed the task to the commission.

"Mr. Speaker, this responsibility for devising methods 'for choosing from among the many who apply' for radio time as well as for station licenses is the crux of the whole matter insofar as demonstrating whether private radio is to serve the public interest or to serve as a propaganda vehicle for some sponsor, some commentator, some political administration, some network, or some cause.

## Warns Against Favoritism

"If it is argued that the method of 'choosing from among the many who apply' for time on the air, for example, shall be that of permitting the fellow with the fattest purse to buy advertising time and employ commentators or speakers to denounce, or support individuals in public life, institutions of government, organizations of private citizens, or occupational groups, it simply resolves itself into a policy of favoritism to some and frustration for others.

"In like manner, if this process of choosing is to be operated so that radio networks can employ commentators on their sustaining time to applaud one point of view and abhor another it means that freedom of speech has become a fiction instead of a fact. It would mean, in short, that radio networks were reserving to themselves a freedom to indoctrinate which is incompatible with real freedom of speech.

## Clarifies "Freedom"

"Mr. Speaker, let us keep always in mind the fact that freedom of speech must mean freedom of access to the microphone as well as freedom of acclamation insofar as radio is concerned.

"In the concluding summary of the majority opinion as delivered on May 10 by Justice Frankfurter this analysis of the true meaning of free speech is again emphasized. Says the prevailing opinion 'We come, finally to an appeal to the First Amendment. The regulations (of the Commission) even if valid in all other respects, must fall because they abridge, say the appellants, their right of free speech. If that be so, it would follow that every person whose application for a license to operate a station is denied by the Commission is thereby denied his Constitutional right of free speech. Freedom of utterance is abridged to many who wish to use the limited facilities of radio.'

"Mr. Speaker, that statement from the majority opinion should be highlighted. Let me repeat it, 'Freedom of utterance is abridged to many who wish to use the limited facilities of radio.'

## Calls It "Elemental Truth"

"It is this elemental truth which the new policy of the Columbia Broadcasting

System recognizes in its decision to keep all propaganda off its programs unless equal opportunities are given at the same hour and on the same coverage for expression of the other point of view. It is this same fundamental truism which the critics of the new CBS policy ignore and which, when violated, gives cause for public demands restricting the use of radio for private propaganda purposes.

"It is, of course, to be expected that a few commentators, Mr. Speaker, or radio officials who enjoy monopolistic privileges of free expression and who have at times used these individualized opportunities to lobby for or against this, that, or the other cause in accordance with their personal views or corporation outlook will disapprove of steps taken along the direction of the CBS policy... if radio is to do its just share toward developing sound and sane national thinking it must either refrain from projecting prejudice and propaganda or else provide for equal representation for all points of view.

## Points To Radio Daily Article

"In the RADIO DAILY, for Thursday, September 16, Mr. Kaltenborn is quoted by this New York City publication, which is read widely in radio circles, as being severely critical of the CBS policy of barring propaganda from its newscasts. RADIO DAILY quotes a speech which Kaltenborn made at a luncheon in the Waldorf-Astoria wherein he states in part, 'the argument that commentators should have no opinions because only a limited number can be put on the air is false. Newspaper space is also limited. Only a certain number of columnists can get their material printed. Today we have almost as many commentators with a national following as we have columnists with a national following. The radio news analyst cannot and should not function night after night as preacher or soapbox orator. He cannot constantly make himself a medium for passionate expression of personal or minority opinions.'

## Sees Kaltenborn "Blind Spots"

"Mr. Speaker, these statements by Mr. Kaltenborn warrant some analysis. It appears that there are some blind spots in his thinking. For example his assumption that an exact analogy can be drawn between newspapers and the radio is inaccurate. While it is true that only a limited number of columnists may get their columns printed, it is equally true that most newspapers present their readers with a balanced diet by carrying columnists with conflicting points of view in the same issue so that the same set of readers get both sides of the question. Such is not the case with radio. It is also true that in a paper's editorial column it frequently takes exception with something a columnist reports in another section of the same edition, and it is vitally significant that newspapers almost invariably accord to citizens the privileges of answering charges or criticisms by printing open letters in the paper in refutation of something a columnist may have said. This is a feature almost entirely lacking in present radio policy insofar as it applies to prejudicial newscasting, to slurs and criticisms heard on radio time sponsored by advertisers who sometimes have their own 'ax to grind' or to attacks and lobby propaganda projected by commentators speaking on sustaining programs provided by the networks and in which the nature of the news is colored either by the bias of the corporation officials or by the prejudice of the individual commentator.

## "Right of Rejoinder"

"The right of rejoinder, Mr. Speaker, is fully as important as the right of criticism insofar as freedom of speech is concerned. It appears that Mr. Kaltenborn over-emphasizes a single side of the problem in his criticisms.

"One wonders for example, how zealous Mr. Kaltenborn and certain radio officials would be for the rights of free speech about which they talk if regulations provided that any individual, group, or cause which is attacked on the radio should have the right to insist upon a like amount of time in an equally important program in which to make reply. I am afraid that those

# Elmer Davis Heard At Newsprint Press

Washington Bureau, RADIO DAILY

Washington—Some radio programs which include OWI messages, disseminate the truth in order to ridicule smear Congress, Rep. Clarence B. Elmer, Ohio Republican, declared yesterday while questioning OWI Director Elmer Davis during a session of the Boren Sub-committee investigating the newsprint shortage. He asked "on several of these programs truth has been distorted and twisted deliberately to smear or besmirch Congress. Did your agency pass these?"

"You wouldn't think an agency whose life depends on Congressional appropriations would try to smear Congress, would you," David back.

Brown refused to specify what programs he had in mind.

who now enjoy choice radio program and carefully selected wave lengths will be the first to protest if public policy insisted that those want to abuse this privilege must provide those offended with an opportunity on the next regular program to sent their side of the story.

"Before concluding this address, I want to emphasize that it is my conviction private radio is much to be preferred Government radio in a Republic such as ours. Even with its present deviations from public policy, at times, I much prefer radio to radio as it would be under Government ownership, operation or domination. However, there is no use of our ignoring signs of the times.

"A number of us in Congress, Mr. Speaker, have made and are making a study of the abuses of radio and proposals for correcting them. We ask the cooperation of members on this matter since it is of concern to all. Government has a responsibility in this matter which we do not propose to ignore and which we must not do. It is our hope that the radio industry take steps to eradicate its own evils if Government must act it is felt that Congress can prescribe regulations which make freedom of speech on the air an equal privilege of all and not merely opportunity for propagandizing to the privileged few."

Mundt said in conclusion that he was actually displeased by the May 10 Supreme Court decision. He is a happy, he said, "over the prospect of having the Federal Communications Commission of any other body regulate the composition of the traffic over the air-waves of America without some definite standards being set up in advance which circumscribe and direct those regulating power."

## Notes Censorship Threat

"A broad application of the 'regulation of the composition of the traffic over the air-waves could mean a right of censorship. Its very existence as a 'right' of the Commission operates as a silent threat of censorship to automatically tend to color and bias radio reporting. Now that the Supreme Court has decreed that the 'right' exists, Congress should act to define it clearly, to limit it definitely, so as to bar all possibility of censorship either direct or indirect. Congress should quickly act to set up safeguards, in the light of the May 10 decision of the court to be sure that private excesses of radio are not replaced by governmental censorship of non-military broadcasts.



# PROGRAM REVIEWS

## JAMES MELTON

TEXACO STAR THEATER

Buchanan & Co., Inc.  
The Texas Co.

WABC-CBS

Sunday, 9:30-10 p.m. EWT

### “FEET ‘N’ HOT.”

guest policy, caught in its third air-tightens this popular, three-and-a-half-month-old musical. It couldn't miss. As us to the rich tenor voice of James—he of the collection of antiquatedobiles—Connie Boswell made a well-pearance, and a couple of long-hairedplayers, Arthur Whittemore and Jacknow Navy seamen, tickled a mean duoies. Al Goodman wielded the stick withual dexterity for both orchestra and

tune, ballad or operatic aria, Meltonuly at home in all. The gifted Metro-Opera star has a very wide vocalounds well above his former par,ly in the upper registers. As commen- too, his voice has taken on a pleasantness.

## “SHIPMATES ASHORE”

Anglo-American Exchange Feature

WNEW-BBC

Saturday, 1-1:30 p.m. EWT

TRANSATLANTIC VARIETY.

the salt in the air over at New York's. Add a dash of international goodid you have “Shipmates Ashore,” a British-American variety show, bowed in Saturday for a series of six broadcasts.

en Heads Radio Dept.  
of H. W. Kastor & Sons

(Continued from Page 1)

further assignment. Hal James ues in charge of radio activi- the agencies New York office. Jerre Wilds has been named manager.

## Mailing Pieces Win Contest Awards

ged as “one of the Fifty Direct Leaders,” Columbia Broadcast-system, also received a special manship Plaque at the annual t of the Direct Mail Advertising ation. Award was made last end at the organizations one-vention in New York City.

## “DATELINE”

Sayle M. Ramsdell Associates, Inc.  
Philco Corp.

WABC-CBS

Friday, 7:15-7:30 p.m. EWT

NEWS IN THE MAKING.

Last-minute substitution changed the title from “Eyewitness” to “Dateline,” was in keeping with the newsy spirit of the show, which dramatizes the best on-the-scene report of the week filed by foreign correspondents. Subject of the series' debut was Quentin Reynolds' crackling story for “Collier's” of the bloody landings at Salerno, as narrated in fast-moving procession by Bob Trout.

Proof that headline news makes thrilling drama was offered in the spirited account. From a vantage point aboard the flagship of the 700-vessel armada, the description of the first invasion of the European continent took on personal meaning. Full of rapid action, the dramatization became grimly real when a walkie-talkie from shore flashed the message, “Our what bench shall we put our dead?”

Introduction of actual military figures, such as U. S. General Mark Clark and British chief Sir Bernard L. Montgomery, made the situations live again. Human interest was present, too, in John Steinbeck's spot recital of how a Navy force of four, including Lieut. Commander Doug Fairbanks, Jr., had captured an island with 91 Germans.

With this program, CBS has scored another beat in its world-wide news coverage. Bob Trout's narration flowed smoothly into the skillful pattern of William N. Robson's direction. Musical bridges were stirringly played, fitted perfectly into the continuity. Producer Paul White, the network's director of news broadcasts, has provided a zealous, quarter-hour replacement for Rex Stout's “Our Secret Weapon.”

New York, the first quarter hour came in from the British capital with Doris Hare as mistress of ceremonies. This part, paced in traditional English music-hall style, unfortunately dragged on the American audience, could better have begun from these shores. Zoe Gale, London favorite, sang to the accompaniment of Debroy Somers and his orchestra; BBC newscaster Frederick Allen plugged the British War Relief Society's activity in behalf of the seadogs, and affable comedian Tommy Trinder muffed the best of his gags by cackling his lines. Bright spot was the introduction of a WAC on overseas duty and an American seaman from Michigan.

The U. S. portion was swell for this kind of “benefit” line-up. Ethel Waters' inimitable style of song delivery easily topped the show. Finnish was exciting with a torpedoed British seaman telling of his experiences. Merle Pitt and his orchestra provided the music. Production credits go to Kerby Cushing of WNEW and Gordon Heyworth of the BBC in New York.

## WSB, Atlanta, Starts New Overseas Series

Atlanta—Overseas program series conducted by Wright Bryan, Atlanta “Journal” foreign correspondent now in England, began last night on WSB, Atlanta, 10:15 p.m., CWT. Each Monday night program will offer eyewitness reports by Bryan plus interviews with Georgia boys now in service overseas. The 15-minute short-wave broadcast is transcribed in New York for delayed broadcast by WSB only.

Platters will be inserted every Monday night in Wright Bryan's regular spot on “Views of the News” series, a Monday through Friday feature which has been a continuous offering since the beginning of the present war.

# TELEVISION IS IMPORTANT ITS COMING POSSIBILITIES ARE TREMENDOUS

COVERED FULLY  
IN THE  
COMING - 1944

# RADIO ANNUAL



# Hollister Lauds Radio's War Effort; Stresses Public Service Programs

(Continued from Page 1)

teered unrestricted sustaining time for war purposes." He characterized "radio" as 900-odd broadcasting stations serving nearly 60,000,000 receiving sets owned by 31,000,000 homes, or 85 per cent of all the homes in America.

### Radio Ready At Outbreak

"By the grace of God that radio service had been built to man-size by free American enterprise before December 7, 1941," Hollister continued. "The radio 'plant' unlike most others, didn't have to suspend production for retooling before swinging into war action. It was radio itself which tore through the sermons and the football games and the music that Sunday afternoon to bring us the first news of Pearl Harbor; stayed with the news, has never left it for a second since."

Within a few hours radio carried the President's own voice in his first outraged war statement, and 63,000,000 Americans heard him. No nation in history had ever been so swiftly informed or marshalled by its commander-in-chief. What is more, he was heard in Tokio and Berlin and Rome, and there was no question in those iniquitous areas as to where the United States of America "stood." The next evening he spoke again from the White House to 70,000,000 Americans.

### Volunteered Unanimously

The radio industry automatically volunteered unrestricted sustaining time for war purposes. The businessmen who buy the commercial time that pays the bills of the 900 stations put that time instantly at the disposal of the war effort, and without waiting for orders, began each in his own way to interpret the patriotic crisis and stiffen the national morale. When the new federal Office of Facts and Figures took over the clearance of the steadily-rising torrent of government war information that had to be got to the total people, radio gave lavishly and cheerfully of its time and talents. The Office of Facts and Figures left something to be desired as a smoothly operating machine, but let's not forget that at a time when there was plenty of hysterical suspicion that Uncle Sam might have to "take over" business, and plenty of sinister hope in dangerously high places that under cover of the emergency Uncle Sam would do just that, the Librarian of Congress, who was chief of the OFF, declared pointblank that government's only function in public information was to be the guidance of wholly voluntary effort. Starting like an up-springing of the minute-men along the Lexington and Concord turnpike, the stream of volunteer-effort in radio produced the greatest torrent of national information, and thus the greatest state of national awareness the democratic world has ever seen.

### How great?

Let's measure it in several ways:

First, in bare time-and-talent cost: Busi-

nessmen gave Uncle Sam in 1942 over 90 million dollars' worth, and is currently giving about eight million dollars' worth a month.

Second, in number of war messages: In 1942 alone over 600,000 different radio programs carried war messages, and the stations themselves broadcast over 5,500,000 distinct war announcements not integrated into given programs.

Third, in total of radio time itself, in the single month of June 1943 the stations of America broadcast all form of war messages for a sum of more than 18,000 hours.

The total activity cannot be encompassed in a short report. It is even doubtful that total figures are available for any single major branch of this astonishing "idea-army." But in order to conjecture what radio can further accomplish, let's look further and patiently at some severe numbers of what it has been doing since Pearl Harbor.

### CBS Typical of All Webs

In order to keep these massive and varied totals within bounds we can grasp, let us confine this strict report to the record of a single network, Columbia Broadcasting System. That record probably mirrors the pattern of other networks, and reflects the philosophy of stations not allied with any network. But I hope that this "sample" representing the behavior of some 130 stations is a statistically fair cross-section of the whole 900. You can safely multiply it as you like to make the sum inclusive for all America.

From December 7, 1941, through September 15, 1943, over one network alone, there were broadcast, without time or talent cost to Uncle Sam, and without discernible tax-increase to any taxpayer, the following messages calculated to hold our people together in their purpose, point them in the direction of the enemy, and show them how they could best help in defeating that enemy:

Over this period of the first 648 days of U. S. war:

Over a single network (CBS) were broadcast—

16,582 programs containing War Items  
9,529 programs of War News

26,110 programs of War Matter

These 26,110 War Matter programs used 3,989 hours four minutes.

These 26,110 War Matter programs actually broadcast 31,814 War Items.

Of these 26,110 War Matter programs on CBS, 12,387 were sustaining—that is, their cost was volunteered and borne by the network itself.

And the balance—13,723 War Matter programs, were bought and paid for by the volunteer United States advertiser on this particular network.

Strip this down to a single average day and we see that 20 times a day the radio audience was offered a sustaining War Matter program; 28 times a day it was offered a commercially sponsored War Matter program; 48 times a day, in short, the audience of this national network was reminded of a new fact of its patriotic emergency and obligation.

And how far has War Matter become a part of the total radio-life of the audience—which is to say the listening 85 per cent of the population?

A reasonable answer lies in the record of this same network:

An actual 37.5 per cent of the total broad-

cast time of this single national network was devoted specifically to War Matter programs during the first 648 days of war.

Of this about 4/7 (20.8 per cent of total broadcast time) was sustaining time volunteered by the network. About 3/7 (or 16.7 per cent of total broadcast time) was volunteered by the advertisers on the network.

And of what did this great pageant of news and exhortation treat, as subject matter?

Used as program-material itself were over 90 different war projects. Used as topics for specific announcements, not integrated in the fabric of the program, were over 70 different war projects.

### Post-War Radio Planning

"Post-war radio is going to distribute as it has never distributed before. To distribute what? To distribute the product it has always distributed: ideas. Ideas about goods and services, as usual. More sensible, more plausible ideas, because radio techniques have improved during the war. And radio will talk about more different products and better products too, for the number of, and the improvements in, goods and services which will emerge from the war are incalculable.

"If radio can (as it does today) beam simultaneously identical words in both Spanish and Portuguese describing music to both Mexico and Brazil, radio is ready to beam the similar or divergent ideas of a Chinese and a Yank, each in his own tongue, and to enrich the ideas which are similar, and to compose those which diverge. If radio can (as it does any Sunday morning) transport the population of America into a fishing village in Cornwall, or transport the population of Britain into Mason City, Iowa to hear some 6,000 Thanksgiving turkeys fed, radio is ready to try broader and even more specific jobs of hurdling all the barriers the selfish isolationist in any nation has ever set up . . .

### Cites "Sterilization" Abroad

"In other democracies we have seen how dull, and therefore how inefficient in the national economy, radio can be if it is sterilized by even a benevolent tyranny. From the enemy we get daily a grim demonstration of how a glorious godsend of science can be debased to use as mouthpiece of the party in power. Further normal and rapid progress in radio can be expected so long as it helps and pleases the 31,000,000 families who depend on radio four hours a day.

"But whatever may happen after Armistice, now and until forbid, U. S. radio is going on doing all it can to seek out the enemy and to distress him, to seek out our soldier and to remind him that the heart of his home is after all only a split-second away from him, to seek out the citizen and help him back the soldier. Since this reporter started talking, 20-odd minutes ago, the radio stations of America have broadcast to the American people another thousand War Messages. Those messages are considerably more significant and more eloquent than the words of your reporter."

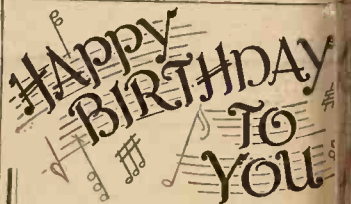
## COAST-TO-COAST

CHARLOTTE, N. C.—Newly added as WBT announcer is E. Lee Callan, formerly of WBT S. C. . . . Hannah Beatty Callan, formerly of the WBT staff, has joined the station as secretary to J. J. Penny, sales manager. . . . J. J. Hull replaces Betty Cameron as secretary to W. McGregor Parker, director of sales-promotion for WBT. . . . Betty Best returns to WBT program department, replacing Lawrie Clark who resigned recently. . . . Lee Kirby has been selected to give the play-by-play count on the Duke University football games. This marks the tenth consecutive year Kirby has done the Duke broadcasts.

DAYTON, OHIO — Charlotte WHIO bookkeeper, has started a radio career. She auditioned as a singer and made her vocal debut on Bill Hamilton's "Kitchen Kapers" . . . WFTD sold a half-hour football review on Dayton Rubber. Local tire manufacturer appeals for help in vital war work on the weekly broadcast which includes scores and highlights of all major league games every Saturday at 8 p. m. Bill Hamilton presides on the show which includes music as well as ball dope. . . . In addition to its regular show, Dayton Rubber has also the 8:15 to 8:30 a.m. spot Monday through Friday for "Keep 'Em Rolling," which adds up to a substantial amount when it is noted that the same firm sponsors the newscast at 5 p. m. days weekly.

OMAHA, NEBR.—KOWH has announced the inauguration of a series of programs entitled "Omaha." Members of the Omaha Advertising Club will participate in the show, the purpose of which is to help keep employees in the city.

CINCINNATI, OHIO—WSAI's program titled "Our Cincinnati School" heard for seven years has a new name and time for this year's broadcast. Heard now on Thursday at 6:45 p. m. CWT, instead of Tuesdays, it is called "For A Better World." Kate Fox, public service director and coordinator of war programs, is in charge of the show.



October 19

Addison Amor Tom Barton  
Opal Bates Clive Davis  
Simon Oppenhuizen Jack Shannon  
W. B. Ryan



OL. 25, NO. 13      NEW YORK, N. Y., WEDNESDAY, OCTOBER 20, 1943      TEN CENTS

# New ET Deal Is Ready

## Picture Producer Announces Rules For New FCC Probe

Washington Bureau, **RADIO DAILY**  
 Washington—Anxious to salvage whatever possible in the way of prestige tossed away by former chairman E. E. Cox, the House committee investigating the FCC has decided hereafter that the presence of at least one committee member is necessary for any hearing, public or private. Its move designed to eliminate objections to the committee's former "par-chamber" method procedure whereby the committee counsel was to use only that part of the testimony which suited his purposes, is only one of several decisions announced.

*(Continued on Page 6)*

## Picture Producer Buys Spot On WABC, CBS Outlet

Another motion picture producer has added the ranks of those using radio announcements in New York. Samuel Goldwyn, through Mahue & Coe, Inc., contracted for space on WABC to advertise, "North of 42." The program, "Personally It's the Record" will carry the Goldwyn participations on Monday.

*(Continued on Page 2)*

## Wamboldt Gets New Post In Program Dept. of Blue

Elvin P. Wamboldt has been appointed to the newly-created position of commercial program supervisor for the Blue Network by Phillips Carver, vice-president in charge of programs. Wamboldt will assume part of the duties now performed by C. P. ...

*(Continued on Page 4)*

## Air-Minded

Ted Collins, director-producer of the Kate Smith program, has put an order with the Sikorsky Aircraft Company for the first helicopter to come off the production line after the war. Collins does a lot of traveling and can make good use of this flying machine. Recently Collins signed for an instruction course on helicopter operation.

### Hot Stuff

Pittsburgh—Stan Mirkin, traveling researcher for the CBS program, "Transatlantic Call" sometimes is too thorough in his researching. Yesterday he was inspecting a blast furnace to get local color for the Oct. 24th show. Mirkin got too close to the open door, singed his hair, and shouted "Fire."

## NAB Promotion Show Pleasing Audiences

A telegraphic survey by **RADIO DAILY** to ascertain the results of the first regional meetings of the NAB Retail Sales Promotion campaign brought reports of successful meetings, well attended, and prospects of new local retail radio accounts. Better than average interest was evidenced in "Air Force and the Retailer," film which is a feature of the program. Excerpts follow, describe reaction of audiences in some of the key ...

*(Continued on Page 4)*

## AFRA-ET Conference On New Scale Resumed

Joint conference between AFRA and signatories of the Transcription Code is scheduled to be resumed at 2:30 today in another closed session, probably in the NBC board room. Industry representatives—ET outfits, ad men, independent producers—have been meeting independently for several ...

*(Continued on Page 4)*

# KSD Proves War Effort Shows Can Be Sold To Local Sponsors

## Ohio Educator Accepts New Radio Position

Columbus, O.—Dr. I. Keith Tyler, director of the annual Institute for Education by Radio held in Columbus each May since 1930 under the sponsorship of Ohio State University, has been appointed acting director of radio education for Ohio State. He has been loaned by the Bureau of ...

*(Continued on Page 4)*

## Disk Companies And AFM Reported In Accord On Pact Terms; Meet Union Reps At WLB Office, Late Today

## Blue Affiliates Meet In Chicago On Nov. 16

A meeting of representatives of the 169 stations now affiliated with the Blue Network, the first since Edward J. Noble assumed ownership of the Blue, will be held Nov. 16 in Chicago. Immediately preceding the meeting of station representatives, on Nov. 15, members of the Blue Network Stations Advisory and Planning Committee will meet, also at the Palmer House in Chicago. Both meetings will give the new ...

*(Continued on Page 2)*

## Dramatic Show Adds Eight Stations To Its CBS Net

Addition of eight stations to the network carrying "Armstrong's Theater of Today" was announced by CBS yesterday bringing the total number of stations carrying the show to 128. The stations added, all recent CBS ...

*(Continued on Page 2)*

## Mundt Warns Of Plan To "Take Over" Radio

Washington—Plans definitely are afoot for the taking over of the nation's broadcast facilities by the gov- ...

*(Continued on Page 6)*

Final negotiations between the AFM and the transcription industry for a new contract will be conducted today and **RADIO DAILY** learned authoritatively that a satisfactory contract will be offered for signing late this afternoon.

The contract, a revision of the original one signed by Decca, World Broadcasting System and WOR Recording Studios, is said to contain two important clauses with the sanction ...

*(Continued on Page 5)*

## Drop Gov't NBC Suit; MBS Files To Dismiss

Chicago—Dismissal of the government anti-trust suit against NBC and RCA in Federal Court here yesterday wrote finis to the civil action instituted against both NBC-RCA and CBS in January, 1942, by the Department of Justice anti-trust division. At the same time Mutual planned to drop its \$10,750,000 anti-trust civil suit against NBC and RCA with the scheduled filing in Federal Court to- ...

*(Continued on Page 5)*

## Philco's New 'Hall of Fame' Debuts On Blue Net, Dec. 5

A new program creating, "Academy Awards" and called "Radio Hall of Fame" will be launched on the Blue Network Sunday, Dec. 5, under sponsorship ...

*(Continued on Page 2)*

### Hillbilly Politics

Nashville, Tenn.—In spite of himself, Roy Acuff, NBC's hillbilly song merchant and country fiddler, may very well be a candidate in Tennessee's 1944 gubernatorial elections. Friends of the radio singer, in a completely spontaneous campaign of their own, are pushing petitions to qualify Roy as candidate for the office in the primary in 1944.



# Hollister Lauds Radio's War Effort; Stresses Public Service Programs

(Continued from Page 1)

teered unrestricted sustaining time for war purposes." He characterized "radio" as 900-odd broadcasting stations serving nearly 60,000,000 receiving sets owned by 31,000,000 homes, or 85 per cent of all the homes in America.

### Radio Ready At Outbreak

"By the grace of God that radio service had been built to man-size by free American enterprise before December 7, 1941," Hollister continued. "The radio 'plant' unlike most others, didn't have to suspend production for retooling before swinging into war action. It was radio itself which tore through the sermons and the football games and the music that Sunday afternoon to bring us the first news of Pearl Harbor; stayed with the news, has never left it for a second since."

Within a few hours radio carried the President's own voice in his first outraged war statement, and 63,000,000 Americans heard him. No nation in history had ever been so swiftly informed or marshalled by its commander-in-chief. What is more, he was heard in Tokio and Berlin and Rome, and there was no question in those iniquitous areas as to where the United States of America "stood." The next evening he spoke again from the White House to 70,000,000 Americans.

### Volunteered Unanimously

The radio industry automatically volunteered unrestricted sustaining time for war purposes. The businessmen who buy the commercial time that pays the bills of the 900 stations put that time instantly at the disposal of the war effort, and without waiting for orders, began each in his own way to interpret the patriotic crisis and stiffen the national morale. When the new federal Office of Facts and Figures took over the clearance of the steadily-rising torrent of government war information that had to be got to the total people, radio gave lavishly and cheerfully of its time and talents. The Office of Facts and Figures left something to be desired as a smoothly operating machine, but let's not forget that at a time when there was plenty of hysterical suspicion that Uncle Sam might have to "take over" business, and plenty of sinister hope in dangerously high places that under cover of the emergency Uncle Sam would do just that, the Librarian of Congress, who was chief of the OFF, declared pointblank that government's only function in public information was to be the guidance of wholly voluntary effort. Starting like an up-springing of the minute-men along the Lexington and Concord turnpike, the stream of volunteer-effort in radio produced the greatest torrent of national information, and thus the greatest state of national awareness the democratic world has ever seen.

How great?

Let's measure it in several ways:

First, in bare time-and-talent cost: Busi-

nessmen gave Uncle Sam in 1942 over 90 million dollars' worth, and is currently giving about eight million dollars' worth a month.

Second, in number of war messages: In 1942 alone over 600,000 different radio programs carried war messages, and the stations themselves broadcast over 5,600,000 distinct war announcements not integrated into given programs.

Third, in total of radio time itself, in the single month of June 1943 the stations of America broadcast all form of war messages for a sum of more than 18,000 hours.

The total activity cannot be encompassed in a short report. It is even doubtful that total figures are available for any single major branch of this astonishing "idea-army." But in order to conjecture what radio can further accomplish, let's look further and patiently at some severe numbers of what it has been doing since Pearl Harbor.

### CBS Typical of All Webs

In order to keep these massive and varied totals within bounds we can grasp, let us confine this strict report to the record of a single network, Columbia Broadcasting System. That record probably mirrors the pattern of other networks, and reflects the philosophy of stations not allied with any network. But I hope that this "sample" representing the behavior of some 130 stations is a statistically fair cross-section of the whole 900. You can safely multiply it as you like to make the sum inclusive for all America.

From December 7, 1941, through September 15, 1943, over one network alone, there were broadcast, without time or talent cost to Uncle Sam, and without discernible tax-increase to any taxpayer, the following messages calculated to hold our people together in their purpose, point them in the direction of the enemy, and show them how they could best help in defeating that enemy:

Over this period of the first 648 days of U. S. war:

Over a single network (CBS) were broadcast—

16,582 programs containing War Items  
9,529 programs of War News

26,110 programs of War Matter

These 26,110 War Matter programs used 4,989 hours four minutes.

These 26,110 War Matter programs actually broadcast 31,814 War Items.

Of these 26,110 War Matter programs on CBS, 12,387 were sustaining—that is, their cost was volunteered and borne by the network itself.

And the balance—13,723 War Matter programs, were bought and paid for by the volunteer United States advertiser on this particular network.

Strip this down to a single average day and we see that 20 times a day the radio audience was offered a sustaining War Matter program; 28 times a day it was offered a commercially sponsored War Matter program; 48 times a day, in short, the audience of this national network was reminded of a new facet of its patriotic emergency and obligation.

And how far has War Matter become a part of the total radio-life of the audience—which is to say the listening 85 per cent of the population?

A reasonable answer lies in the record of this same network:

An actual 37.5 per cent of the total broad-

cast time of this single national network was devoted specifically to War Matter programs during the first 648 days of war.

Of this about 4/7 (20.8 per cent of total broadcast time) was sustaining time volunteered by the network. About 3/7 (or 16.7 per cent of total broadcast time) was volunteered by the advertisers on the network.

And of what did this great pageant of news and exhortation treat, as subject matter?

Used as program-material itself were over 90 different war projects. Used as topics for specific announcements, not integrated in the fabric of the program, were over 70 different war projects.

### Post-War Radio Planning

"Post-war radio is going to distribute as it has never distributed before. To distribute what? To distribute the product it has always distributed: ideas. Ideas about goods and services, as usual. More sensible, more plausible ideas, because radio techniques have improved during the war. And radio will talk about more different products and better products too, for the number of, and the improvements in, goods and services which will emerge from the war are incalculable.

"If radio can (as it does today) beam simultaneously identical words in both Spanish and Portuguese describing music to both Mexico and Brazil, radio is ready to beam the similar or divergent ideas of a Chinese and a Yank, each in his own tongue, and to enrich the ideas which are similar, and to compose those which diverge. If radio can (as it does any Sunday morning) transport the population of America into a fishing village in Cornwall, or transport the population of Britain into Mason City, Iowa to hear some 6,000 Thanksgiving turkeys fed, radio is ready to try broader and even more specific jobs of hurdling all the barriers the selfish isolationist in any nation has ever set up . . .

### Cites "Sterilization" Abroad

"In other democracies we have seen how dull, and therefore how inefficient in the national economy, radio can be if it is sterilized by even a benevolent tyranny. From the enemy we get daily a grim demonstration of how a glorious godsend of science can be debased to use as mouthpiece of the party in power. Further normal and rapid progress in radio can be expected so long as it helps and pleases the 31,000,000 families who depend on radio four hours a day.

"But whatever may happen after Armistice, now and until forbid, U. S. radio is going on doing all it can to seek out the enemy and to distress him, to seek out our soldier and to remind him that the heart of his home is after all only a split-second away from him, to seek out the citizen and help him back the soldier. Since this reporter started talking 20-odd minutes ago, the radio stations of America have broadcast to the American people another thousand War Messages. Those messages are considerably more significant and more eloquent than the words of your reporter."

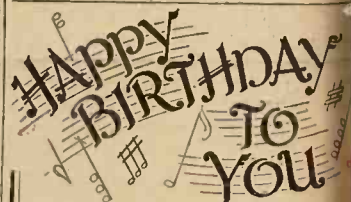
## COAST-TO-COAST

CHARLOTTE, N. C.—New as WBT announcer is E. Lee Callan, formerly of Col S. C. . . Hannah Beatty Callan, formerly of the WBT staff, has been the station as secretary to Roy Penny, sales manager. . . Mr. Hull replaces Betty Cameron, secretary to W. McGregor Park, director of sales-promotion publicity for WBT. . . Betty Best returns to WBT program department, succeeding Lawrie Clark who resigned recently. . . Lee Kirby has been selected to give the play-by-play count on the Duke University football games. This marks the tenth consecutive year Kirby has done the Duke broadcasts.

DAYTON, OHIO — Charlotte Seawhio bookkeeper, has started a radio career. She auditioned as a singer and made her vocal debut on Budwin's Kitchen Kapers. . . WHIO sold a half-hour football review to Dayton Rubber. Local tire manufacturer seeks for help in vital war work in the weekly broadcast which features scores and highlights of all major league games every Saturday at 8:45. Bill Hamilton presides on the show which includes music as well as ball dope. . . In addition to its football show, Dayton Rubber has also been the 8:15 to 8:30 a.m. spot Monday through Friday for "Keep 'Em Rolling," a show which adds up to a substantial subscription when it is noted that the same firm sponsors the newscast at 5 p.m. days weekly.

OMAHA, NEBR.—KOWH has announced the inauguration of a series of programs entitled "I Love Omaha." Members of the Omaha Advertising Club will participate in the show, the purpose of which is to help keep employees in the city.

CINCINNATI, OHIO—WSAI's school program titled "Our Cincinnati School" heard for seven years has a new name and time for this year's broadcast. Heard now on Thursday at 6:45 p.m. CWT, instead of Tuesdays, it is called "For A Better World." Katharine Fox, public service director and coordinator of war programs, is in charge of the show.



October 19

- Addison Amor
- Opal Bates
- Simon Oppenhuizen
- Tom Barton
- Clive Davis
- Jack Shannon
- W. B. Ryan



# New ET Deal Is Ready

## Announces Rules For New FCC Probe

Washington Bureau, RADIO DAILY  
 Washington—Anxious to salvage ever possible in the way of being tossed away by former chair- E. E. Cox, the House committee investigating the FCC has decided after that the presence of at least one committee member is necessary for any hearing, public or private. A move designed to eliminate objections to the committee's former "chamber" method of procedure by the committee counsel was to use only that part of the money which suited his purposes, only one of several decisions announced.  
*(Continued on Page 6)*

## Movie Producer Buys Spot On WABC, CBS Outlet

Another motion picture producer has added the ranks of those using radio announcements in New York. Samuel Goldwyn, through Blue & Coe, Inc., contracted for an announcement on WABC to advertise, "North of the Border." The program, "Personally It's the Record" will carry the Goldwyn participations on Monday.  
*(Continued on Page 2)*

## Wamboldt Gets New Post Program Dept. of Blue

W. P. Wamboldt has been appointed to the newly-created position of program supervisor of the Blue Network by Phillips Carver, president in charge of production. Wamboldt will assume part of the duties now performed by C. P. ...  
*(Continued on Page 4)*

## Air-Minded

Ed Collins, director-producer of the Kate Smith program, has put an order with the Sikorsky Aircraft Company for the first helicopter to come off the production line after the war. Collins does a lot of travelling and can make good use of this flying machine. Recently Collins signed for an instruction course on helicopter operation.  
*(Continued on Page 4)*

**Hot Stuff**  
 Pittsburgh—Stan Mirkin, traveling researcher for the CBS program, "Transatlantic Call" sometimes is too thorough in his researching. Yesterday he was inspecting a blast furnace to get local color for the Oct. 24th show. Mirkin got too close to the open door, singed his hair, and shouted "Fire."

## NAB Promotion Show Pleasing Audiences

A telegraphic survey by RADIO DAILY to ascertain the results of the first regional meetings of the NAB Retail Sales Promotion campaign brought reports of successful meetings, well attended, and prospects of new local retail radio accounts. Better than average interest was evidenced in "Air Force and the Retailer," film which is a feature of the program. Excerpts follow, describe reaction of audiences in some of the key cities.  
*(Continued on Page 4)*

## AFRA-ET Conference On New Scale Resumed

Joint conference between AFRA and signatories of the Transcription Code is scheduled to be resumed at 2:30 today in another closed session, probably in the NBC board room. Industry representatives—ET outfits, ad men, independent producers—have been meeting independently for several days.  
*(Continued on Page 4)*

# KSD Proves War Effort Shows Can Be Sold To Local Sponsors

## Ohio Educator Accepts New Radio Position

Columbus, O.—Dr. I. Keith Tyler, director of the annual Institute for Education by Radio held in Columbus each May since 1930 under the sponsorship of Ohio State University, has been appointed acting director of radio education for Ohio State. He has been loaned by the Bureau of ...  
*(Continued on Page 4)*

## Disk Companies And AFM Reported In Accord On Pact Terms; Meet Union Reps At WLB Office, Late Today

## Blue Affiliates Meet In Chicago On Nov. 16

A meeting of representatives of the 169 stations now affiliated with the Blue Network, the first since Edward J. Noble assumed ownership of the Blue, will be held Nov. 16 in Chicago. Immediately preceding the meeting of station representatives, on Nov. 15, members of the Blue Network Stations Advisory and Planning Committee will meet, also at the Palmer House in Chicago.  
 Both meetings will give the new ...  
*(Continued on Page 2)*

## Dramatic Show Adds Eight Stations To Its CBS Net

Addition of eight stations to the network carrying "Armstrong's Theater of Today" was announced by CBS yesterday bringing the total number of stations carrying the show to 128. The stations added, all recent CBS ...  
*(Continued on Page 2)*

## Mundt Warns Of Plan To "Take Over" Radio

Washington—Plans definitely are afoot for the taking over of the nation's broadcast facilities by the government.  
*(Continued on Page 6)*

Final negotiations between the AFM and the transcription industry for a new contract will be conducted today and RADIO DAILY learned authoritatively that a satisfactory contract will be offered for signing late this afternoon.  
 The contract, a revision of the original one signed by Decca, World Broadcasting System and WOR Recording Studios, is said to contain two important clauses with the sanction ...  
*(Continued on Page 5)*

## Drop Gov't NBC Suit; MBS Files To Dismiss

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# FINANCIAL

(Tuesday October 19)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	156 3/8	156 1/2	156 5/8	+
CBS A	22 3/8	22 3/8	22 3/8	+
CBS B	22 1/2	22 1/2	22 1/2	+
Crosley Corp.	18	18	18	+
Gen. Electric	37	36 3/8	36 7/8	+
Philco	22 7/8	22 1/8	22 3/4	+
KCA Common	10	9 3/4	9 3/4	-
RCA First Pfd.	70 1/8	70	70	-
Stewart-Warner	12	11 3/4	12	+
Westinghouse	96	95 1/2	96	+
Zenith Radio	34 1/4	34 1/2	34 1/2	-
NEW YORK CURB EXCHANGE				
Nat. Union Radio	2 1/2	2 1/2	2 1/2	
OVER THE COUNTER				
Farnsworth Tel. & Rad.			8 5/8	9 1/8
Stromberg-Carlson			10 5/8	11 1/8
WCAO (Baltimore)			20	23
WJR (Detroit)			27 1/2	

### Stork News

Sgt. Lyles Bynum, Army Signal Corps, formerly with the engineering staff of WLVA, Lynchburg, Va., is the father of a baby girl.

## 20 YEARS AGO TODAY

(October 20, 1923)

Capitol Theater celebrates 4th anniversary with special broadcast over WEAJ with S. L. "Roxy" Rothafel as emcee. . . One of the most popular radio features are the time signals from Arlington, Va., broadcast nightly from 9:55 to 10:00 by WJZ. . . Alfred J. McCosker describes "Current Motion Pictures" over WDT.

# Coming and Going

ROUSSEAU CAMILLE, of the "Haiti Journal"; ULRICK DUVIVIER, of "La Nouvelliste," and LOUIS MERCIER, of "La Lanterne," journalists from the island of Haiti, are in New York today for a broadcast which will be heard tonight over NBC.

H. ALLEN CAMPBELL, secretary and general manager of WXYZ, Detroit, is here for conferences at the headquarters of the Blue Network.

RUSS HODGES, sports commentator on WOL-Mutual, returned early this week from Madison, Wis., where he had broadcast the Wisconsin-Notre Dame game. He leaves Friday for South Bend, Ind., where on Saturday he will air the tussle between the Irish and Illinois.

MERT EMMERT, farm program director of WEAJ, is in Washington, D. C., to cover the National Outlook Conference.

HAROLD V. HOUGH, president of KTOK, Oklahoma City, and ROBERT D. ENOCH, manager of the station, in Chicago this week on business.

DEWEY LONG, general manager of WELI, Blue Network outlet in New Haven, came in from Connecticut yesterday for a short visit.

ROBERT MAGIDOFF, NBC correspondent in Russia for four and a half years, has returned to the United States. He expects to remain for several months.

CARL POST off to Philadelphia for a special program tomorrow morning on WCAU in the interest of the waste paper campaign being conducted by the WPB.

KEN CHURCH, general manager of WKRC, Cincinnati, has returned to his Ohio headquarters following a trip to the East.

WOODY HERMAN and the members of his orchestra are in Boston filling an engagement at the RKO Theater.

C. D. MASTIN, station manager of WNBZ, Columbia affiliate in Binghamton, N. Y., is in town.

R. B. WESTERGAARD, vice-president and general manager of WNOX, Knoxville, Tenn., has returned to the home offices after having been for a short while in New York.

DICK MOSES, publicist, has left for Chicago to confer on special promotion for Lawrence Welk's WGN orchestra, which on Nov. 11 will open a four-week engagement at New York's Capitol Theater.

CURLEY BRADLEY, heard on NBC's "Road to Danger," and THE DINNING SISTERS, featured on the network's "National Barn Dance," are in Bismarck, N. D. for an appearance today at a War Bond Rally. They are scheduled for another rally tomorrow at Fargo.

MORT WALTERS, vice-president and general manager of WCPO, Cincinnati, who spent some time here on station business, has left for Ohio.

BOB HOWARD, featured on WHN's "Gloom Dodgers," has returned from Camp Patrick Henry, Va., where he entertained the servicemen at that point.

J. D. SAUMERING, commercial manager of WIS, Columbia, S. C., is in town for a few days on station and network business.

JERRY LESTER, is back from a five-day tour of New England Army camps.

PHIL SPITALNY and the members of his all-girl orchestra are back in town following a week's engagement at the Stanley Theater in Pittsburgh.

EDWARD LINDSAY, station manager of WSOY, Columbia's outlet in Decatur, has arrived from Illinois and station network business. He will leave later in the week.

## Dramatic Show Adds Eight Stations to Their CBS Net

(Continued from Page 1) affiliates, are: WHOP-Hopkinsville and WPAD-Paducah, in Kentucky; WJLS-Beckley, West Virginia; WLBC-Muncie, Indiana; WDWS-Champaign, WDAN-Danville, WTAX-Springfield and WSOY-Decatur, in Illinois.

## Picture Producer Buys Spot On WABC, CBS Outlet

(Continued from Page 1) Wednesday and Friday broadcasts within two weeks. Arthur Godfrey will advertise "North Star" on Tuesday, Thursday and Saturday broadcasts.

## Philco's New 'Hall of Fame' Debuts On Blue Net, Dec. 5

(Continued from Page 1) sorship of Philco Corporation. The program will sponsor awards to outstanding performers of radio, stage, screen, concert, night club and music fields and will offer a full hour of entertainment from 6 to 7 p.m., EWT.

## "Famous Jury Trials" Renewed

Effective Nov. 9, Williamson Candy Company has renewed "Famous Jury Trials" on the Blue Network for 52 weeks. The candy concern has presented the program on the Blue since Nov. 11, 1940. "Famous Jury Trials" is heard Tuesday from 9 to 9:30 p.m., EWT, on 68 Blue stations through Aubrey, Moore & Wallace.

# Blue Affiliates Meet In Chicago On Nov.

(Continued from Page 1) owner of the Blue an opportunity become acquainted with those responsible for the successful management of its affiliates and to discuss plans for the further progress of network. The Advisory and Planning Committee consist of seven members representing stations in seven regions into which the United States was divided for broadcast purposes.

### Executives Attending

In addition to Noble, Blue Network executives from New York who will attend the two Chicago meetings are Mark Woods, president; Edgar Kob executive vice-president; Keith K. Gins, vice-president in charge of stations; Phillips Carlin, vice-president in charge of programs; and C. "Pete" Jaeger, who will become network sales manager Nov. 1.

## Ohio Educator Accepts New Radio Position

(Continued from Page 1) Educational Research at Ohio State where he was director of the radio division, for the coming year to head the new university-wide program under way. Dr. Tyler will coordinate the work of the University broadcasting station, WOSU, with radio courses offered in such departments as speed music, journalism, education, business organization and electrical engineering, preparing students for careers in radio, and with the radio research conducted by the Bureau of Educational Research.

## "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.



IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

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

WSAY ROCHESTER N. Y.

1480 Kilocycles

Full Time Operation

# WHOM

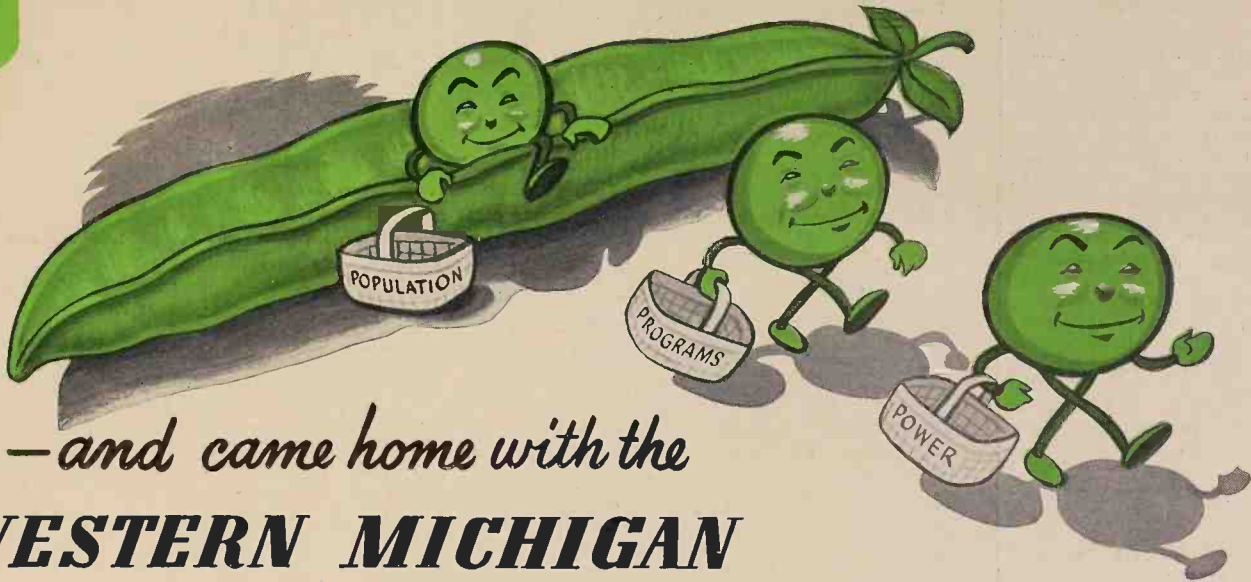
FOR BETTER THAN AVERAGE RESULTS

Joseph Lang, Gen. Mgr.

New York Studios: 29 West 57th Street, New York City



# 3 Little P's went to Market-



## -and came home with the **WESTERN MICHIGAN AUDIENCE**

It takes all *three* P's to make a radio market:  
**POPULATION — PROGRAMS — POWER.** In Michigan's second  
market, there's only one station with ALL 3 — **WOOD Grand Rapids.**

### POPULATION

Grand Rapids is the HUB of Population in Western Michigan. WOOD broadcasts from the very *center* of this high-wage territory of over a million listeners.

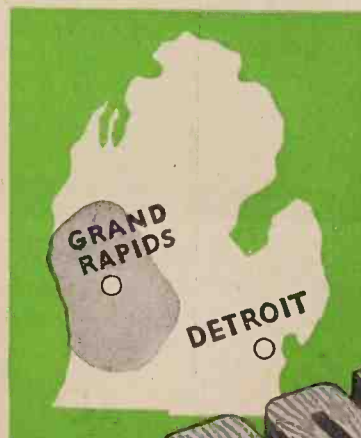
### PROGRAMS

WOOD is the only NBC outlet in Western Michigan. It delivers a Parade of Stars, the best entertainment in radio. No wonder Grand Rapids listeners prefer WOOD 14 to 1 over *any* other 5000 watt station in the state.

### POWER

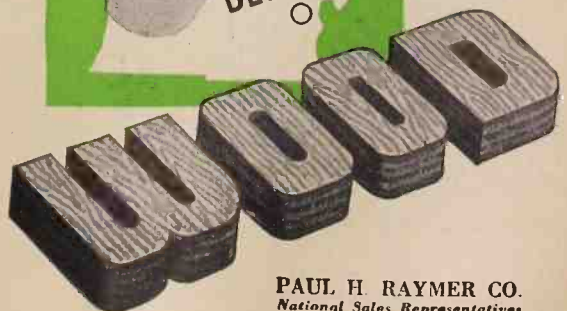
WOOD is the *only* high-powered station transmitting from Grand Rapids. Its 5000 watts give it the power to deliver these top programs to this thickly populated area.

Only WOOD can deliver the unbeatable combination of POPULATION, PROGRAMS and POWER in Michigan's second market. That's why 68 Smart National Advertisers are currently using WOOD to sell 108 quality products in Western Michigan.



**GRAND RAPIDS** NBC  
5000 watts

*Outstate Michigan's Greatest Station*



PAUL H. RAYMER CO.  
National Sales Representatives



PROGRAMS-IDEAS

For The Tax Payer

"This Is Mine," a series of programs designed to point out the accomplishments of the average tax payer in connection with the Cincinnati public school system, has been launched by WCKY in cooperation with the local Board of Education. Shows include transcribed broadcasts made during classroom and laboratory operations and in the handicapped schools of the city, and recordings made by choral groups of various high schools in the city.

Series, which has been planned by John F. Locke, director of community relations, Jerry Belcher, WCKY public events director, and Robert M. Fleming, station's program director, is being used to focus national attention on the public schools system. Broadcasts are aired Saturdays at 9:45 p.m.

Wamboldt Gets New Post In Program Dept. of Blue

(Continued from Page 1)

"Pete" Jaeger, commercial program manager. Jaeger has been named network sales manager effective Nov. 1. Wamboldt comes to the Blue from Compton Advertising, New York, where he has been a radio account executive for the past three years. His previous experience includes four years in radio production in Chicago, and three years with a radio package production unit, also in Chicago.

AFRA-ET Conference On New Scale Resumed

(Continued from Page 1)

eral days in discussion of the union's demands for putting ETs on a par with live commercial shows.

Rise of about five dollars per artist on a 15-minute transcription is sought by AFRA. Settlement should be made soon since the Code expires at the end of the month.

Mrs. Nellie Bergen

Hollywood—Mrs. Nellie Bergen, 77, mother of Edgar and Clarence Bergen, died at California Hospital, Monday, following an operation. Edgar Bergen, who was in New York, flew back for the funeral.

CBS Men Giving Courses

Albert Perkins, manager of the program writing staff at CBS; Earle McGill, CBS producer-director, and Charles E. Midgley, Jr., network sales service manager, are offering courses in the "Radio Workshop" at New York University this Fall.

NOW AVAILABLE

Radio Writer and Director, young man experienced in writing and directing shows for major network stations. Position in New York preferred. Draft deferred. Write RADIO DAILY, Box 763, 1501 Broadway, New York City.



Notes From A Ringside Seat. . . ?

• • • When the anecdotes of this present world conflagration will have been compiled, they will fill hundreds of volumes. . . . some already have been recorded here and in many other newspapers, periodicals and magazines. . . . we add a few items, verified (in case future historians want proof) by none other than Quentin Reynolds, radio's newest luminary who started his ether career last night on the "Salute To Youth," program over NBC. . . . While in Algiers, Quent was approached by John (Grapes of Wrath) Steinbeck who said, "I understand that Ernie Pyle is in town. . . . won't you introduce me to him?" . . . "Sure," was Reynolds' reply, "he's a good friend of mine" . . . later that night, while debating with himself whether to drink "that Algerian stuff or not" (Quent said he later was glad he decided in the negative) Reynolds was approached by Ernie Pyle who said, "Gee Quent, they tell me John Steinbeck is in Algiers. . . . I'd love to meet him." The "Dieppe Reporter," phoned Steinbeck, told John where to meet him, introduced Ernie to John, and in Quent's own words, "from then on, I felt completely out of the picture, just watching them look at each other in awe" . . . Al Jolson, while on the overseas trip, was accompanied on the piano by his old friend, songwriter Harry Akst, whose most famous composition is "Dinah" . . . Al told the lads, wherever they appeared, that he'd sing any and all requests, which he did. . . . when Jolson and Akst had concluded their tour and were ready to leave for home, the pair met a Reporter-friend to whom Harry said sadly, "we've had thousands of requests for songs and not once did any one ask for 'Dinah'" . . .



• • • Pvt. Dan Studen, formerly general manager of the Star Radio Productions, is now editor of an Army newspaper, stationed "somewhere in Sicily" . . . Sylvia Marlowe, nationally famous Harpsichordist, will appear as guest star Nov. 19, with the Rochester Symphony Orchestra, sponsored by Eastman Kodak and emanating from WHAM, Rochester, N. Y. . . . Jerry Wayne has been renewed for an additional 13 weeks on the "All-Time Hit Parade," NBCiggie. . . . this makes 52 consecutive weeks for the crooner on this show. . . . The Landt Trio has been CBSinging for the past 15 years. . . . the same milestone will be observed by Gertrude Berg's "Goldbergs" on November 20th. . . .



• • • Life's Little Ironies:—On today's "True Story Hour," Patsy Campbell will be the "girl" in a program based on a story in which, after agonizing torment, her sweetheart decides to leave her and enlist in the Armed Forces. . . . in real life, Patsy's husband, Al Reilly, did just that and is now a sergeant with the American Air Forces in Italy. . . . We hear Ralph Edwards is seeking a "haunted house" for use as a "Truth Or Consequences" gag on Hallowe'en. . . . there's a house in a place called Bergtesgaden, owned by a rat named A. Schickelgruber, which we know must be "haunted by nightmares of things to come" . . . Jackson (Clisco Kid) Beck, will replace George Lowther as announcer on the MBSuperman series. . . . Though the play "Land of Fame," didn't last long enough to "land any fame at all," radio actor Ed Begley copped himself a fistful of praise from the critics. . . . The Deep River Boys will questrill on the Kate CBSmith varieties show Friday, doubling from the Capitol where they are featured with Lena Horne and Duke Ellington's Orchestra. . . . CBSongstress Kay Lorraine will be featured Saturday on the "It's Maritime" program at 5 p.m., the show to emanate from the U. S. Maritime base at Sheepshead Bay. . . .



—Remember Pearl Harbor—

AGENCIES

NEWLY ADMITTED MEMBER the advertising firm of M. H. Hack Co. is Robert D. Spahn, who will act as general manager and in an executive capacity on all accounts. Spahn was formerly vice-president in charge of sales for the Criterion Adv. Co.

HELBROS WATCH COMPANY New York City, has appointed William H. Weintraub & Co., Inc. to handle its advertising, effective immediately. The 1944 campaign will be the largest in the company's history and will include radio, magazines and newspaper.

W. B. KAHN COMPANY, New York City, international patent brokers, have appointed S. Duane Lynn, Inc., agency, to handle their accounts.

NAB Promotion Show Pleasing Audience

(Continued from Page 1)

cities which reported to RADIO DAILY Miami, Fla.

Miami, Fla.—Attendance at the Retail Sales Conference sponsored by the NAB comprised over 200 retail merchants from Miami, Miami Beach and Fort Lauderdale. The program created favorable reaction and it is believed will result in greater mutual understanding of radio problems.

Pittsfield, Mass.

Pittsfield, Mass.—Retail Promotion Committee of NAB launched nationwide campaign to make retail merchants radio-advertising-conscious with presentation of "Air Force and the Retailer," new promotional motion picture in the Hotel Wendell ballroom, here Monday.

WBRK and Pittsfield Chamber of Commerce, joint promoters of the Pittsfield presentation, received response far beyond expectations with attendance of about 75 of leading representatives of Berkshire retail industry. Merchants reaction generally favorable; only mild criticism expressed at length of program which runs about 1 3/4 hours. Felt that program could use some editing in certain spots. However, everyone remained through complete program and for informal discussion at subsequent social hour provided by WBRK.

Extensive research done on production was evident, and proved invaluable in pointing out radio's potentialities for the national retailer. As yet, it is too early to forecast any direct results of the presentation.

Emcee King Horton, of WEEI, made very successful debut, and is to be highly commended for his work, as is Monroe B. England of WBRK.

Durham, N. C.—Honored with first (Continued on Page 7)

Have You Met the Voice of GILBERT MACK ? LFX 2-1900



# And ET Firms New Pact Ready

(Continued from Page 1)  
War Labor Board. These are:  
1. A no strike clause.  
2. Appointment of two public trustees outside the union and industry to supervise the administration of royalty funds which will go into the coffers of the union.  
3. Most of the above clauses are regarded as important to the ET inasmuch as a generous concession part of James C. Petrillo and musician's union. The phrasing of clauses was still being considered by lawyers representing the union and the industry last night.  
Four Companies May Sign  
Four companies, of the seven organizations to appeal to the board for relief from the 14 percent ban on records, are reported to affix their signatures to the contract, they are:  
Associated Music Publishers, Decca Feature Programs, MacGregor, and Standard.  
Completion of the transition contracts is believed that negotiations with RCA-Victor and Columbia Recording Company for new contracts in the phonograph field will be completed within a week. The manufacturers of phonograph records have been kept under a watchful eye on the ET heard from by the WLB.  
Started With Decca Deal  
Negotiations leading up to tonight's announcement of a revised contract with the sudden signing on Decca of a pact between the AFM, Decca Records and World Broadcasting System, whereby monies over above musicians' wage scales agreed to be paid into the "unemployment fund" by the companies. Eventual annual revenue going to the AFM from this source is estimated as from \$3,000,000 to \$4,000,000, when all the recording companies sign, including the companies negotiating before the WLB panel of RCA-Victor Division, NBC Radio Recording Division, Columbia Recording Corporation and the AFM.  
Acceptance by WOR Recording Company of the AFM conditions put forth in the ranks of the ET and Resumption of commercial broadcasting was soon bolstered when World Broadcasting Corp. initiated an agreement with the union, leaving transcription firms outside the board. These are expected to settle differences with the AFM before the end of the day.  
Terms of the original AFM record-

# PROGRAM REVIEWS

## VICTORY SHOW

with Gracie Fields  
Ruthrauff & Ryan  
American Cigar & Cigarette Co.  
(Pall Malls)  
MBS  
Monday through Friday—  
9:15 to 9:30 p.m., EWT  
Producers: Sam Pierce, Dave Young,  
Stu Wilson (network)

Monday night's premiere of the "Victory Show" got off to a bad start—and it will continue that way unless the format is radically changed. It was good to hear Gracie Fields' robust voice once again, but for all the singing or wisecracking she did, she might as well have been back on her original five-minute spot.

Special feature of the program (evidently to be included nightly) was "Let's Have a Parade," which, along with commercials, took up the majority of the 15 minutes and all but ruined the whole business. First of all, it is in exceedingly bad taste. Perhaps the boys overseas who hear the show find a succession of parades through different U. S. cities, supposedly taking place on the day of victory, is announced, highly satisfying as something to think and dream about. But here in America, where we're being told daily that the war is far from won, and where each day brings further news of casualties and new sacrifices, the transcribed cheers of a jubilant mob and a list of prominent officials and war heroes standing on the reviewing stand watching the parade go by do not set well.

Secondly, the procedure is boring. It consists of a background of crowd noises plus Carl Hoff's orchestra playing marches, with Gracie and announcer Don Hancock describing, in a high pitch of excitement, the groups passing in review, the reviewers and the reaction of the people. Monday's parade went down New York's Fifth Avenue, and among those reviewing were Mayor La Guardia, Police Commissioner Valentine and other city officials, as well as Gen. Eisenhower. New Yorkers are well acquainted with their leaders' names, and people throughout the country are probably not interested, which will hold true for all the other cities to come. We tuned in to hear Gracie Fields, and all we got were two brief songs and a lot of sound and fury. It might be better to cut the parade entirely, devote the time to Gracie's inimitable songs and stories, and, if there isn't enough material for five shows

ing contract signed by Decca and World Broadcasting System, as it pertains to ETs, provide for a payment equal to three per cent of the gross revenues derived from transcriptions manufactured from masters, and from transcribed spots or jingles. Provision is also made that there shall be no payment for a single use of commercial disks manufactured for commercial broadcasting.

### Important Stipulation

Interesting is the condition invoked by clause 14 of the AFM-Decca and WBS pact, which binds the union not to "enter into any agreement with any phonograph record or transcription company upon terms more favorable than those contained in this agreement." It continues, "In the event, however, that we shall make any agreement with any other phonograph record or transcription company upon any terms more favorable or different from those contained in this agreement," the signatories shall have the right at their option to cause the agreement "to be conformed therewith."

It is believed that the same terms are included in the settlement due late today.

## CHASE & SANBORN HOUR

with Edgar Bergen, William Gaxton,  
Victor Moore, Ray Noble's Orchestra  
J. Walter Thompson  
Standard Brands  
NBC—8 to 8:30 p.m., EWT  
Director-producer: Earl Ebi  
Writers: Emanuel Manheim, Robert Losher  
and Joe Connelly

Taking advantage of the rodeo's presence in town, Chase & Sanborn invited Roy Rogers, star of the round-up, to guest on one of its too infrequent New York shows last Sunday. The cowboy, who is predicted by some to be Gene Autry's successor, is a personable fellow but seems to lack the geniality and dash which makes Autry such a popular performer.

Fault should not be laid entirely on Rogers' shoulders. The script was bad and left him little leeway for expression. Built around the old gag of something lost or stolen (in this case Rogers' horse, with, of course, Charlie as suspect), the dialogue was flat, with only McCarthy's quips sparkling to any degree. Not even veterans Victor Moore and Billy Gaxton, as detectives hired to find the truant steed, could lift the show from the bog into which it flopped as soon as the plot got under way, and the going was slow and laborious. Definitely lacking was the feminine touch. The show was entirely masculine, without even a femme vocal to lighten it, and allowing for little of the debonaire McCarthy repartee.

Outstanding guests on Sunday's program were "The Sons of the Pioneers," a cowboy sextet whose two numbers (one with solo by Rogers) were the highlights of the evening. Avoiding the time-worn songs of the range, and yet maintaining the western atmosphere, the boys rendered excellent arrangements of "The Timber Trail" and "Clear Water" in a manner which rates them tops among ballad singers.

Bergen had Mortimer Snerd on hand for a judiciously limited few minutes of yawping gab about his visit to New York. Jim Ameche (who sounds more like his brother every day) did a cheerful job on the commercials, substituting for Bill Goodwin, and Ray Noble contributed his bit of sophisdeflated British humor.

weekly, cut the schedule to thrice weekly. Quick, drastic action is imperative, or the Fields following will dwindle rapidly.

## Yasha Frank Consultant To National Advertisers

Yasha Frank, for the past 18 years identified with radio and the theater, announces the opening of new offices as consultant to industry on the use of radio, films and other dramatic methods.

The first clients of Frank's new offices are Owens-Illinois Glass Company and the Association of National Advertisers.

## WANTED to BUY

New or used FCC approved  
MODULATION MONITOR  
FREQUENCY MONITOR  
ANTENNA TUNING UNIT  
TWO TRANSCRIPTION  
TURNTABLES

Write to Box 764, RADIO DAILY,  
1501 Broadway, New York, N. Y.

# Drop Gov't NBC Suit; MBS Files To Dismiss

(Continued from Page 1)  
day (Wednesday) of a stipulation on the original action instituted on January 12, 1942.

Mutual's suit, in which six MBS affiliates joined, asked triple damages plus reasonable court costs. Actual damages specified were \$3,425,000. The suit charged RCA, NBC, their officers and agents with engaging in "an unlawful combination and conspiracy among themselves and with third persons, to injure plaintiffs by hindering and restricting Mutual freely and fairly to compete in transmission in interstate commerce of nation-wide network programs."

### Mutual Signatories

The stipulation dismissing the Mutual suit was filed by Andrew C. Hamilton of the law firm of Kirkland, Fleming, Green, Martin & Ellis, representing the plaintiffs. It was signed by Mutual Broadcasting System, Inc.; WGN, Inc.; Bamberger Broadcasting Service; American Broadcasting Co., WOL, Washington; North Side Broadcasting Corp., WGRC, Louisville; Thomas Patrick, Inc., KWK, St. Louis; and Rock Island Broadcasting Co., WHBF, Rock Island.

Dismissal of both the government and Mutual suits against NBC-RCA was predicated on the sale of the Blue Network by RCA. A similar government suit against CBS, alleging monopoly over radio broadcasting, was dismissed by Judge John P. Barnes on Oct. 12 on motion of Daniel B. Britt, Assistant U. S. District Attorney, who pointed out that the Federal Communications Commission had power to remedy the situation. Dismissal of the Government suit against NBC-RCA came on an oral motion by assistant U. S. Attorney Britt.

### Plans Musical Innovation

Joe Falvo, former Mid-west ork pilot, brother of Diana Ward, English musical comedy star, is rehearsing a new type orchestra for radio.

**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.

## WRITER

Writer of humorous Radio Skits and Motion Picture dialogues, desires position. Station or Network. Moderate salary. Draft deferred. Write: Ed Dunha, 255 West 43rd St., New York City.



# ONE MINUTE COMMERCIAL



I am a dynamic fellow. . . . I am not only an unusually efficient salesman but am doing my bit, twenty-four hours a day, to speed victory. . . . I am fearless and sincere. . . . I am on the desk of the busy radio executive bright and early every morning. . . . I am a compelling, exciting market place, wherein he who has radio wares to sell comes directly into contact with him who does the buying. . . . Most of the time I am alone with the man who actually handles the closing of negotiations, and, best of all, I am always welcome. . . . My clear visibility advertising columns are at your disposal and my services can be secured at a nominal cost . . . and . . . I am as close to you as your telephone. . . . I am

## Lea Announces Regulations For New FCC Investigation

(Continued from Page 1)

nounced by the new chairman, Clarence F. Lea, California Democrat.

### Sets New Rules

An executive session at which all five committee members were in attendance agreed upon the following points.

All hearings of the committee shall be presided over by one of its members instead of by a member of the staff.

All hearings shall be open to the public unless, because of military secrets or other public interest, the committee shall determine to meet in executive session with a quorum present.

The FCC shall be notified in advance of all hearings. Oaths shall be administered to witnesses by the presiding chairman of the committee at any hearing. All witnesses shall testify under oath. It is the purpose of the committee to allow the commission full opportunity to present in due time any facts relevant to the subject matter of the hearing.

Indirectly Lea said that the previous procedure of the committee had violated the intention of the resolution which set it up.

He said that the committee had now agreed that under the resolution which created it, "hearings can be

### Garey to Speak

*E. L. Garey, chief counsel for the House committee investigating the FCC, will be the principal speaker at the luncheon meeting of the Radio Executives club at the Hotel Shelton on Thursday at 12:30 p.m.*

conducted only by a member of the committee and the presence of such member during the whole of such hearing must be regarded as within the intention of the resolution."

### Refers to Short Wave Case

One immediate result is to bar from the record the evidence submitted last week by Counsel E. L. Garey and accepted "with reservations."

This consists of data concerning Short Wave Research, Inc., New York research firm which has been charged with being ultra-leftist. Statements of two of the four officials of the firm were taken "without the presence of any member of the committee at any time," Lea said. While in the case of a third committee member was on hand "only part of the time."

Acceptance "with reservations" of this evidence last week by Lea resulted in the release, through the committee stenographer, of a major part of the testimony last week. Although this testimony had little to do with the FCC, it was none the less made to order for the Washington "Times-Herald," bitter anti-administration isolationist paper, and a good deal of it was printed. The printing of this material brought a vigorous

editorial over the week-end from the Washington "Post," independent Republican paper here, which has been campaigning for months to obtain a dignified and respectable handling of the FCC inquiry.

Hopes for a fair investigation aroused by Cox's resignation unceremonious and the appointment of Lea to succeed him "sagged deplorably."

### Lea Is Criticized

When this material was accepted, even provisionally, by Lea, the "Post" said, "if acceptance of star-chamber material is a sample of the inquiry the reorganized committee intends to make, it cannot possibly snake out the scum that Mr. Cox gave it."

Of the evidence taken behind the closed doors, the "Post" declared that "that part of the testimony which the investigator wished to use for smearing purposes was recorded, the rest was not."

Most of the testimony was entirely irrelevant "since the organization denied its contract with OWI" but the committee's counsel attempted to create the impression that the commission was responsible for the activities of this organization and for its participation in an alleged violation of law. Actually, the agency did not work for the FCC, nor did it receive any funds from the FCC.

"The only reasonable course in this instance would have been to have these records dumped into the incinerator so that the committee could start afresh" said the "Post." "The fact that they were dumped into the record instead is a very poor beginning for the Lea committee. It will have to question its witnesses in open hearing. It will have to replace Mr. Garey and hire an attorney who knows how to conduct an investigation as distinguished from a mud-slinging orgy."

### FCC Not Notified

"When the committee resumed its hearings on Thursday, the FCC was not even notified and no representative of that agency was present. We hope that Mr. Lea will remember that he was given this assignment to extricate the House of Representatives from the scandal in which Messrs. Cox and Garey had plunged it. He cannot possibly do that job by continuing the indecent and intolerable procedure that made the Cox committee a stench in the nostrils of the public."

That this editorial attack bore fruit is evident from the revised procedure announced. It was evident also from the letter which the "Post" received from Chairman Lea—not for publication. Lea, recognizing the merit of the "Post's" criticism, demonstrated that the paper had been too hasty and explained that he had not intended release of the material on Short Wave Research, Inc. before the committee had a chance to decide if it was acceptable for the record. Inferentially he placed the blame on Garey for its release, it is reported. Withdrawal of the FBI's men from

## Mundt Warns Of Plans To "Take Over" Radio

(Continued from Page 1)

ernment, Rep. Karl E. Mundt, Dakota Republican, told RADIO yesterday. Questioned regarding statement on the House floor Monday that such plans do exist, Mundt he definitely does not refer to plans drawn up for M-Day, nor he refer to plans of the military in event of invasion. These do concern military exigencies, Mundt said.

"I'm sorry I can't go into detail this time, but I can assure you there is a group in the government which would like nothing better than to control radio—and it has already drawn up," he declared.

Asked how good was his evidence, Mundt replied that it was sufficient to convince him and several other congressmen that such a movement was carefully mapped out.

A number of Congressmen are working on bills to regulate the radio industry in one way or another, Mundt said, predicting that there will soon be introduced what he termed a "straight-jacket bill," requiring broadcasters make free time available to any one attacked over the radio facilities in order that he may respond to the attack.

### "Radio Fair to Congressmen"

Radio has actually been quite fair with Congressman, Mundt said, pointing that it has been generous time for members of Congress. He added, some few in radio are alienating these people who should be their friends. "For instance," he explained, "I heard a large group of Congressmen discussing a radio attack made on Frank Gannett, publisher, Sunday night. I didn't attend the program myself and I don't know Gannett but he does own 20 newspapers and naturally plenty of Congressmen are his friends. If someone were to bet me \$1,000, I know I could produce before nightfall 100 Congressmen who a week ago were mighty friendly to radio but who would knife it today because of that attack."

Neither the Republican National Committee, nor the Congressional Committee has yet adopted a formal position on radio, he continued, but individually the members are not satisfied with the current state of affairs.

the North African military theater last May was requested by the War Department because they had been sent there by "an unauthorized request," it was disclosed in letters submitted into the committee records. These were submitted last week, and approved yesterday. The letters included one from Chairman Flynt Secretary Stimson, requesting funds to pay members of the FBI's staff attached to the Army assertedly on the request of Gen. Eisenhower. A reply from Under-Secretary of War Patterson refused because "no known authority exists" for use of FCC personnel in military theaters and asserted the staff was sent there through "an unauthorized request" made by the Army to the FCC's London office.



## KSD Proves War Effort Shows Can Be Sold To Local Sponsors

(Continued from Page 1)

Three weeks of the Third War Loan Drive. Thirty-eight sponsors of 15-minute programs and 16 announcements were sold to five sponsors. An aggressive sales campaign in the bond shows also brought additional revenue, although the sponsors gave advertisers minimum space. KSD had informed other stations of its plans, so it could take advantage of the new idea. The Third War Loan Drive gave KSD an occasion to test its idea. KSD had 15-minute bond shows, each sold to one sponsor only. The shows featured KSD's ten piece orchestra, introduced as the "War Bond Band," playing popular tunes. The shows included a "Buy Bonds" promotion from the Treasury Dept. Other bond appeals tied into the program. Descriptions of the sponsor's work in the war effort were included in the script.

Summer goods businesses as well as plants welcomed the opportunity to buy KSD's new shows. Sponsors ranged from large steel and aircraft companies and mills to wholesale bakeries and

soda-water companies. Consumer firms which had switched to manufacture of little-known but vital articles of war described their work. Most sponsors used KSD to tell St. Louis how their employees were "Backing the Attack" by buying bonds. Sponsors generally praised the program.

The success of this new service-program idea brought special comment from Vincent F. Callahan, Director of Press, Radio and Advertising, War Finance Division of the Treasury Dept. Callahan wrote KSD: "This is such an outstanding promotion that we are including it in a special radio Third War Loan presentation for Secretary Morgenthau. The results of your efforts will certainly be of tremendous help in making the Third War Loan Drive a success."

About two years ago KSD had outlined its conception of sponsored radio war-service shows to the NAB and to officials in Washington. The argument was that sponsors would welcome an opportunity to buy special patriotic programs which would permit good-will advertising. Such public service shows would pay their own way and be in addition to free time given by stations.

## Promotion Show Pleasing Audiences

(Continued from Page 4)

The following premiere of "Air and the Retailer," 85 Durham Street, operating all types of business, highly praised each of five presentations offered yesterday. A half-hour luncheon preceded the showing and although the full show lasted two hours, ten minutes were left before the closing social.

Comments brought out the audience's pleasure with the unique show for displaying presentation and high praise for work done by the NAB committee on research preparation of material including charts.

Many Booklets Requested—Frank Webb, sales manager of the show and emcee likewise was praised for smooth manner with which he presented entire promotional program.

Twenty-five signed cards requested were offered. Phone calls to Manly Jarman have come from number of retailers offering conditions on the showing. A building supply house signed a contract for announcements.

There was no ceremony about the show. The Merchants Association could not fully. Their representative Frank Webb. No station representative made remarks and it was felt that this impressed the audience. It proved desire of station to let promotion stand on its merits.

## Secretary Of Navy Knox To Speak on March of Time

Secretary of the Navy Frank Knox, just returned from a tour of the European battlefronts, will give his first "in person" report to the nation on the March of Time tomorrow night. Secretary Knox, who watched the shelling of Naples from an American destroyer and also visited England and North Africa where he conferred with Allied leaders, will bring March of Time listeners a full account of what he saw. The program goes on the air at 10:30 p.m., EWT over NBC.

## WLW Appoints Griffes As Merchandising Head

Cincinnati—Appointment of A. R. Griffes, who has been doing market analysis work at WLW since March, to the position of WLW merchandising director, was announced yesterday by Robert E. Dunville, vice-president of the Crosley Corporation and assistant general manager of the broadcasting division.

Before joining WLW, Griffes had had wide experience in the merchandising field. He formerly was vice-president of Supremacy Products, Inc., wholesale subsidiary of R. H. Macy Company, New York, and account and merchandising executive with J. Walter Thompson and Young & Rubicam. He succeeds Miss B. Strawway as director of merchandising for WLW.

# THE RADIO EXECUTIVES CLUB OF NEW YORK

announces

The Second Luncheon of the 1943-1944 season Thursday, October 21

in the

Gothic Room Hotel Shelton

THE GUEST OF HONOR AND SPEAKER:

**EUGENE L. GAREY**

counsel for the House Select Committee investigating the FCC. This Congressional Committee has to do with one of the most important issues that has confronted the radio industry since the adoption of the Communications Act of 1934.

THE SINGER:

**LUCILLE MANNERS**

AN APOLOGY

We are sorry so many people had to be turned away last week. This week we have tried to make arrangements to take care of everyone. But we suggest you be there early because there are no reserved seats.

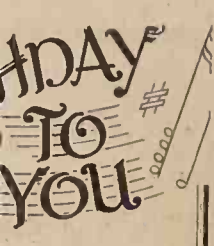


LA. — Margaret ... seven years in the department of Black- ... in Chicago, has ... department of ... Williams is the new- ... WFL's announcing ... he handled pro- ... KH-KTBS, Shreve- ... that he was with ... Buddy's Book Cor- ... the new Kid show ... days at 9:15 a.m. ... the narrator, and ... interpreted by Bet- ... Krieger. Buddy is ... the other two are ... scripted by Terry ... background music ... anged by organist

Y.—Lena Horne and ... in a broad- ... 's "Air Theater" ... Monday night. Part ... of salutes to living ... acted as narrator ... phical show, assist- ... His music was fea- ... st, and the numbers ... the Duke himself. ... d salutes to Ellington ... unity of metropolitan ... talks by Dan Beard- ... am News" and Joe ... 's Voice," two N. Y.

— "New Features," ... ed over WGST at ... through Friday, is ... the Morris Plan ... Show is produced ... Fulton does the ... tial contract runs ... e Voice of Vision," ... program, has re- ... on WGST after a ... Written and pro- ... or, show depicts ... ry's famous men ... Huff Optical Co.

Puget Sound Power ... ed up Bill Moshier's ... KJR for 52 weeks. ... y the show in all its ... ising for two months



r 20 ... . Leo O'Rourke ... eterson ... Shanna

KOMO-KJR, with the cooperation of ... the OWI, shortwaved the second "Seat- ... Report to her Fighting Men," marking ... the end of the Third War Loan drive and ... the final Victory Square rally of 1943 ... season in Seattle. Script was written by ... station staff and emceed by Dick Kep- ... linger, director of news and special events. ... First "Report" was shortwaved by the ... outlet when Victory Square opened for ... the summer season, and results in the ... form of letters from overseas were so ... gratifying that the second broadcast was ... aired for the fighting forces.

DENVER, COLO.—Campbell's Cer- ... eals has signed with KOA to sponsor ... the 10:30 to 10:45 a.m. newscasts on ... Tuesdays and Thursdays. Contract, ... to run 26 weeks, was placed through ... NBC National Spot Sales in Chica- ... go.

BOSTON, MASS.—George Lasker, gen- ... eral manager of WCOP-WORL, came to ... the rescue of a disappointed Boston ... family last week. Mutual cancelled its ... broadcast of BBC's "Stars and Stripes in ... Britain" just after the parents of a soldier ... stationed in England learned that he was ... to be on the show. An appeal to Lasker ... brought fast results. He 'phoned the ... BBC in New York to transcribe the show ... via shortwave and ship the discs to ... WORL. When they arrived Lasker ... -learned time on WCOP and put the ... 30-minute show on the air that night. ... As a special gesture, he invited the ... parents of the boy to hear a special ... play-back soon after the ET's arrived.

MIAMI, FLA.—WIOD was instru- ... mental in bringing the voice of a ... London fire warden to his daughter, ... who was evacuated from the British ... capitol and is now residing in Miami. ... When station manager heard that the ... child's father was going to speak over ... the BBC's shortwave "Hello Child- ... ren," he invited daughter and mother ... to the studio, where the broadcast ... was piped in after being picked up ... on the shortwave equipment lo- ... cated at the transmitter.

AKRON, OHIO — WADC and the M. ... O'Neil Co., local department store, were ... co-sponsors of a talent contest with \$200 ... cash and a gold trophy as prizes, to find ... local talent. Ten acts were selected from ... auditions and presented in a special hour ... broadcast, with Joseph C Harsch, CBS ... news analyst, as featured guest. Five ... finalists were presented during the fol- ... lowing week, with one broadcast apiece, ... and winners were announced last Satur- ... day. Purpose of the contest was to in- ... crease public interest in live talent and ... to help in developing new talent. Plan ... proved so successful that station intends ... to make it an annual event.

ST. LOUIS, MO.—"Victory Quiz," ... featuring students of local high ... schools in questions based on current ... war events, has returned to KMOX, ... and is aired at 9:05 a.m. on Satur-

days. Marian Sexton has joined ... KMOX as woman's editor of "The ... Showcase" program. Mrs. Sexton, ... whose husband is KMOX staff an- ... nouncer Jack Sexton, formerly work- ... ed with WMPB, Peoria, Ill. and ... WTAD, Quincy, Ill. The "Dude ... Ranch Girls," western and hillbilly ... group, have inaugurated a series of ... shows on KXOK. All-girl outfit is ... heard five days weekly at 7:45 a.m. ... under the sponsorship of the Mitchell ... Clothing Co. Virginia Davis, con- ... ductor of the "Food Scout" show on ... KXOK, has added another new fea- ... ture to her daily program. Each ... week she and Harry Renfro visit ... plants in the local food industry to ... make recordings of behind the scene ... activity and interview workers. ... Transcriptions are played back on ... the show the following day.

MEMPHIS, TENN. — Robert Hobgood, ... production and promotion director of ... WMPB, is handling the cut-ins for Kellogg ... on the Gil Martyn news program. ... New live show on WMPB, "Tel-a-Tune," ... features the "Memphis Belles" Kay Benan- ... der and Nettie Sue Jayroe at two pianos. ... Listeners are requested to phone for their ... favorite number as the girls are on the ... air, and if they're stumped they forfeit a ... twenty-five cent War Stamp. Bob Neal ... is emcee and show is heard five times ... weekly at 11:15 a.m. Another new ... one on WMPB is "I'll Swap You," a five- ... a-week 10-minute trading post for listen- ... ers. Larry Trexler, WMPB announcer, ... has added another newscast to his sched- ... ule at 6:30 p.m. daily.

SALINA, KANS. — Al Thompson, ... KSAL musical director, recently re- ... ported at Fort Leavenworth where ... they promptly classified him as a ... playwright. After loud and strenu- ... ous objections from Thompson, they ... reclassified him as a bandsman, and ... he is now busy practicing the trom- ... bone. Announcer Ed King has left ... KSAL to join KFFA, Helena, Arkan- ... sas, where he is announcing and sell- ... ing. Marian Smith is a KSAL new- ... comer, taking over the job of traf- ... fic manager, formerly occupied by ... Mrs. Robert Adamson. Mrs. A. re- ... signed to await the arrival of a ... junior Adamson. Norman Zancker ... has joined the KSAL announcing staff ... coming from KFEQ in St. Joseph, ... Mo.

LOUISVILLE, KY. — Harry McTigue, ... WINN sportscaster, will work with Frank ... Ashley in broadcasting the 19-day Fall ... Race Meet at Churchill Downs, Mondays ... through Saturdays from 1:30 to 5 p. m. ... Sponsors, the Fall City Brewing Co., will ... forego commercial copy in favor of War ... Bond appeals.

PALESTINE, TEXAS—Bill Laurie ... has taken over the post of manager ... of KPEN. He comes to the outlet ... from WOAI, San Antonio, where ... he was a staff announcer.

SAN ANTONIO, TEXAS — R ... after an absence of almost ten ... Harold Hull Carr has rejoined th ... of WOAI as production manager. ... was affiliated with WOAI from ... 1934 in the capacity of chief ann ... emcee and eventually assistant ... manager. From WOAI he went to ... Cincinnati, as program produce ... director. He replaces George Lee ... Brooks Field Public Relations ... airing a new series over KABC ... "Wings Over Texas" Broadcasts ... band music and shows are announc ... Pvt. Tommy Reynolds, former KAB ... gram director.

BECKLEY, W. VA.—Louis R ... former chief announcer and cor ... ity writer for WCNC, Elizabeth ... North Carolina, has joined WJ ... program director, replacing Phi ... gel. Ruth Nord has replaced ... Lee as a writer in the WJLS ... tunity department.

OAKLAND, CAL.—New early ... show five days weekly has ... scheduled over KROW from 7: ... 8:30 a.m. Titled "Morning M ... show consists of music and a ... moving, breezy script. Scott W ... ley, of the KROW announcing ... is the disc jockey. Hal Pa ... KROW baseball announcer, and ... Lasky, station manager, were ... only outside guests at a recent ... ner given by the owners of the ... land "Oaks" baseball club for ... sports press. KLX recently ... exclusively the 93rd birthday ... quet of the Native Sons and Da ... ters, organization devoted to Cal ... nia's statehood. Christian Sci ... news commentary has been add ... he KLX schedule weekly.

### Personnel Changes Announced By WA

Several personnel changes ... been announced by WABC, Col ... bia's key station in New York C ... Naomi Ross Fine, formerly secre ... in the WABC Sales Promotion ... department, has been named assistant ... Sales Promotion Manager ... Dundes. Miss Fine came to WABC ... February of this year from the ... tercollegiate Broadcasting Syst ... where she served as Executive Sec ... tary.

Lincoln Scheurle and Allan Kra ... ner are new Studio Assistants ... WABC's all-night operations sta ... where they have been assigned to ... production of all-night program ... originating from WABC. Scheur ... formerly was on the CBS page sta ... and Krassner in the network's Mime ... graph Department. Scheurle and ... Krassner replace Colin Dawkins, w ... left Columbia to enter the Army, and ... Robert Bell, who has resigned from ... the network.



# W ET Contract Signed

## Mundl's Control Charge

*W. RADIO DAILY*  
know of no plan in the taking over of broadcasting facilities, but I would know of any were afoot," FCC Lawrence Fly told yesterday. The FCC used to learn that and, enlarging upon Monday on the House that plans were up by a powerful Roosevelt administration assuming of control (on Page 2)

## Freedom House; Be Broadcast

will be the principal presentation of the annual Freedom House Lippmann will exclusively over the Sunday, October 24. EWT. Willkie will to Lippmann on directors of Freedom House to his outstanding (on Page 2)

## FM Stations Call Letters

Letters of two CBS stations effective Nov. yesterday by Frank vice-president. The will change from FM and the Chi-shift from W67C to

## Birthday

Tony Sein, well language announcer of the Hispanic, has broadcast 10 years, recently with milestone. Pro KFOX and is still same station, and oldest program in language being heard

### Bassic Data

Phila.—Andy Riccardi, who is subbing for a vacationing bass player in Johnny Warrington's Orchestra at WCAU, told Johnny that in case he (Andy) is ever unavailable, he knew three other bass players—his three brothers, each a specialist. Fifth brother is Rex Riccardi, former bass player, now Petrillo's assistant. Anti-climax: The sixth brother is merely a detective.

## Death Takes Radio's Famed 'Ol' Maestro'

Ben Bernie, radio's beloved "ol' maestro," passed away yesterday in his Beverly Hills, Calif., home after



"Au revoir—  
a fond cheerio—  
a bit of a  
too-die-oo—  
God bless you—  
and pleasant  
dreams"

a long illness. He was born in Bayonne, N. J., 52 years ago.

News of his death came as a shock to his many friends in the radio industry. (Continued on Page 6)

## CBC Women Radio Speakers To Hold First Conference

### Rhode Island Welcomes NAB's Promotional Film

Providence, R. I.—The gathering of the retail promotion committee of the National Association of Broadcasters, at the Providence Biltmore Hotel this week was a tremendous success from several viewpoints.

First of all the presentation was excellent. (Continued on Page 2)

## Pact Between AFM And 4 Disk Firms Embodies Several Modifications Of Earlier Agreement With Decca

## Kaltenborn-Labor Feud Is 'Brewing'

*Washington Bureau, RADIO DAILY*

Washington—No response has yet been received from either NBC or the FCC to the protest lodged by the AFL against what President William Green termed the "flagrant abuse of the right of free speech" occurring in a recent broadcast by NBC news commentator H. V. Kaltenborn. The statement to which the AFL took exception. (Continued on Page 7)

## CP Granted To WRDO; Other Activities of FCC

*Washington Bureau, RADIO DAILY*

Washington—The FCC yesterday granted the application of WRDO, Augusta, Me., for a construction permit to relocate its transmitter and antenna site, install a new transmitter. (Continued on Page 2)

## Survey Reports Increase In Radio Audience In N. Y.

An increase of 34.7 per cent in September listening in New York over the corresponding month of last year is reported in a news letter published by The Pulse of New York, (Continued on Page 2)

Signing of a revised electrical transcription contract took place late last night between the AFM and four ET companies—Associated Music Publishers, Inc.; Lang-Worth Feature Program, Inc.; C. P. MacGregor, and Standard Radio. Settlement was effected with the mediatory aid of the special panel appointed by the national WLB to observe the negotiations.

Terms of the new agreement modify the original AFM pact initialed on Sept. 29 by Decca Records, Inc., and its affiliate, World Broadcasting System. (Full text of this contract appears on Page 2)

## Two WLW Executives Receive Promotions

Cincinnati—Howard R. Chamberlain has been named program director of WLW, succeeding George C. Biggar, his former chief, who is being promoted to a newly created position, James D. Shouse, vice-president of the Crosley Corporation, announced. (Continued on Page 2)

## Lifting Weather Report Ban Brings New Biz To WOR

Lifting of wartime ban on broadcasting the weather reports brought some new business and a renewal to WOR.

Breyer Ice Cream Company has (Continued on Page 2)

### Radio Tribute

Phil Baker, Jimmy Walker, Guy Lombardo and others will participate in a tribute to the late Ben Bernie in a special Mutual broadcast tonight from 11:30 to midnight, EWT. Closing the broadcast will be the rendition of "My Buddy." This song, one of the most popular of its day, was the first radio theme of Ben Bernie's band.

Toronto—CBC women commentators from various parts of Canada will hold a conference in Toronto, October 23 to 26, according to Elizabeth Long, in charge of CBC women's interests. It will be the first conference of radio women ever held in Canada.

Program policies and content will be discussed at the sessions, as well as details of broadcasting technique; (Continued on Page 6)



# LOS ANGELES

By RALPH WILE

COMEDIENNE Cass Daley is wearing on her jacket a single general's star she received this week from men at the Santa Ana Army Air Base in California.

Stu Wilson, quiz master, and popular emcee on KHJ-Don Lee, has expanded his radio program, "Time Out," into a vis-a-vis get-together with his fans. The first Wednesday of each month finds Wilson heading a "Time Out-Open House" program in the auditorium of the Broadway Hollywood Department Store, with a quarter hour talk on subjects of interest to women, and a quarter hour of discussion and music.

Manchester Boddy, Los Angeles editor and publisher, has returned to the air with his informative news broadcasts on KFI. His broadcast schedule is 10:15 p.m. each Monday and Thursday nights and 10 a.m. each Tuesday.

Along with his radio and picture star titles, Red Skelton also has that of Pied Piper of Hollywood. The actor, who sky-rocketed to fame with his character of Junior, the "bad widdle boy," is a kindred spirit of all kindergarten alumni. When Red goes to the Brown Derby for dinner just before his NBC show, he's lucky if he gets to eat at all. Usually something happens such as a little, blue-eyed miss of three who wants to play peek-a-boo, or maybe it's a real-life "junior" who sends signals to the red-head from across the room. The block and a half walk from the Derby back to NBC usually takes Red 20 minutes. If radio didn't have that very important time element to consider, it would take much longer.

Freeman F. Gosden (Amos 'n' Andy) is a servant to his emotions. In other words, when he is happy, he is very happy; and when he is sad, everybody knows it. However, when it comes to first broadcasts—it is not he, but Charles J. Correll (Andy) who gets the jitters. By that time, Gosden has gotten his various moods out of his system and settled down into a very calm groove.

Employees who have been with the Universal Microphone Company for 10 or 15 years will form a Fifteen Year Club and a Ten Year Club. They will be social groups.

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### Radio Is My Beat . . . !

● ● ● With the passing, after a long illness, of Ben Bernie yesterday at his home in Beverly Hills, another of Radio's pioneers has entered Valhalla where there is no static, no programs jammed by the cunning of man's ingenious discoveries in his "inhumanity to his fellow man," no ill-timed nor indelicately-phrased commercials and of course no shrill blasts of trumpets . . . . nothing but soft music, that the "Maes," (as he was called by all his lads), secretly loved . . . . Ben, not unlike the late Frank Crumit, was a product of vaudeville and, in the early days of radio, recognized its great possibilities and transferred his talents in that direction where he became the original "triple-threat" man of the microphone, to wit—Master of Ceremonies-Announcer-Maestro . . . . Radio has lost a great son . . . . Because "The Schnozz" was required to make several important retakes in his M-G-Movie, "Two Sisters and A Sailor," the Durante-Moore-Camel show will return to Gotham for the November 19th program instead of Nov. 5 . . . . Raymond CBS Scott's program will be heard Thursdays at 11:30 p.m., having been moved from the Tuesday nite spot . . . . Skip Nelson, formerly vocalist with Tommy Dorsey's crew, is the new "voice," replacing Jimmy Blair, who is now in the Army . . . . Carl Post is opening a branch office in Philly to handle the radio show of a major industrial account there . . . . There's a lad singing at Tony Pastor's, named Ross Leonard who is the closest thing to Crosby we've ever heard . . . . he belongs on the networks . . . .



● ● ● Edwin Duerr, the new director of the "Aldrich Family" series over NBC, was formerly professor of dramatic art at the University of California, later producing legit acts at the Cleveland Playhouse . . . . Melvin Singer, former Account Exec. with Foote, Cone & Belding, now with Biow Co. . . . Recommended: Merle Pitt's listenable and danceable "Five Shades of Blue" every Sunday at 2:35-3:00 p.m. over WNEW . . . . the soft Hawaiian music of Lani McIntyre's crew at the Hotel Lexington . . . . Milton Berle's clownings every Friday (4:30-5:00 p.m.) on the MBSalute to the Air Force, produced by Sgt. Sid Weiss . . . . Winsome Wini Shaw, whose wonderful work on behalf of the morale of our armed forces has already earned her the title, "the Elsie Janis of World War 2" . . . . Irene Beasley, the South's most charming songstress-femcee . . . . George A. Wedge, Dean of the Juilliard School of Music has appointed to his faculty staff, Benny Goodman . . . . B. G. will conduct classes on the inter-relationship between swing and classical music . . . .



● ● ● A soldier, on furlough in New York (until Saturday), has composed a song titled, "Your Soldier Boy" which, in our estimation, is the best of the "war songs" written to date . . . . If Ted Collins wants to do his program a favor, he'll listen to Corp. Buddy Feyne's inspired "letter from a doughboy to his mother" (the theme of the song) . . . . We watched Bill Glasscock, producer of the "Songs by Morton Downey" in action at the controls, and can understand why this show is undoubtedly one of the best of the daytimers . . . . the rehearsal we refer to was one during which, Glasscock had to synchronize the Irish Tenor's voice at a microphone in Montreal (where he was aiding Canada launch its fifth Victory Bond Drive) with Raymond Paige's orchestra, assembled in Studio 3A in Gotham's NBC City . . . . Cootie Williams and his swingsters will be featured when the Savoy Ballroom, world-famed temple of jive and habitat of the hep-cat, reopens tomorrow in Harlem . . . . the Savoy is famous for having launched such music luminaries as the Ink Spots, Ella Fitzgerald, Maurice Rocco, the Mills Brothers, Buddy Johnson and Lucky Millinder . . . . Mary Small has been added to the Edelbrew Beer program heard every Friday over WOR . . . .

—Remember Pearl Harbor—

# CHICAGO

By BILL IRVIN

ELL HENRY, in charge of public relations at WLS for the past 13 months has been appointed publicity director of the Blue network central division, effective Nov. 1 succeeding Tony Koelker, who is awaiting orders to active duty as a lieutenant (J.G.) in the Navy. A graduate of Beloit College, Beloit, Wis., Henry did publicity for two Wisconsin stations, WTAQ, Green Bay, and WHB Appleton, after leaving college. He worked with the Chicago publicity firm, Howie Mayer and associates for a year and a half before joining the staff of WLS.

Howard Keegan, former member of the production staff of the NBC Central division, has been appointed program director of WCFL. Keegan handled production on such network shows as "Lights Out," "First Nighter," "Guiding Light," "Road of Life," "Right to Happiness," and "Woman White."

Herbert Newcomb has joined the WENR announcing staff. He was formerly associated with WCAU Philadelphia.

Judith Waller, public service director for the NBC Central division is scheduled for four speaking engagements during October, two at Nashville, Tenn. At Nashville Miss Waller will address a meeting arranged by the State Department of Education on Oct. 23 and on Oct. 25 will speak before the Radio Council of Middle Tennessee. On Oct. 18, Miss Waller addressed the Parent-Teacher Association of the River Forest, Ill., elementary school, and on Oct. 28 will speak before a P.T.A. meeting in Wilmette, Ill.

Oscar Mayer & Co., Chicago meat packers through Mitchell-Faust agency has bought three hours weekly on WGN, effective Oct. 18. The programs are Record Reveille, Mondays through Fridays (7-7:15 a.m.); Get Acquainted Neighbor Mondays through Fridays (10-10:15 a.m.), and Lightning Jim, Saturdays (1-1:30 p.m.).

Capt. A. A. Schechter, U. S. Army Air Force public relations officer and former manager of the NBC network and special events department visited NBC Chicago studios last week.

\*\*\*\*\*

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200 Dramatic Stories

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92 Thrilling Episodes

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# New ET Contract Signed

## Negotiations Aided By Mediation Of WLB's Panel

(Continued from Page 1)  
 In RADIO DAILY Oct. 1.) Prin- changes provide for (a) ap- ment of a two-man advisory ee by the WLB to look after lic's interest in the union's tration of the "Employment to which the ET firms con- three per cent of their gross for multiple use of trans- ns; (b) a no-strike stipula- against library transcriptions aving the AFM free to act in le of commercial disks and aph records; (c) freezing of ales at present levels for two Detailed provisions of these in the revised contract are ws:

ause 14: "The American Federation ans will use the 'Employment Fund' In this agreement only for the of fostering and propagating music and the employment by it of live members of the Federation, for ring of live music. This Fund will separate and apart from all other the Federation. No part of this be used for the payment of the if any officer of the Federation, or other purpose than the foregoing. up to 5 per cent may be used for se of administering the Fund. In administration expenses exceed 5 the Federation will meet such addi- sses from its own Treasury.

ederation has in the past submitted ventions a full and detailed finan- ment, accounting and annual report certified public accountants to be to the membership of the Feder- such reports are made public. ect to the Employment Fund re- herein, a similar detailed state- nental accounting and report will made annually and in like manner.

administering the Fund, the American a of Musicians will, with a view erving the public interest, consult e to time with an Advisory Com- be created forthwith. Such com- all have no power of vote. The Committee will consist of two per- be selected and appointed by the of the National War Labor Board event that the present National or Board shall not be in exist- at the term of this contract, then appointments shall be made by the of Labor of the United States. ary travelling and other expenses Advisory Committee will be paid by ean Federation of Musicians and to the Fund, but the same shall \$1500 in any year.

urpose of consulting with the Ad- mittee will be to receive advice sions from the Advisory Committee e the administration of the fund."

ause 18: "Except as otherwise pro- his agreement, and so long as you ur obligations hereunder, we agree oughout the term of this agree- shall exercise no influence or re- on our members against enter- ing in your employ, to the end shall be no cessation or interrup- our employment of our members in the making of recordings in with your business. However, our under this paragraph shall not phonograph records or to that type ing known as commercial elec- triscriptions . . ."

ause 11: "You shall pay our mem-

bers for the services rendered by them in the making of recordings such sums as you may agree upon with them but which, in no event, shall be less than the respective wage scales. We agree that the wage scales for the services of our members, which were in effect July 1942, shall be continued without change for a period of two years from October 20, 1943. Either party may give notice of its desire to change the wage scales for the period from October 20, 1945 to December 31, 1947. Such notice shall be in writing and shall be mailed not later than April 20, 1945. In the event that such notice is sent and that negotiations fail to produce an agreement regarding new wage scales within said six-months period, either you or we shall have the right to terminate this agreement for the services of our members as of October 20, 1945."

Establishment of a two-man committee for public supervision of payments to the union and a no-strike clause were predicted substantially in yesterday's edition of RADIO DAILY.

Seven other clauses of the pact signed late yesterday represent departures from the provisions of the Decca pact. They are (as numbered as in the contract):

Clause 1: "You shall use only members in good standing of the American Federation of Musicians as instrumental musicians, conductors, arrangers, and copyists, in recording phonograph records and electrical transcriptions (hereinafter sometimes jointly referred to as 'recordings')."

Clause 2: "We agree that throughout the term of this agreement, so long as you perform your obligations hereunder, our members shall have the right and permission to enter into and continue in your employ and you shall have the right to use their services for the purposes aforesaid upon the terms and conditions hereinafter set forth."

Clause 7: "You shall have the right to dub, re-record, or re-transcribe any of your recordings for slide films or as a part of any manufacturing processes by which you make the recordings available for the uses for which they were originally intended. Except as herein expressly provided, you shall not dub, re-record or re-transcribe any recordings containing the services of members of the Federation except on previous written notice of any such intention to be given to the member through whom the musicians were originally employed, as well as to the Federation, and upon payment to the said member of the full scale for all musicians applicable to such new use. Nothing contained in this agreement shall in any way modify any obligation independent of this agreement which you may be under to obtain from our members such individual approval as may be necessary in connection with any dubbing, rerecording, or re-transcribing of records."

Clause 8: "You shall not require members of the Federation to make phonograph records containing commercial advertisements; or to make any recordings designed for use as accompaniment by performers for or in connection with their public performances. 'Accompaniment' as used in this Paragraph shall not be construed to include signatures, bridges, background and mood music, sound effects and fanfares, incidental music in connection with scripts, etc."

Clause 13: "In consideration of the rights, privileges, and permissions granted to you hereunder, you shall pay to the 'Employment Fund' of the American Federation of Musicians the following:

"(a) For phonograph records manufactured or produced by you or others from masters hereafter recorded by you during the term of this agreement, containing performances by members of the Federation, and which phonograph records are sold by you or by the lessees of your masters to others, a payment equal to the following:

"½ cent for each record, the manufactur-

er's suggested retail price of which does not exceed 35 cents;

"½ cent for each record, the manufacturer's suggested retail price of which is more than 35c but does not exceed 50 cents;

"¾ cent for each record, the manufacturer's suggested retail price of which is more than 50c but does not exceed 75 cents;

"1 cent for each record, the manufacturer's suggested retail price of which is more than 75 cents but does not exceed \$1.00;

"2½ cents for each record, the manufacturer's suggested retail price of which is more than \$1.00 but does not exceed \$1.50;

"5 cents for each record, the manufacturer's suggested retail price of which is more than \$1.50 but does not exceed \$2.00;

"2½ per cent of the sales price of each record, the manufacturer's suggested retail price of which exceeds \$2.00.

"(b) For electrical transcriptions, manufactured from masters hereafter recorded by you containing performances by masters of the Federation, and which are intended by you for more than one use by your customers, lessees or licensees as part of your library service or otherwise, a payment equal to 3 percent of the gross revenues derived by you from the sale, lease, license or other disposition thereof.

"In the event that at the time the calculation of the first payment due to us hereunder proves to be unduly burdensome or otherwise difficult of computation by you, then and in such an event we agree that we shall endeavor to agree with you upon a new basis of calculating an amount equivalent to the sum payable to us hereunder. If we are unable so to agree within a period of thirty (30) days from the date on which such payment shall be due hereunder, then and in such an event we agree to submit such dispute to Honorable Arthur S. Meyer or any other person designated by the Chairman of the National War Labor Board for determination.

"(c) For commercial electrical transcriptions manufactured for broadcasting and intended by you for not more than a single use by any one station, there shall be no payment to us pursuant to the terms of this Paragraph 13. You agree that in connection with the sale or other distribution of the electrical transcriptions mentioned in this Paragraph 13(c), which are manufactured from masters hereafter recorded by you during the term of this agreement, and which contain performances by members of the Federation as aforesaid, you will stipulate for the benefit of the Federation an obligation that your customers shall not use or authorize the use of such electrical transcriptions more than once on any particular station without the prior written approval of the Federation.

"(d) All payments provided for in this Paragraph 13 shall be made to the Federation within forty-five days following each calendar half-year, and shall be accompanied by a statement certifying all payments required to be made pursuant thereto.

"(e) The Federation at its option shall have access and right of examination of your books and records at all reasonable times relating to the payments referred to in this Paragraph 13.

"(f) Your obligations to make the payments pursuant to this Paragraph 13 shall continue after the expiration or other termination of this agreement, with respect to any and all recordings from masters made hereunder during the term hereof."

Clause 15: "The rights granted to you under this agreement are hereby declared to be personal to you, and you agree not to transfer, assign or attempt to transfer or assign this agreement without our prior written consent, which consent shall not be unreasonably withheld."

Clause 17: "You shall not make or permit

## Disk Counsel Sees "Honest Attempt" In Settlement

the use of your facilities for making or otherwise give aid and assistance in the making of any phonograph records and electrical transcriptions which contain instrumental music for or on account of other persons engaged in the phonograph record or electrical transcription business who is not signatory to an agreement with us, permitting the employment of our members, unless authorized in writing by the Federation."

Noteworthy among the terms of payment is the condition (13b) permitting the ET firms to discontinue the royalty formula of three per cent of the gross revenue, when the first sum is due in six months, and turn over the equivalent on another basis. If the parties do not agree, the panel chairman is authorized to decide.

Inking of the contract last night took place after a prolonged meeting of the AFM's International Executive Board. Signatories were: union president James C. Petrillo for the AFM; Clinton Finney for Associated Music Publishers, Inc.; Cyril O. Langlois for Lang-Worth Feature Programs, Inc.; Gerald King for Standard Radio and also (by authorization) for J. P. MacGregor.

Following the announcement of the agreement at a public hearing presided over by Arthur S. Meyer, chairman of the WLB special panel, A. Walter Socolow, attorney for the four ET companies, thanked the three-man panel for its patient handling of the negotiations. He said that, despite minor differences, an honest attempt at a settlement had been achieved. Speaking for the AFM, Petrillo, after thanking the panel, said: "It isn't so much the money that we have established a principle, the principle that employers turn over so much to us. . . The funds created by this panel will be open for inspection at any time. We have nothing to fear," he continued, "nothing to hide. We will keep our word."

Still pending before the panel are separate negotiations between the AFM and the network affiliates—Columbia Recording Corp., RCA-Victor Division and NBC Radio Recording Division. Hearings, discontinued last week at the request of these diskers, will probably resume shortly. Deciding factor, it is believed, will be competition of Decca to CRC and Victor in the popular field and, for NBC Radio Recording, the resumption of cutting by those ET firms which have signed.

Renewals Prove Results  
**WTBO**  
 820 Kc. Cumberland, Md.



## Death Takes Radio's Famed 'Ol' Maestro'

(Continued from Page 1)

dustry, particularly to Phil Baker, his old vaudeville partner from 1914 to 1917. Also numbered among his intimates were Chico Marx and Jules Stein, president of MCA, who had Bernie's band as one of the original outfits on his list.

### Pioneer Personality Leader

Pioneer personality orchestra leader on the air, Ben Bernie's association with radio dates back to 1926, when he and his lads made their debut on WABC, then a New York independent. His style differed from other bandmen of the time. As the "what-is-it" of the air waves, he was a bit of a conductor, a bit of a narrator, a bit of a singer. In 1923 he opened at the newly built Roosevelt Hotel, where he turned them away until 1929. The following year, he once said, marked his first commercial broadcast, but he didn't reveal the details.

### Had Many Sponsors

Sponsors soon became a common occurrence with Ben Bernie. For Pabst he and his Blue Ribbon Orchestra played over CBS (1931-32) and NBC-Blue (1933-34). The ensuing years found him on NBC-Blue for American Can (1935-36), CBS for U. S. Rubber (1938) and American Tobacco Co. (1938-40), NBC-Blue for Bromo Seltzer (1940-41), and back to CBS for Wrigley until the beginning of this year.

### Appeared In Movies

A featured film player for Paramount and 20th Century-Fox at the peak of his career, he early displayed entertainment talent. His proud mother singled him out from her brood of eleven to have him schooled in the violin, arranged a Carnegie Hall concert for him when he was fourteen. Following a disappointing experience a year later as "professor of violin" at the Mozart School of Music in New York, which stayed open for only three months, he decided to study engineering. After a period at Cooper Union and New York University, which was distinguished by his interest in things theatrical, he went into vaudeville.

Phil Baker, former vaudeville partner of the late Ben Bernie, had the following to say when told of the "Ol' Maestro's" death:

"I worked with him many, many years ago and I knew him the major part of my life. Words are inadequate to express the real love and admiration I had for him as a man and a humanitarian."

### UP Man To OC

The United Press has announced that Joe Alex Morris, its foreign editor, had been granted a leave of absence to join the Office of Censorship in Washington.

### Kurtzer Quits Spot Sales

Peterson Kurtzer has resigned his position as manager of the Chicago office of Spot Sales, Inc. His plans for the future are not definitely set yet.

## NEW PROGRAMS—IDEAS

### Housewife Morale Program

"Yankee Tune Factory" made its debut on WNAC, Boston, and the Yankee Network this week. A two-and-a-quarter hour show, running from 9 to 11:15 a.m. six days weekly, the program is designed for the housewife to help her do her work more easily, cheer her up and give her the latest news. Applying the idea that good music in the home will aid in accomplishing increased wartime housework the way it aids in improving defense work, the "Yankee Tune Factory" is a planned musical pattern, with each tune woven smoothly with the next at a slight variation of pace. Latest news is given every hour on the hour.

### Capitol Queries

Listeners are being given a chance to ask questions at the regular news conferences in Washington, whether they be in the White House or any other government agency, via "Ask Washington," new WNEW, New York, show aired Mondays through Fridays from 10:35 to 10:45 p.m. EWT. Listeners are invited to send in their questions, and those picked are given to the station's accredited capital correspondent, who makes the inquiries at the various conferences. Answers are aired on the show, with Kerby Cushing, "Washington Desk" commentator, relaying the requested information.

### St. Louis Newscaster Gets Mutual Sponsor

Ray Dady, middle West newscaster, will be sponsored by Grove Laboratories beginning November 1, over the Mutual network, Monday through Friday, 1 to 1:15 p.m., EWT. Dady, now in his tenth year of reporting on national and international affairs from Mutual's St. Louis affiliate, KWK, marked the first presentation of a news commentary in the midwest on May 7, 1934, when he inaugurated his famed "Sidelights."

### "Vox Pop" to Visit Navy At Sampson, N. Y., Station

Parks Johnson and Warren Hull take the CBS show, "Vox Pop" to Sampson, New York, Naval Training station, on Monday, Oct. 25, to offer a pre-Navy Day salute to the United States Navy. The broadcast will come from Sullivan Auditorium, memorial to the five Sullivan brothers of Waterloo, Ia., who were lost on the U.S.S. Juneau. The program will be heard from 8 to 8:30 p.m., EWT.

### Nice Suggestion

Alma Kitchell, Blue Network women's expert, who has a son overseas, drops a hint to relatives of service men. Read your newspaper with scissors, advises Alma. Cut out any clipping of interest to your soldier and mail it to him. He and his hometown buddies will appreciate it.

### Classics For Children

New type of classical music program, designed primarily to interest young people in the appreciation of fine music, has been inaugurated by WLIB, Brooklyn. Waldo Mayo, WLIB musical director, is the narrator who conducts the children through music-land. Journeys encompass the story of the various instruments of the orchestra and the story connected with various masterworks—how they originated and how they became popular. Recordings are used to illustrate, plus a demonstration of various instruments through the use of the Hammond organ. Thirty-minute show is aired every Saturday at 5 p.m., EWT.

### Tribute To War Workers

Human interest stories of contributions to the war effort taking place in Worcester, Mass., factories is the theme of "Inside Industry," new show over WTAG. Herb Edman, as WTAG commentator, relates little-known facts about men and women from both labor and management who are performing untold acts of importance. The spectacular and the ordinary are intermingled in a 10-minute program playing up the worker on the home front. Initial broadcast included the story of a group of men who received distinguished service medals for keeping a war industry in operation at the risk of their lives.

### Broadcasting Company Files With Sec'y Of State

Albany—Community Broadcasting Corporation, East Orange, N. J., which operates a radio and television broadcasting station with New York office at 14 South Street, Middletown, has filed its statement and designation with the Secretary of State. Martin Karig, Jr. is president and concern lists \$125,000 capital stock in \$100 par value shares. Papers were filed by Wiggins, Faulkner & Arfmann, Middletown.

### A. Hughes, Commentator To Get 10-Station Net

Alice Hughes, whose program "A Woman's Views" is heard three times weekly over WMCA, will have a ten station network for her Sunday night series starting Nov. 14. Arrangements have already been concluded for two of the stations to re-broadcast the WMCA programs. The stations are WXYZ, Detroit and WEBR, Buffalo. Other cities in which time is being sought are Philadelphia, Cleveland, Indianapolis, Syracuse, Washington, South Bend, Pittsburgh and Chicago.

### Named To NBC Post

Walter Law, news writer and announcer for NBC's International Department, has been appointed Chief of the English Section, replacing Frank Nesbitt, now in the Navy. The appointment is effective at once.

## CBC Femme Analysts Convene Oct. 23

(Continued from Page 1)

among women commentators will attend will be Joan Marsh Moncton, N. B., who is heard on the Maritime network, M. Mugan, commentator for CBL, Ontario, Jean Hinds who speaks Winnipeg on the Prairie network, Ethelwyn Hobbes, Montreal, heard on the midwest network as well as speaking weekly on national network. Jean Hoffman, former Calgary newspaper woman and newcomer to radio, will be the conference before proceeding to Vancouver to inaugurate a daily program to the B. C. network.

Other radio women attending will be Eustella Langdon, Montreal, specialist on gardens, herbs and cookery, as well as Marcelle B., who is in charge of women's program on the French network, and Dr. Beth Chant Robertson, CBC Nuttville, N. S., adviser.

During the conference the women commentators will be spotted guests at a luncheon meeting of the Toronto Heliconian Club, Tuesday, October 26, and on Thursday, October 28, at 4:18 p.m., EDT, all six commentators will be heard in a round interview program on the CBC national network.

A press reception will be held at the Granite Club on Saturday, October 23, when newspaper, magazine and radio women will meet together.

## NEW BUSINESS

WOAI, San Antonio: Liberty (Hearts Delight Flour), 15-min. "Women's Page of the Air," Thurs., and Sat.; Church of the Redeemer, 15-min. ET's one weekly 52 weeks, "The New World Compendium" through Stanley G. Boynton; Campbell Cereal Co., 15-min. ET, Tues., Thurs., and Sat., through W. Kastor & Sons; Le Gear Medical Co., 26 times, 15-min. studio program "Texas Tumbleweeds," through Simmonds and Simmonds; Gladiola Shine Boys, 15-min. studio program, RKO Pictures, 64 anns.; W. B. Well Co., (Dr. Caldwell's Laxative Senna) ET anns. eight per week; Plough Inc. (St. Joseph's Pirin and Penetro Nose Drops), anns. 22 per week; Pertussin Medicine Co., (Pertussin Cough Syrup) one-minute ET's five per week; Folio Coffee Co., transcription, 15-min. five per week, through Grant Agency; Link Aviation, "Heroes of the Air," 15-min. ET, one per week through Draven Hedrick; Handy Markets, five-min. "Tip O' The Morning" six per week; National Oats Co., one-min. ET five per week; Weeks; Sterling Insurance Co., min. newscast, six per week; Weeks, through Neal Adv. Co.; Consolidated Drug Co., 30-min. live billy show, six per week 108 times



# Kaltenborn-Labor Feud Seen As Result Of Union Criticism

(Continued from Page 1)

occurred in Kaltenborn's script, when he declared that every basis of comparison the union plants always seem to put ahead of the union plants." The weekly news service, AFL chief Philip Pearl writes "to expose a fake. His name is Kaltenborn. He poses as a purveyor of news and facts through his broadcasts. He pretends to be a impartial reporter on the American scene. We have long had reason to suspect that his broadcasts were slanted against labor. Now we have the proof."

### CIO Taking No Action

Though the CIO feels as strongly about Kaltenborn as does the AFL, it has not taken any formal action on the broadcast. "Of course, we know Kaltenborn is violently prejudiced against labor, and are always making protests about his broadcast," said Len Decaux, CIO public relations director.

Kaltenborn broadcast of Aug. 9 challenged by the editor of a paper in Rochester, N. Y., who, according to Pearl, was prevented from going on or talking to Kaltenborn by a damantly protective secretary.

### AFL Complaint To NBC

The AFL then sent a complaint to Burke Miller, at NBC, who turned it on to Kaltenborn. The latter told the AFL that WPB records back up his statement that union aircraft plants had higher production efficiency records than non-union plants. He said that if the AFL could furnish evidence to show that union plants are actually doing a better job than non-union plants, he would be glad to broadcast it.

"It seemed fair enough to us," Miller wrote. He requested the WPB records be referred to by Kaltenborn. He discovered production of 44 types of planes, 33 produced by union plants and 11 by non-union plants. The union had highest efficiency records in production of heavy bombers, two-engine bombers, one-engine bombers, reconnaissance and single and

double engine transports. A non-union plant had top rating in fighter planes.

### Charges Production "Equal"

Pearl pointed out that "the report found that on the whole 'the average efficiency of the 33 union plants, as against the 11 non-union, is equal.'"

"Frankly, this report was somewhat disappointing to us. We expected average superiority of union plants, in addition to individual supremacy. Nevertheless, the official facts completely refuted Kaltenborn's original statement. So we sent it to him, demanding a retraction which 'you owe to organized labor, to the National Broadcasting Company, to your sponsors and yourself.'"

### Comment On Kaltenborn

"His answer has just been received. In it Kaltenborn has the audacity to assert that he has 'personal knowledge of the performance of non-union plants' which was 'acquired in confidence' which he trusts more than the official report. He disparages Brown's conclusions as mere 'interpretations' of statistics and states:

"Unless, therefore, we can obtain the basic information from which Brown drew his conclusions, we cannot resolve the issue between us."

"The joker in this clever refusal to retract is that Kaltenborn knows and admits the government cannot release the 'basic information' and figures because of security reasons. It might endanger our war effort to 'let such secret information out,' says Pearl, and added:

### 'Green Takes Active Interest'

"The foregoing is just a summary of the events leading up to the big doings in this case. The fun is just beginning. Labor will not let this issue drop. President Green, informed of the facts, has announced he will send the full record in the case to the head of NBC and the Federal Communications Commission with a demand for 'summary and remedial action' against this 'flagrant abuse of the right of free speech.'"

### Farley Guest On Program

Senator A. Farley, former Postmaster General and former National Chairman of the Democratic Party, will be a panel of mediators when Alexander's Mediation Board is held over WOR and the Mutual Broadcasting Company on Sunday from 8 to 8:45 P.M. Other members of the board will be Lloyd Stryker, famous labor lawyer and Dr. Paul Dawson, president of Adelphi College.

### Wedding Bells

Newly weds are Helen Barrie of "High Kickers" and "Strip for Action" and Bill Barrett, former CBS production man and presently freelance spot commercial writer and director.

Alan Gans, of WCAO, Baltimore, and Bette Allison, New York photographers' model, have announced their engagement.

### New Simplex Executive

Lionel M. Searle, former year manager of the Monroe Division of the Simplex Radio Division of the Philco Corp. in Sandusky, has been named manager of the division it has been announced by Ballantyne, president.

Rosemary Burke, until recently secretary to the Blue Network salesman, Charles Holbrook, has announced her engagement to Lt. Val Kalligeros.

Groom is pilot in the Army Air Forces and formerly in the NBC traffic department.

# NETWORKS

# STATIONS

# SHOWS AND

# PRODUCTION

## RELATING TO THE

# WAR EFFORT

## COVERED FULLY

## IN THE

## COMING - 1944

# RADIO ANNUAL





# COAST-TO-COAST



## OREGON

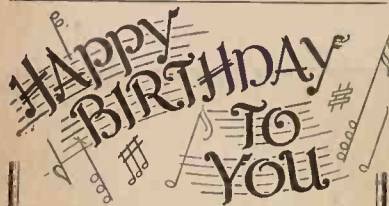
**PORTLAND**—"History in the Making," 30-minute nightly war news roundup on KEX, has been bought by "The Portland Oregonian." Show, which has been a sustaining feature for three years, is scripted by Ben Titus, KEX night news editor, and is presented on the air by announcers Mel Bailey and Don Green. . . . Martin Woodward has joined KEX-KGW as an announcer, having formerly worked at KUJ, Walla Walla, Wash., for a short time. . . . "Glenn Shelley Presents" is the title of a new musical quarter-hour show on KGW, aired Mondays through Fridays. In addition to his Hammond Organ solos, Shelley presents one of the station's vocalists each day. Meier & Frank Co., Portland department store, Berkshire Hosiery, and Superin have taken participating announcements on the program.

## INDIANA

**FORT WAYNE**—WOWO's "Hoosier Hop" barn dance group has "arrived." For the past eight years the group has been trouping small towns in Indiana, Ohio and Michigan. But now they are all set with a series of weekly Saturday night shows at Fort Wayne's Shrine Theater. Regular "Hoosier Hop" Saturday night broadcast over WOWO will be carried each week direct from the stage of the Shrine Theater.

## OHIO

**DAYTON**—Latest additions to WING's staff are Don Codgley, Becky Averyt and Elaine Sullivan. Codgley was formerly sport and news editor and special events announcer at WKBZ, Muskegon, Mich. He will do both straight and sport announcing at WING. . . . L. M. Prince Co., opticians, has renewed its contract for the six-a-week show on WING, the "Ayes Have It" . . . WHIO is cooperating with the local Optimist Club this week, presenting two special shows celebrating Optimist Week. . . . Major General Walter H. Frank of the Air Service Command was presented with a record of his own voice which engineers transcribed when he appeared over WHIO and CBS on "We, The People" last Sunday.



October 21

Jack Holden      W. Calvin Moore  
Richard Nicholls      Tommy Riggs  
Louis Sobol      Irving S. Strouse  
Norman Warenbud

## WISCONSIN

**LA CROSSE**—WKBH recently contracted with Press Association for the special AP radio wire, Howard Dahl, station's commercial manager, has announced. Service will include hourly news summaries, Teletcripts and other features in addition to regular AP dispatches.

## MICHIGAN

**DETROIT**—That veteran sportscaster Ty Tyson, who has been calling football plays for WWJ since 1924, is doing it again this year—all games both home and abroad. . . . Since the war, WWJ has featured a one-minute prayer at noon. Now it has added a new feature, a prayer at signoff to be read by the announcer before the playing of the "Star Spangled Banner" . . . Carl Erickson, recently with WLW, Cincinnati, has joined the staff of WWJ. . . . Two new gal vocalists have joined WWJ, replacing Patty Palmer, who is now singing with Ted Fio Rito's band. Newcomers are Jerry Malvin and Ann Dyn.

## UTAH

**SALT LAKE CITY**—Following the suggestion of personnel directors of several of the major war plants in the Salt Lake area, KDYL has inaugurated a seven-night 11 p.m. newscast which will be piped through the public address systems of these plants.

## MICHIGAN

**BATTLE CREEK**—Bess O. Beeman, known as the Texas "poet of radio" (by special resolution of the state legislature) is now a control room engineer for WELL. She moved to Battle Creek to be with her husband, who is stationed here, having formerly resided in Austin, Texas, where she conducted shows over KNOW and KTBC.

## NEW YORK

**SCHENECTADY, N. Y.**—Earle Pudney has been named assistant to WGY program manager A. O. Coggeshall. Pudney, who was formerly associated with WIBX, Utica and WAGA, Atlanta, Ga., has been with WGY for eleven months.

## MINNESOTA

**MINNEAPOLIS, MINN.**—Larry Haeg, WCCO farm service director, will take part in a panel discussion at a three-day regional radio conference to be held at Stephens College, Columbia, Mo. Topic for discussion in which Haeg will participate is "Promoting Attitudes and Propaganda."

## NEW YORK

**BRONX, N. Y.**—WBNX has planned to devote at least one show a day to the Navy, from Monday to Wednesday (Navy Day), with three programs celebrating the day itself. Shows include a concert by the WAVES Glee Club from the U. S. S. Hunter, and interviews and talks by civilians and Navy personnel.

## TEXAS

**SAN ANTONIO**—The San Antonio Air Service Command at Kelly Field recently sponsored five radio programs in one week as part of the Command's second anniversary celebration. Shows were prepared by the field's special information office, with Cpl. Morris Stein writing and producing the broadcasts.

## KANSAS

**SALINA**—Weekly Sunday morning comics show is being aired over KSAL. Announcer Ben Greer is managing the program, using local high school pupils as the comic characters. Still in the experimental stage, the show is shifted to make room for different leading comics as the characters develop. Recently added feature is the singing of "Happy Birthday"

## GEORGIA

**ATLANTA**—"Songs of Good Cheer," transcribed 15-minute show of choral singing, has been bought by Haverty Furniture Co. on WGST. Show, which is aired every Saturday, will be sponsored for 39 weeks. . . . Gordy Tire Co. of this city is sponsoring "Touch-down Talk," quarter-hour show on WGST every Saturday night at 9:45. Program gives complete game scores and summaries of various football games throughout the country. Contract runs for the duration of the football season.

## NEW YORK

**ALBANY**—Shell Oil has signed Jimmy Collins, former member of the St. Louis Cardinals "gashouse gang" and now manager of the Albany Eastern League Baseball Club, to do a 15-minute sports show on WOKO Saturdays, starting October 23. Collins will work with Gren Rand. They will interview famous football coaches, swinging into baseball gossip at the conclusion of the football schedule.

## CALIFORNIA

**SAN FRANCISCO**—S. & L. Gump, gift store, is using radio for the first time in a half-hour night-time show over KQW. Titled "The Crimson Shield," the program is devoted to the Red Cross Blood Bank and consists of dramatized stories of fighting men who have escaped death through administration of blood plasma. Service men whose stories are presented appear personally on the show, which is written by Mel Frey and narrated by Charles Patterson. Knollin Advertising Co. of Frisco is the agency.

## CANADA

**MONTREAL**—Neil Morrison has been appointed CBC supervisor of talks. He joined the Corporation in 1940, after doing post-graduate work at McGill University, and was made assistant to the Supervisor of the farm broadcasting department the following year and now leaves that post to head the department with which he was first associated on joining CBC.

## NEW JERSEY

**NEWARK**—Norman Benson and Bright are recent newcomers to the announcing staff. Bright started his career at WSAV, Savannah, going there to WCOS, Columbia, S. C. who did sales, announcing and conducting. Benson was previously connected with WEEU, Reading, Pa. and WCAU, Philadelphia.

## SOUTH CAROLINA

**GOLDSBORO**—Jim Dow, former staff mikanman for WJLW, Chicago, is back on the air. Assigned to Seymour Johnson Field as station Cadet, he now produces weekly "Cadet Hour" over WJLW and the Tobacco Network. Program is aired Thursdays from 8 to 8:30. . . . Offices of WGBR have completely remodeled, creating offices for bookkeeping, sales, continuity departments and a new announcers lounge. Color scheme ivory and blue. . . . Johnny Britt, WJLW program director, is on vacation in New York.

## VERMONT

**WATERBURY**—WDEV and WWSR, Alabam, claim to be two out of four stations in the country which devoted an hour to the observance of Columbus. The Vermont stations, following usual custom, presented a broadcast featuring prominent Catholics in combination with a musical program. Shows sponsored by the Third Vermont District Knights of Columbus.

## Two Canada Symphonies Plan Weekly CBC Series

**Montreal**—Two of Canada's leading symphony orchestras are to be featured in regular weekly broadcasts over the alternative network of CBC, during the 1943-1944 concert season. Sir Ernest MacMillan, conducting the Toronto Symphony Orchestra, and Les Concerts Symphoniques De Montreal, under the direction of prominent guest conductor, will each present an hour of symphonic music on alternate Tuesdays at 9:00 p.m., EDT.

The season opens in Montreal Tuesday, October 26, with Bruno Walter on the Podium of Les Concerts Symphoniques. Celebrating its fiftieth anniversary as conductor this year, Walter will make his first appearance in Montreal on this occasion. He will conduct the orchestra in Weber's overture to "Oberon" Bethoven's Symphony in C Major and the prelude to "The Afternoon of a Faun, by Debussy.

On Tuesday, November 2, at 9:00 p.m., EDT, Toronto Symphony Orchestra will present its first concert of the fall and winter season. On November 9 the broadcast will again originate from Montreal, under direction of its former conductor, Desire Defauw. Also appearing in Montreal, November 9, will be the cellist, Gregor Piatigorsky.



# Seeks Industry's Support

## All Represent Radio Bankhead Hearing

Washington Bureau, RADIO DAILY  
Washington — Marshall Pengra, R. Roseburg, Oregon, and head of the NAB small market station executive committee, will testify before the Senate Banking and Currency Committee on the Bandhead appearing in his capacity as one of the NAB small stations committee. Pengra is expected to present attitude of broadcasters toward bill—opposition in principle but demand that if newspapers are to aid for War Bond advertising,  
(Continued on Page 3)

## P.A.'s Chaplain's Book Wins Conference Citation

Washington Bureau, RADIO DAILY  
Washington—From the typewriter Mutual's Assistant Publicity Director, Christopher Cross comes the book of this war dealing with experiences of an Army Chaplain in combat. And today the National Conference of Christians and Jews presents to Cross and Chaplain William C. Taggart, on whose experiences the book, "My Fighting  
(Continued on Page 2)

## Songs By Sinatra" Title Of New CBS Show

Songs by Sinatra," a new 15-minute musical period starring Frank Sinatra, gets under way over the Columbia network on Sunday. In contrast to Sinatra's "Your Hit Parade" program, broadcast on Saturday evenings from one of the CBS  
(Continued on Page 2)

### Immortalized?

The Joe Miller plaque unveiled by "Senator" Ed Ford, Joe Laurie, Jr., and Harry Hershfield at the recent dinner held in honor of the patron saint of comedians, has been placed in the theater collection of the New York Public Library, 42nd Street and Fifth Avenue.

## Dennis Leaves NAB; Joins Staff Of WHN

Washington Bureau, RADIO DAILY  
Washington—Walt Dennis, NAB news chief since March of this year, leaves Washington Nov. 1 to become public relations director for WHN, New York, he revealed yesterday. Dennis came to NAB from KVOO, Tulsa, where he had been associate farm editor and sales promotion and merchandising director since August, 1941. His previous experience was in newspaper work, covering a period  
(Continued on Page 2)

## New Appointments At Spot Sales, Inc.

M. J. (Mac) McGeehan has been appointed manager of the Chicago office of Spot Sales, Inc., in charge of the midwest district, it was announced yesterday by Loren L. Watson, executive vice-president. Simultaneously it was revealed that William E. Walbaum will join Chicago  
(Continued on Page 2)

## Landsberg Urges Planning Post-War Television Now

### 3 Guests On C&S Show; E. Bergen Out This Sunday

Bert Lahr, Joan Blondell and Lena Horne will be guests on Sunday's Chase & Sanborn show with regulars William Gaxton, Victor Moore, and Ray Noble's orchestra. Program, previously scheduled to originate from West Point, will be aired from NBC's New York studios due to the absence  
(Continued on Page 2)

## Eugene L. Garey, Counsel, House Select Committee Probing FCC, Asks Aid Of Radio At Luncheon Meet Of REC

### Kaltenborn Refutes Labor's Criticism

Charging that "my leadership in the fight for free speech on the air has subjected me to both open and anonymous attacks from those whose interests might be served by denial of that free speech," H. V. Kaltenborn, dean of radio news commentators, yesterday refuted statements originating with AFL in Washington. Mr. Kaltenborn was referring to  
(Continued on Page 3)

### Blue's War Effort Time Shows Big Increase

A further increase in time devoted to the war effort by the Blue Network is revealed in figures released today by the program analysis division of the research department. A total of approximately 137 hours  
(Continued on Page 2)

### CBS Covers Exchange Of War Prisoners

First exchange of U. S. military prisoners of war effected with the Nazis was reported yesterday by CBS correspondent Bernard Valery in a  
(Continued on Page 2)

Appealing to the radio industry to support the present investigation being conducted by the House Select Committee into the affairs of FCC, Eugene L. Garey, general counsel for the investigating committee, addressed a capacity luncheon of the Radio Executives Club at the Hotel Shelton yesterday.

While refraining from criticizing the industry for their lack of interest in the investigation, Mr. Garey declared "There's been no help from the industry so far and we invite support at this time."

Turning to the case of the former  
(Continued on Page 6)

## Break Possible Today In AFRA-ET Impasse

Deadlock of prolonged negotiations between AFRA and electrical transcription producers on the principle of establishing parity between recorded and live rates may be broken on at least one point in today's closed session of the conferees scheduled to  
(Continued on Page 2)

## Mutual Signs 'Coronet' To New Show Series

The "Coronet Story Teller" is the title of the new Mutual network series which starts Sunday November 7, 6:45 to 7 p.m., EWT, sponsored by  
(Continued on Page 2)

### "Guess Who?"

Peter Donald's "Guess Who?", aired Wednesdays on WOR at 10:30 p.m. has been using prominent guest stars sans advance publicity which would spoil the "surprise" element. This past Wednesday his "Can You Top This?" boss, Senator Ford, was the guest. Others have been Lew Lehr, John Reed King and Al Schacht.

### Welles Talk On CBS

Former Under Secretary of State Sumner Welles discusses the stabilization of peace over CBS Thursday, October 28, from 11:15-11:30 p.m., EWT. Welles speaks in connection with the opening meeting of the Christian Mission on World Order which is to launch a church movement to study the bases of a just and durable peace.

Hollywood—Declaring that post-war development of television offers a challenge to the radio industry, Klaus Landsberg, director of television, Station W6XYZ, subsidiary of Paramount Pictures, Inc., told the Society of Motion Picture Engineers in convention here, that we must begin television planning now.

Touching on the subject of what frequency band television stations should occupy, Mr. Landsberg de-  
(Continued on Page 5)





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FINANCIAL (Thursday, October 21)

Table with columns: High, Low, Close, Net Chg. Lists various stocks like Am. Tel. & Tel., CBS B, Gen. Electric, etc. Includes 'OVER THE COUNTER' section with Bid and Asked prices.

Net P.A.'s Chaplain's Book Wins Conference Citation

(Continued from Page 1) Congregation" is based, a citation at a luncheon at the Willard Hotel. Chief of Army Chaplains William R. Arnold, who wrote the Foreword to the book, Chief of Navy Chaplains Robert D. Workman, and about one-hundred other religious and civic leaders will be at the luncheon arranged by the NCCJ to honor Christopher Cross and Chaplain Taggart, "padre" of the famous 19th Bombardment Group with which Colin Kelly and Meyer Levin flew. "My Fighting Congregation" which Cross says he wrote during his vacation last summer, is published by Doubleday, Doran Company.

New Appointments At Spot Sales, Inc.

(Continued from Page 1) Spot Sales on October 25 as sales executive under McGeehan. Walbaum has been with WBBM in Chicago, as well as other outlets in that city, working for local sales, and recently received an honorable discharge from the Army.

3 Guests On C&S Show; E. Bergen Out This Sunday

(Continued from Page 1) of Edgar Bergen. Illness and death of Bergen's mother called him to the West Coast, where the show will join him on Sunday, October 31, instead of broadcasting from New York as previously planned.

Walt Dennis Leaves NAB; Joins Staff Of WHN, N. Y.

(Continued from Page 1) of seven years. Dennis has long been interested in radio, however, having done a good deal of script-writing and production in both Tulsa and Chicago during his newspaper days. His successor at NAB has not as yet been named.

"Songs By Sinatra" Title Of New CBS Show

(Continued from Page 1) theaters before a large audience, "Songs By Sinatra" is a closed program originating in CBS' Liederkrantz Hall studio and heard over WABC-CBS, 7:15 to 7:30 p.m., EWT.

Decca Licensed To Record Under AT&T—WE Patents

Acquisition of a license to make sound records under patents of American Telephone & Telegraph Co. and Western Electric Co. for Decca Records, Inc., World Broadcasting System, Inc. and all other Decca subsidiary companies has been announced. New license makes many sound recording patents of the two companies available to Decca.

Break Possible Today In AFRA-ET Impasse

(Continued from Page 1) resume at 10 a.m. in the NBC Board Room. Major issue of scale equality was subordinated at Wednesday's meeting to the union's contention that sound effects men be considered on the same basis as artists. It was reliably learned. Feeling among ad agencies, ET companies and independent producers—signatories of AFRA's Transcription Code—is that this demand does not stack up since it may just as well apply to control men or even engineers. Outlook for settlement of the disputed item is good because of the necessity to clear up details and come to an agreement on some form of parity before the Code expires at the end of the month. Opinion exists in some quarters that small regional advertisers may not be able to stand the gaff if the union prevails in having the rates upped 20 to 28 per cent on shows above five minutes or raised 100 per cent for transcriptions below that period. Ad agencies are generally conceded to have a decided advantage in this phase since they distribute the commercial disks widely for multiple use. The ET companies, however, are on the spot in the matter of single recordings, since meeting AFRA's demands would represent a considerable increase in prices to their clients.

CBS Covers Exchange Of War Prisoners

(Continued from Page 1) morning newscast from the Swedish port of Gothenburg, where, four hours earlier, 14 American soldiers had sailed on the hospital ship Atlantis. Valery, Columbia's regular Stockholm man, said that the U. S. servicemen included infantrymen, paratroopers and airmen; they are part of the 4,300 United Nations casualties who have been exchanged through the facilities of the International and Swedish Red Cross.

Blue's War Effort Time Shows Big Increase

(Continued from Page 1) was contributed in September of this year, as compared with 86 hours in September, 1942, and the 119 hours in August, 1943. The figures reveal that sustaining time contributed by the Blue increased from 76 hours and 29 minutes in September, 1942, to 97 hours and 26 minutes in September this year. Time devoted by sponsors also went up from 10 hours and 14 minutes last year to 23 hours and 15 minutes.

Hoover To Speak

Ex-president Herbert Hoover, will discuss "The Part America Will Play in World Peace, and What American Business Interests Are Insured" in a broadcast over the Mutual network, Thursday, October 28, 9:30 to 10 p.m., EWT.

COMING and GOING

CLARENCE L. MENSER, vice-president NBC in charge of programs, is expected today from a business trip to Chicago. TED HUSING and JIMMY DOLAN leave tonight for Ann Arbor to report Saturday's ball game between Michigan and Minnesota. WILLIAM HILLMAN, Washington correspondent of the Blue Network, was in town today for conferences with "Johnny" Johnston, director of news and special events. JOHN MURPHY, of the NBC stations department, has returned from a trip to the Pennsylvania stations. RAY F. GUY, of the NBC engineering department, is in San Francisco on a business trip. JOHN B. HUGHES, Mutual commentator in Chicago, where he will remain until 25. He will return to New York next Wednesday. JACK BENNY, MARY LIVINGSTONE and other members of the program entourage head westward following Sunday's NBC show. OLIVER DANIELLS, a CBS music director in Washington, D. C., where he is conferring with Navy officials regarding a "School of Air" program which will be broadcast on D. T.

JONAS WEILAND, president and station manager of WFCT, Kinston, N. C., spending several days in New York on station and network business.

PHIL BAKER travels on Sunday to Anacost, D. C., where he will broadcast his "Take or Leave It" program from the U. S. Navy Air Station.

RAY KNIGHT, production manager of the Blue Network, left yesterday for Boston to handle a special broadcast. He will return on Sunday.

GRAHAM PRINCE, orchestra leader, vocalist and music arranger, is in town from Detroit where he currently conducts a flying school for the Army and Navy.

Mutual Signs 'Coronet' To New Show Series

(Continued from Page 1) Coronet magazine. Approximately 60 stations will carry the show. Broadcasts, which will originate from the studios of Mutual's Chicago affiliate, WGN, will feature war stories, human interest tales and informative and educational dramatizations. The WGN orchestra will play music specially arranged for the dramatizations.

20 YEARS AGO TODAY

(October 22, 1923) Resident of West 204th Street writes a New York newspaper that local stations are not powerful enough to operate his "3-tube modern radio set" . . . Hon. Anning Prall, (later to become a member of FCC) spoke over WJZ on "The Future of Staten Island" . . . Independent Broadcasts organize to fight "the vicious plans being laid to control both broadcasting and receiving."

PLASMA! "Since the inception of the program we have had a notable increase in quantity of blood donors . . . many of these people who have made no appointments say they are coming in because they have heard the Save-A-Life Campaign on Station W-I-T-H." E. H. CARMAN, JR The American Red Cross, Army and Navy Blood Donor Service. WITH IN BALTIMORE TOM TINSLEY, President REPRESENTED BY HEADLEY-REED



# Will Represent Radio Bankhead Hearing

(Continued from Page 1)  
 should also get its share, position formalized last April at NAB war conference. Members of the National Editorial Association, trade association made up of small country weeklies, monopolized the testimony since they began Tuesday, putting knives strongly on record in favor of the bill. Several times members of the committee have suggested radio should be considered as a newspaper for paid advertisement but have been brushed off by NEA.

One point, Senator John Danaher, Connecticut Republican, suggested as a vehicle for paid War Bond raising, asking why NEA itself did not come out for paid time, when it was simply that radio is "common" to which Danaher replied, "I thought the purpose of this was to sell War Bonds."

M. Anderson, chairman of the legislative committee, declared the public does not listen carelessly to radio—that rural listeners especially depend upon radio for news and entertainment but do not listen with the care they read the intimate copy of the country press.

Sen. Bail Aids Radio  
 Senator John Bankhead, Alabama Democrat who authored the bill and the committee, was about to vote yesterday's session after these remarks, when Senator Joseph Ball, Florida Republican, asked why no initiative of the Treasury had been heard. Bankhead explained that he had been received for the bill from the Treasury, but Ball Senator Robert Taft of Ohio insisted that a representative of the Treasury should be called for questions.

Ball then shot a few questions at Bankhead. Referring to Anderson's estimate that 52 per cent of the rural population live in towns of 100 or less, while most national advertising runs in towns of 25,000 or more, Ball demanded to know if you argue for paid advertisement for the smaller papers, will the money appropriated should all become law go to the larger papers? And why, if the purpose is to raise War Bonds, does not a fair share of the money go to radio?" Bankhead did not answer the first question, but declared in reply to the second that radio is in business primarily to entertain and only secondarily to inform. It doesn't reach country people with the same intimacy, nor is it taken as seriously, as the country weeklies, he said.

Ball replied that he believed radio had more rural than urban listeners, and, he added, why should the government not pay for space and time for other campaigns as well as that on War Bonds. There are 17 other campaigns now being run by the government.

Despite pressure by the small-town weeklies and the very half-hearted stand against the bill, because of government subsidy danger, by powerful broadcasting and press interests, passage is not assured. There is strong Congressional sentiment against the bill.

## With The Colors

FRED BARR, program director of WWRL, New York and originator of the station's popular "1600 Club" has reported for active service in the Army.

—VVV—  
 CHARLES KLUG, member of the KDKA, Pittsburgh, staff orchestra for 14 years and who was a member of the Pittsburgh Symphony Orchestra for three years, has reported at Parris Island, S. C. as a private in the Marines.

—VVV—  
 FRED HAYWARD, former production manager of WBT, Charlotte, N. C., has been commissioned a 2nd Lieutenant and is now a communications officer.

—VVV—  
 MILL MARCH, staff announcer for WAAT, Newark, N. J., has left the station for the Army Air Corps.

—VVV—  
 BILL ROBBINS, staff announcer, at WCKY, Cincinnati, Ohio, has entered the Army as a fire arms expert on a special assignment. Robbins has been engaged in research of guns and ammunition during the past six years, and is the author of a handbook, "Firearms and Allied Subjects," which is being prepared for publication as a pocket volume for soldiers and civilians interested in this field. He has been credited with a number of firearm improvements during the past several years, latest of which is being used by one of the United Nations for the training of commando units.

—VVV—  
 DAVE SPIERS, salesman for WIS, Columbia, South Carolina, has left the station to join the United States Coast Guard.

—VVV—  
 ROSALINE RAOULTON, producer and writer of the "Yankee House Party" on WNAC, Boston, has joined the WAC, reporting at Fort Oglethorpe, Ga., for her basic training.

—VVV—  
 LOWELL MACMILLIAN, former sports director of WHEC, Rochester, N. Y., now on duty with the Army Air Forces somewhere in England, has been promoted from First Lieutenant to a Captain.

—VVV—  
 DON WELLER, former chief engineer at WISN, Milwaukee, has been promoted to Captain in the U. S. Army Signal Corps. Weller is stationed on the West Coast.

### CBS Sets Broadcast From North Africa

General Dwight D. Eisenhower Allied Commander-in-Chief in the Mediterranean zone, and Secretary of the Treasury Henry Morgenthau, Jr. will speak over the Columbia network from Algiers tomorrow from 6:00 to 6:15 p.m., EWT.

Secretary Morgenthau is expected to report on his visit to England and North Africa. The subject of General Eisenhower's talk is to be announced. Both speakers probably will be introduced by CBS correspondent Winston Burdett.

### Wedding Bells

Alice Glashow, secretary to Martin Block at WNEW, will be married on Oct. 30 to Pfc. Alfred Solomon, of the Signal Corps, U. S. Army.

marily to entertain and only secondarily to inform. It doesn't reach country people with the same intimacy, nor is it taken as seriously, as the country weeklies, he said.

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### Army-Navy Chaplains To Receive Radio Prayers

The first copies of the book "A Minute of Prayer," a collection of prayers submitted by Ministers, Priests, Rabbis and Christian Scientists and broadcast on WOR-Mutual's daily program "A Minute of Prayer," will be presented to Chief of Chaplains Robert D. Workman of the U. S. Navy and Chief of Chaplains William R. Arnold, U. S. Army, at the Hotel Statler, Washington, D. C., Friday, November 5 at 12:30 p.m.

### Byron Price To Speak

Byron Price, director of censorship, will be a guest on the October 24 broadcast of "Washington Reports on Rationing," public service program presented over the NBC network at 3:00 p.m. Sundays by the Council on Candy as Food in the War Effort. The following Sunday, October 31, Admiral Charles Oman, inspector of Navy Medical Department activities on the Atlantic Coast, will report on new medical treatments for the wounded of this war. Both will be interviewed by Ernest K. Lindley, Washington editor of News-week magazine, who is regular host-commentator for the program.

### Guest On "What's New"

Lieutenant General Thomas Holcomb, Commandant of the United States Marine Corps, will be a guest speaker on the RCA "What's New?" broadcast tomorrow at 7:00 p.m., EWT over the Blue Network. General Holcomb will be interviewed in Washington by Jim Ameche.

## Kaltenborn Refutes Labor's Criticism

(Continued from Page 1)  
 statements attributed to President William Green of AFL and other Washington labor leaders in which they accused him of "flagrant abuse of the right of free speech" in stating "on every basis of comparison the non-union plants always seem to come out ahead of the union plants."

### Corrects Quota Statement

The text of Kaltenborn's statement follows:

"Let me, in the first place, give you the correct text of my August 9th statement to which exception has been taken. Here it is:

"I wish some one would tell me why non-union aircraft plants always seem to have a better production record than the unionized aircraft plants. Most union men are thoroughly patriotic. They try just as hard as non-union men to make good production records. Yet, on every basis of comparison the non-union plants always seem to come out ahead of the union plants."

### Explains His Attitude

"This statement was motivated by a serious slump in aircraft production due to manpower problems in aircraft plants, about which the War Department was much concerned. On August 5th War Mobilization Director Byrnes had asked Bernard Baruch to find a solution. My statement has not been refuted by any authorized government source.

"To the best of my knowledge no charges have been filed with the National Broadcasting Company or with the Federal Communications Commission. If and when they are filed, they will be answered.

"In the meantime, I hope you will do me the courtesy to check with me before publication on matters involving my reputation as an accurate and fair-minded news analyst.

"Don't forget 'either' that my leadership in the fight for free speech on the air has subjected me to both open and anonymous attacks from those whose interests might be served by the denial of that free speech."

### WINX To Forjoe

Forjoe & Company, national station representatives, have been appointed exclusive national representatives for New York, by WINX, Washington, D. C., owned by Lawrence J. Heller, and managed by Norman Weill.

### THIS LITTLE BUDGET

WENT TO  
**WORL**  
**BOSTON**  
**MASS.**



**WJNBX NEW YORK**  
 THE MOST INTIMATE AND  
 EFFECTIVE PROGRAM APPROACH  
 AMERICA'S LARGEST MARKET  
**100 WATTS Directional**  
 FOR METROPOLITAN NEW YORK



LOS ANGELES

By RALPH WILK

JACK DOUGLAS, former gag writer who scored a sensation as comedian on Don Ameche's "What's New?" program, is not worried about material since he writes it all himself.

Producer C. P. MacGregor has signed Halmut Dantine to enact the lead in "Summer Evening," an original play by Major True Boardman on the "Hollywood Radio Theater" series.

Carlton E. Morse, writer-producer of "I Love A Mystery," received a strange gift from one of his fans the other day. It arrived in a heavy crate and Morse was startled when strange noises emanated from the box. Upon opening it, he discovered—a small alligator! Morse now poses the question—what to do with it?

Garry Moore gave Beverly Barnes, hostess of "Open House," and Jay Stuart, announcer, a few bad moments when he almost failed to appear for a 4:30 p.m. broadcast. Tearing into the studios at the last minute, the comedian explained that his half-inch crew hair cut had caused all the trouble. He is testing for a role in pictures and had been trying on wigs all afternoon because the producers had told him his famous crew cut simply wouldn't do for pictures.

John Burton, the news analyst, has been entertaining Graham Spry, personal assistant to Sir Stafford Cripps of England, at his home. Spry accompanied Sir Stafford to India to negotiate with Mahatma Ghandi in their move to straighten tangled affairs. Burton plans to use some of Spry's stories of this trip on his broadcasts.

Sam Hayes recalls with a chuckle the auspicious niche he first cut in the professional world. As an early student of dramatics, his first appearance in a stage skit was an apparition that appeared as in a dream. He wasn't supposed to say a word, but overcome by the seriousness of the situation, just as he disappeared into the wings, the youthful actor shouted "Amen." It brought the house down.

Howard Petrie has resigned from the NBC announcing staff after being under contract to the network for the past 14 years. Petrie will freelance, devoting his time to the Garry Moore-Jimmy Durante Camels show and other programs.

Promotions At Ross Research

The following personnel promotions in Ross Federal Research Corporation, a division of Ross Federal Service, Inc., have been announced by Mr. H. A. Ross, president of Ross Federal Service: S. W. Sheetz is now vice-president in charge of the eastern division and W. O. O'Dell, of Chicago, is now vice-president in charge of the midwestern division. C. B. Ross will continue in his present capacity of executive vice-president and general manager.



Reporter At Large . . . !

● ● ● George Kondo'ph, Radi story editor at B. B. D. & O. has returned from the coast where he scripted the "NBC Cavalcade of America" shows. . . . program will again emanate from Gotham's Radio City this winter. . . . Jack Pearl, radio's "Baron Munchausen" sent a gag to "That's A Good One" which producer Eddie Pola felt he (the Baron) should tell in person. . . . that's how come Pearl will guestar Sunday on that Blue Net show. . . . Though she's been the "Broadway Busybody" of WMCA but three weeks, Ethel Colby has already had on her program a stellar list including, Carole Landis, Milton Berle, Constance Bennett, Frank Fay, Jack Pearl (what again?), The Inkspots, Ann Corio and Sally Rand. . . . Paul Lavalle's "Basin Street" show is one that is set far in advance by its producers. . . . for instance, Lawrence Tibbett has been booked to guestar on this Sunday show, anuary 23, 1944. . . . Sam Prager who accompanied Kate Smith at the piano during the filming of the Warner Flicker, "This Is The Army," is back East and again at the piano when the Songbird of the South CBSerenades. . . . Producer Al Rinker (formerly one of the "Rhythm Boys," the other two being Bing Crosby and Harry Barris) leaves for the coast to produce for J. Walter Thompson. . . . Tommy Ryan, for the past five years vocalist with Sammy Kaye's Orchestra, leaves that outfit to solo. . . . Broadway Producer Richard Kollmar of "Early To Bed," still appears in the radio morning serial "Bright Horizon" . . . . Dick evidently is a staunch disciple of the adage, "Early to Bed" and early to rise makes a man healthy, wealthy, etc. . . .

● ● ● Jerry Cooper's second musical for Monogram Pictures, "Mad Rhythm," starts rolling November 12. . . . Jerry Lester's CBSunday Varieties, starting its second thirteen-week series, shifts to the 8-8:30 p.m. spot beginning this Sunday. . . . Louis Armstrong and His Orchestra open at Loew's State October 28, the same day that Louis' ex-drummer Lionel Hampton and his crew start swinging at the Famous Door. . . . A note from PFC Walter Kaner (former Public Relations and Special Features head of WLIB) now stationed at Camp Swift, Texas, states that the following radiolites, are now stationed at Camp Swift and nearby camps: Pvt. Bob Armstrong, former WBEW orchestra leader, Lt. Wm. C. Weiderhold, ex-musical director of WSYR, Lt. Harold Alger, co-producer of the dramatic show "Studio Players," Pvt. Tom Duran, former WTTM announcer, Sgt. Milton Karle, who praise-agented for Johnny Long's Band and PFC Jim McCarthy who grabbed space for the Vaughn Monroe and Count Basie Orks. . . .

● ● ● Ira Wolfert, Pulitzer Prize-winning reporter, now in America for a short visit, will guest tonight on the "Double Or Nothing" MBSHOW. . . . NBC conductor Irving Miller's musical arrangements are the hottest eye-openers on the networks. . . . many an evening program would be enhanced by the music of this aggregation. . . . D'Artega and his all-female orchestra have just concluded a 26-week USO tour and opens this week at the Golden Gate in Frisco, the start of a cross-country theater trek. . . . Dick Powell will CBSing Saturday on the "Campana Serenade" with Martha Tilton and Lud Gluskin's Orchestra. . . . Peter Donald says he understands there's a new book being published soon titled, "How to pay your income taxes" . . . . says he, "another mystery book no doubt" . . . . Odette Athos, who will WINSing on Judith Allen's program tomorrow, is the daughter of Percy Athos, Europe's most famous producer. . . . Mildred Clinton, comedienne, heard on Kate Smith's program is the daughter of Judge Charles Solomon. . . . Benny Goodman's next 20th Century-Fox flicker, "The Gang's All Here," will be in Technicolor. . . . Alice Faye and Carmen Miranda will be starred. . . .

— Remember Pearl Harbor —

CHICAGO

By BILL IRVIN

MILES LABORATORIES, (Alka-Selzer) through W Advertising Agency, has contracted for a Sunday "News of the World" edition over 80 NBC stations (11 to 10:30 p.m., CWT) beginning Nov. 1. It was announced by Paul McClure, NBC central division sales manager. Under a 20-week contract, the Sunday broadcast will feature news programs at home and abroad, similar to the Monday-through-Friday "News of the World" programs, also sponsored by Miles Laboratories (6:16-6:30 p.m., CWT). No talent has been selected for the Sunday series. John W. Vandercook is heard week-days.

Three additional NBC affiliates will start airing the "Fibber McGee and Molly" program during November. WSAM, Bay City-Saginaw, Mich. WENY, Elmira, N. Y., will join the network on Nov. 9 and KOB, Albuquerque, N. M., will be added Nov. 16, making a total of 130 stations carrying the program.

Boake Carter, news analyst, has been renewed for 52 weeks on Monday-Wednesday-Friday 11 to 11:30 a.m., CWT series on WGN and Mutual effective Nov. 1. Carter is sponsored by Chef Boy-Ar-Dee Food Products.

Everett Mitchell, NBC director of agriculture, heard on the network "Voice of the Dairy Farmer," was one of the featured speakers at Wisconsin annual meeting of the American Dairy Association held at Wisconsin Rapids, Wis., on Monday.

PROGRAM REVIEWS

ANDRE KOSTELANETZ

D'Arcy Advertising Co.

The Coca-Cola Co.

WABC-CBS

Sunday, 4:30-5 p.m., EWT

CATCHY OLD FORMULA.

After eight years on the air, the Kostelanetz show still sounds remarkably fresh. The time-tested blend of symphonic and pop music retains the catchy yet dignified quality of an earlier year.

Guest soloists from the concert stage remain a diverting feature. Visiting at the keyboard last Sunday was Simon Barere, whose dexterous fingering of Tchaikovsky's "First Movement" of the "First Piano Concerto," in condensed form, was an exhilarating interlude to the adequate baladry of tenor Frank Parker and the hit tunes by the orchestra.

Conductor Andre Kostelanetz, a veteran of CBS semi-classical programming, handled the baton with practiced competence. Orchestral numbers were appealingly varied for a wide listenership, included Dick Rodgers' "Blue Moon" and Cole Porter's "All Through the Night." All of it adds up to a familiar formula—and a good one.

Ducret overtones of David Ross's commercials for "The Pause That Refreshes" served as a welcome relief from the over-zealous salesmanship prevailing among too many product pluggers. Dramatization of an incidental meeting between a U. S. and British airman at a Yorkshire airport not only emphasized the "ooke" campaign but also expressed the good fellowship and unity of the Anglo-American forces.



**QUEST-ING**

**ASHA HUNT** and **PIERRE** in an adaptation of "Hold the Dawn," on the "Philip Morris House," today (WABC-CBS, 8 p.m.).

**PEARL** and **HARRY** stars of "All for All," on Berle's "Full Speed Ahead," (WOR-Mutual, 4:30 p.m.).

**SLATER**, Mutual's director of features and sports, on "Double Whining," today (WOR-Mutual, 8 p.m.).

**O'BRIEN**, on the "Kate Smith" today (WABC-CBS, 8 p.m.).

**CHATTERTON**, on the "Night Bonwagon," tomorrow (WOR-Mutual, 10:15 p.m.).

**INIA BRUCE**, on Don's "What's New," tomorrow (Blue Network, 7 p.m.).

**ERT SPALDING**, at the "Texor Theater," Sunday (WABC-CBS, 3 p.m.).

**BAMPTON**, soprano, on the "Gala program," Sunday (WABC-CBS, 3 p.m.).

**ROBERT D. WORKMAN**, of Chaplains, U. S. Navy, on "The Radio Chapel," Sunday (WOR-Mutual, 11:30 a.m.).

**HERINE ANNE PORTER**, **R. L. DUFFUS**, of the New York Times editorial staff, and **LOWENTHAL**, lecturer, on "Learn to Learn," Sunday (WABC-CBS, 11:30 a.m.).

**GARFIELD**, **MAUREEN** and **RALPH MORGAN**, in the production of "Edge of Darkness," program of the "Screen Guild," Monday (WABC-CBS, 10 p.m.).

**Men To Quiz On BBC "Powering You" Sunday**

Today's broadcast of BBC's "Powering You" will feature "What's in Your Mind," a question and answer program between British and American men and women. Leading the list on the other side of the Atlantic will be Lady Beveridge, wife of the author of the Beveridge plan, Joan Westmore, actress, tops the list of American guests. Show is at 5:30 p.m., EWT, over WNYC, New York.

**Medals Added "E" Honor**

—To mark the continued increase of production of electronic equipment for the armed forces, a White Star has been added to the Army-Navy "E" flag of the United States Radio Corporation of Chicago.

**Landsberg Urges Planning Post-War Television Now**

(Continued from Page 1)

clared: "Television, I believe, would encounter difficulties in moving to higher frequencies where multipath transmission becomes a more serious factor, since reflected signals are a greater hazard to picture transmission than to many other services. Still television will require more room in the frequency spectrum and plans must be made to obtain it."

**Urges Planning Now**

Asserting that the time has arrived for planning and development of commercial television. Landsberg said: "If, at the end of the war, the returning soldiers, war workers and the public in general are not to be disappointed by a new delay of television due to differences in opinions regarding the technical form best suited for television it is the responsibility of those active in television and those intending to enter the television field after the war to plan now. The television industry must plan, among itself and with other industries which are affected by this new medium. The creation of a radio technical planning board and its work must, therefore, be greatly appreciated and supported by the television industry."

"In planning for television two questions are most outstanding: Have there been any developments that will revolutionize television and should color be incorporated into these plans? If revolutionary developments have been made they are not and cannot be known now. It is certain though that thorough experimentation and testing of such developments would be necessary. Time for this could not be found until after the war when the majority of qualified engineers, now occupied with more urgent tasks, can be released for this work. This would undoubtedly delay television for many years."

**Color Tele Feasible**

"Demonstrations of color television have proven its possibility, but much work is required before it is simplified and foolproofed sufficiently to be put into use by the layman. Electronic means of color scanning must be developed."

"All these considerations point to the necessity of deciding whether we should plan for immediate post-war television or for a later, maybe much later, time. To answer this one question we must ask several others. Above all whether television with its present standards and present state of the art can give a high quality

service or not. I believe, the experience of the past years enables us to answer with an emphatic yes! Television is ready to give an excellent service!

**Television Reported Perfected**

"The quality of television pictures today is such that it can be compared to the quality of sixteen millimeter motion picture film. With improvement of circuit components and tubes for the transmitter as well as the receiver, particularly the improvement of camera tubes and cathode ray receiver tubes, so much better quality of images can be obtained without a change in the system that it seems doubtful that different systems will become necessary."

**"War time mass production of similar equipment has shown the way for production of television receivers below \$100.00."**

**"Projection of high quality television pictures to theater screen size is no longer a laboratory dream."**

**"With new types of camera tubes no excessive light level is required for a television pick-up."**

**"Through progress made in ultra-high frequency transmitter tubes and antenna design a signal strength adequate to give practically interference-free reception even in poorest receiving localities can be produced."**

**"Relay transmitters make linking of cities and transcontinental television possible."**

**"All these facts prove that black and white television is ready now to give a highly adequate service with presently used systems and standards."**

"Undoubtedly the addition of color is desirable, but should be perfected and thoroughly tested prior to its incorporation into standards and public service. Technicolor motion pictures although highly perfected have to this day not replaced black and white film."

"When the end of the war approaches the first group of men released from war work will be the designers. At that time, which may be well before war's end, standards for television must be ready so that they can design the receiver and projector models, which are to be put into production right at war's end, if such production shall help cushion against sudden work and employment stoppage."

**Recording Studios Assn. Elects Smith Of Muzak**

K. R. Smith of Muzak was elected president of the Association of Recording Studios at a recent meeting. Other officers elected were Miss Dorothy Vanston, vice-president and Maurier Wolsky, secretary. Mr. Reeves, retiring president, was made permanent honorary president.

**Radio Department Formed By Quality Comic Group**

Everett M. ("Busy") Arnold, publisher of the Quality Comic Group, 415 Lexington Avenue, New York has added a radio department to his company. The new department will be headed by Enid Hager, formerly director of radio for the Philadelphia Record.

**AGENCIES**

**RESNIK-MILLER-ENGLAND, INC.**, New Haven advertising agency, announces that Harry D. Resnik has been elected to the office of president, in addition to his duties as treasurer Resnik replaces James W. Miller, who has resigned from active participation in the management of the agency to take a leave of absence in order to undertake the production of a special series of Civilian Morale Programs. Plans are being made to extend the radio schedules of the Community Hostess Service, which is conducted in many cities by the Resnik-Miller-England Agency.

**H. B. HUMPHREY COMPANY**, incorporated in Massachusetts as an advertising agency, has filed its statement and designation with the Secretary of State's office in Albany. Its New York office is on Madison Avenue, with Richard S. Humphrey as president. Concern has 10,000 shares, no stated par value, according to papers filed by Bingham, Dana & Gould, 1 Federal Street, Boston.

**CONSUELO EVANS, INC.** has been incorporated to carry on a general advertising business, according to papers filed with the Secretary of State. Concern has 100 shares of stock, no stated par value.

**MABEL COBB**, radio writer and director, has had a book accepted by Bernard Ackerman, Inc., for publication in the Spring. It is a juvenile, centering about the circus.

**ADVERTISING ASSOCIATES OF BUFFALO, INC.**, Buffalo, has been dissolved, according to the Secretary of State's office, Albany.

**HARRY M. IRELAND** has joined the staff of J. Walter Thompson Company as an account executive, and William J. Griffin, Jr., has rejoined the copy department. Ireland was formerly executive advertising manager with Macfadden Publications. Griffin formerly was associated with Lord & Thomas.

**PICARD ADVERTISING, INC.** originally incorporated in papers filed by Crawford & Harper, New York, has been dissolved, according to the Secretary of State's office.

**ERNEST P. ZOBIAN**, has been named by H. W. Kastor & Sons, advertising agency, to manage the New York office of the organization.

**MELVIN SINGER** has joined the Biow Co., Inc. He formerly was associated with Foote, Cone & Belding.

**Why Murder a Radio Director?**  
You'll find out—when you read  
**"MURDER IN THE RADIO DEPARTMENT"**  
A thrilling new mystery novel  
by **ALFRED EICHLER**  
Gold Label Books—Publishers



# FCC Probe Counsel Asks Trade Support

(Continued from Page 1)

committee chairman, Rep. Eugene E. Cox, Garey took occasion to brand as a "falsehood the oft repeated charge that the resolution to investigate FCC was introduced in Congress after the radio incident in Atlanta was disclosed by the FCC." More specifically, Garey, declared that 42 days after the committee resolution was passed that the activities of FCC began.

### Speaks Of Appointment

At the opening of his address Garey told at some length incidents that led to his appointment as chief counsel of the FCC investigating committee. He reiterated that at no time did he seek the position and that he accepted the assignment for "public service" and "against his better judgment." He reviewed that he first turned down the offer of appointment while in Chicago, again while in Butte, Mont., and again in a long distance telephone conversation when he was in San Francisco on legal business. Later, in Washington, he accepted the position with two stipulations: 1st—that he be given administrative control of the investigation and 2nd—that he have the privilege of selecting his own investigating staff.

### Refrains From FCC Criticism

Guests at the luncheon who had expected Garey to launch an attack on Chairman Fly and the FCC commission must have been disappointed. At no time did the speaker deal in personalities and qualified his remarks by saying that he was offering "only his personal views, judgment and opinions" and was not speaking for any member of the committee.

Waxing critical, Garey declared that there has been "too much personal controversy surrounding this investigation." "The issue isn't personalities, it is the FCC," the speaker said.

"If you want to find out what pressure is—go to Washington," Garey said. "If you want to knock your brains out, take an investigating assignment there."

### Grabhorn Presides

Murray Grabhorn, president of the Radio Executives Club, introduced the speaker and presented a brief outline of the function of the FCC and the investigating committee headed by Rep. Clarence Lea. He also introduced Lucille Manners, soloist of the Cities Service program, who led in the singing of the national anthem. Representatives of FCC were among those who attended the luncheon and a secretary of the commission took a stenographic record of the Garey address. It was announced at the conclusion of the meeting that Paul Kesten, executive vice-president of CBS, would address the Nov. 4 luncheon. His topic will be "Radio's Responsibility" and comes as a sequel of the speech made by Chairman James Lawrence Fly of the FCC at the opening fall luncheon of the club.

# Garey's Address At Luncheon Of REC

Following are excerpts from the speech delivery by Eugene Garey before the Radio Executives Club yesterday:

"This is the first pleasant experience I have had since becoming General Counsel of the Select Committee of the House of Representatives. Simple honesty and frankness requires me to say that this speech represents my own personal views, judgments and opinions and nothing I say should be taken by you as representing the views of the committee I represent as General Counsel. I am not an authorized spokesman of the committee. I am only here in an individual capacity.

### No Personal Controversy

"I am not averse to be as frank as I would really like to be. I would like to reply to the many attacks made on the committee and particularly me, and use it as a forum to make some reply to the FCC, but in my best judgment that would be a mistake. I am not going to reply to the Chairman of the FCC or anything he said about me or my committee. This is why I take that course. I aimed from the outset not to conduct my work as a personal controversy. I have no personal controversy with the Commission or the members of its staff and don't intend to engage in any. I am interested in what the facts are and having them brought to the attention of the Committee and then to Congress. There is too much personal controversy surrounding this investigation. Personal controversy will obscure what this investigation is supposed to do and accomplish. This issue is not me or the Committee; the issue is the FCC and what account it can give of stewardship, and I don't intend to let that issue get into the realm of personal controversy.

### Explains His Appointment

"How did I become connected with this controversy? I have often asked myself the same question. It has been charged that Jim Garey was my political sponsor and got me my position. That is false. There was no politics involved. I am a Democrat and have been one all my life. In fact I am a third generation Democrat. I didn't seek the position. I was in Chicago engaged in matters there. My name was not suggested by Garey. He knew no more about my connection until it was made public to the press. He had nothing to do with it. When first asked in Chicago, I stated that I would not take the job. I went to Butte, Montana and was called again and again refused. Next call came when I was in San Francisco, and I was urged again to reconsider. Again I refused. On my next visit to Washington I was asked to call the Chairman and consider with him. So, on my next visit I went to see him—much to my regret. I was convinced in that talk I had some public duty to render. Against my will I agreed to go to Washington and conduct the investigation. Always be conscious that I didn't want to and that I felt perhaps I should not take the job. I went on two conditions: I wanted complete and uncontrolled charge of this investigation subject only to the directions of the committee. But so far as work, I wanted complete control. Second, I selected the staff and wanted a free hand in getting men I relied on as having sufficient integrity. So I undertook the job.

"If anybody ever asks you to be an investigator, do what Judge Landis told me to do if anyone ever offered me a job as judge, i.e. give them back the sheepskin. Because you won't make any friends, and if you want to find out what pressure is, go to Washington as an investigator. I have often wondered just what in hell I am doing there, and take it from me it is some job... 14 to 18 hours, seven days a week, having your brains knocked out every time you raise your head.

### No Political Ambitions

"I have been active in politics and active with the Democratic Party but I have never had any political ambitions. I was only a representative in 1938 to the Democratic Convention in New York. I only want to render a public service. I want to steer a course based on the best I know how to do, but for what I say today somebody will beat my brains out and I am interested to know where I slip up today.

"I don't think that I knew what the FCC was when I first went to Washington. I

represented no radio concern of any kind. I didn't even know who was on the Commission or anything about it. I have had a liberal education since.

"The first task that I had was to select a staff. Everything in Washington is political and everything you do has political significance. I determined to get a staff irrespective of political affiliation. I was interested in the men who would do a proper job. The first man that I chose was Fred K. Walker

### Big Visitor List

A goodly representation of out-of-town executives attended yesterday's REC luncheon and heard the Garey address. They included: Harold H. Thoms, manager of WAYS, Charlotte; Arthur B. Church, president of KMBC, Kansas City; C. W. Myers, president of KOIN, Portland, Ore.; E. D. Clery, manager of WIBG, Philadelphia; D. E. Jayne, manager of WELL, Baule Creek; Mary Morgan, fashion expert of CKLW, Windsor, Ont.; M. I. Hauser, of the House Select Committee; Jack Hooley, of BBC; Jack Deruis, Paul Harron, C. Herbert Massey, George Haggard and many others.

of the Detroit bar. He has served with the Republican and Democratic parties. I drafted him as he did not want to come. He was a successful practicing lawyer in Detroit. He only came at my insistence. He got \$7,000 a year. He commands a large sum of money in his practice. He has had years of experience in investigation. The next man was Mr. Hauser. I drafted him too. I knew if I paid him any money I would be accused of padding the payroll. He is a member of my firm. But if I wanted him to have any powers I would have to make him a member of the committee. So I put him on the payroll at \$1 a year. He has been a lawyer for 20 years. He was assistant corporation counsel of the City of New York. Then they accused me of hiring a \$1 a year man. My third choice was Ambrose McCall with 25 years of experience as assistant attorney General of New York in charge of the Fraud Bureau, for 12 years. He earned an outstanding reputation for integrity. He was a Democrat. Next Hugh Riley, assistant attorney general of New York Fraud Bureau in Albany... outstanding also. And Mr. Barger also a Democrat. He has been a member of the bar for 35 years, 12 years representing Congress as a chief investigator. He is a member of the Washington, D. C. bar. So there were five lawyers and five investigators and three stenographers on the staff. Three of the investigators were Republican and two were FBI men.

### Purpose Of Investigation

"Purpose of the investigation; and what was to be accomplished. First: to advise the legislative bodies, i.e. Congress. Criticism of the FCC had grown in intensity and bitterness. This was so wide-spread that of course it came to the attention of nearly everybody in Congress, both Houses. A resolution was introduced to investigate the Commission. Congress had a particular interest in the FCC because it had created it as an independent agency, empowered to do the work of Congress. So everything that the FCC does is a legislative function: granting a license is a legislative function and Congress has delegated that power to the FCC. If there were no Commission, Congress could do it by a separate bill, so too is rate making.

### Committee Authorization

"The Committee was authorized to do the following: It was directed to conduct a study and investigation of the organization, personnel and activities with a view to determining whether or not the Commission in the selection of personnel and conduct of activities is acting in accordance with law and public interest. Those were its powers under the resolution creating it. Judge Cox introduced this resolution. I have read the charges made and I say it is false that that resolution was introduced to start reprisals on the

FCC. That charge is false. The claim came first was the resolution and later the activities of the FCC in Atlanta in connection with station WALB. These accusations were made by knowing that they dealt in falsehood.

### Aspects Of Investigation

"The investigation should have two aspects. What is the matter with this mission? To what extent it has failed to comply with the purposes it was created for, i.e. what's the matter with it? If you can remedy anything, you have to get out what evils exist. The first part turns into an inquiry of what evils exist. For this purpose you must have information. This comes to the Commission in various forms, some anonymously, some by letter, some by telephone, some from your office that tell you what they are about a situation and then ask you to make known that they told you. Some are frightened that they won't come to the office for fear of reprisals. A great deal of information comes from people who are not what they should be. Some tell you things partly true and some tell things that are not true at all. You determine first whether the information received has substance. No committee can anywhere unless it finds the facts accurately as it can and as thoroughly as it can. Then you must make known to the public what you have found. You can't send everything that comes to the committee and so you select enough instances that are typical to show the evils. Second function is to what extent can you remedy by legislation the evils you find in the FCC. Legislation is not a cure-all, part is a human problem. Nothing is the matter with the FCC of 1934. The difficulty is in the administrators. Through legislation you can accomplish a lot and cure many evils of faulty administration, being a creature of Congress to the extent this committee is. Congress possesses the ability to judicially pass on many things it can repeal or reverse the Circuit Courts of the U. S. By enacting legislation such that the Commission should not have any powers. So one thing we have done is a study of judicial decisions. So our job is primarily investigation and we have for about eight months done this and have only a first fragment of results that we could make public, to the extent that the committee deems advisable. The balance will be made public with time.

### Seeks Industry's Support

"Since the radio industry has such a great interest, my suggestion is to get a copy of this record and read what has already been made public. Then you can use your judgment of the character of work the committee has done. Am not going to claim that the committee can do a perfect job, but in my opinion, the criticism has not been taken in good faith or made in good faith. Probably because those people don't want this committee and don't want this investigation. It would have been helpful to have support of the industry, because nobody knows better than the industry what is the matter with the Commission, but we have gotten no help from the radio industry. We invite your help. We should have it and we would like to get it. What we have gotten so far has been accomplished by legal deontology. I understand why we have not gotten it, I think. Radio thought constantly that this committee was going to fold and it didn't want to be left to the tender mercies of the FCC. Unless you people come to the committee, how can you expect the committee to do a job? The work it has done has been accomplished in spite of the industry and not because of it. Some have even used the committee to carry favor with the FCC, and consequently we have gotten no cooperation from them. Things that we should know have been withheld. Some witnesses have changed their testimony five or six times. To be an investigator is quite a job. We have four thousand pages of testimony. That is just the beginning. There is plenty of time for the industry to help and I hope in some way you can get into the frame of mind whereby you can help us.

"Let me ask you for your cooperation with this committee which wants to do a fair and honest job. I can show you the complete falsehood of the attacks made on it for the purpose of destroying it. With your help the committee can do a fair and honest investigation.



for **THIS** battle, G. H. Q.

is at **YOUR** own desk!

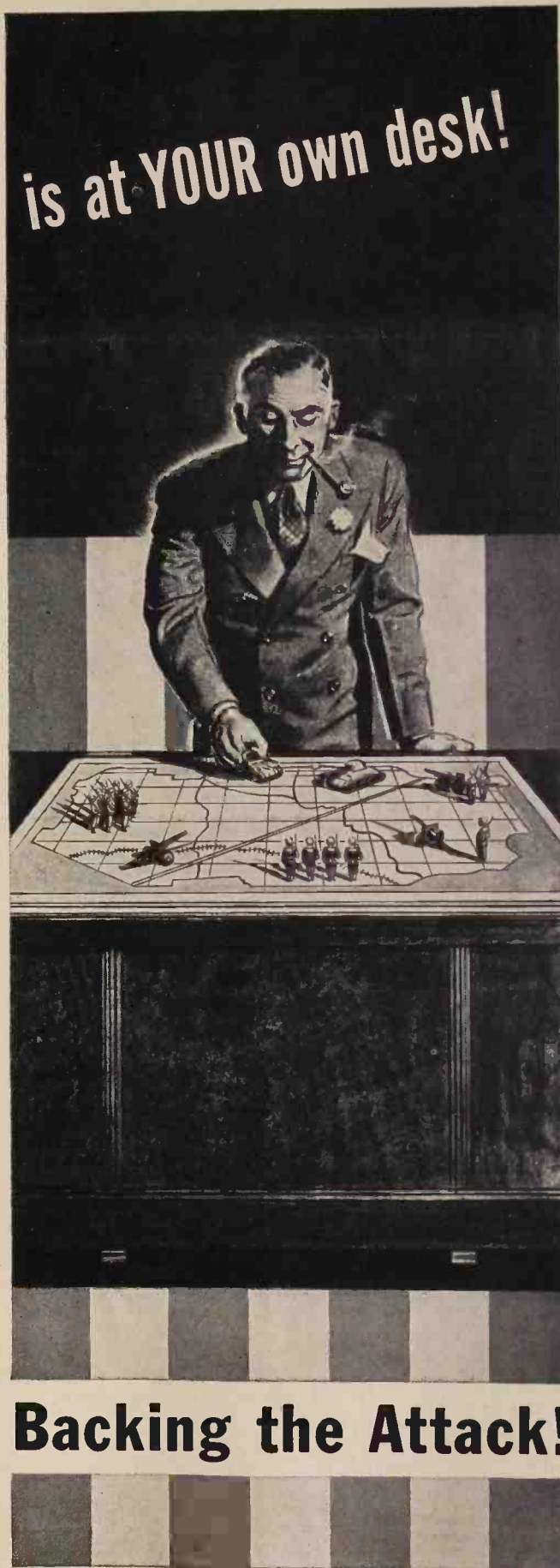
★ Here's how you—yes, **YOU**—can carry out a smashing "pincer movement" against the Axis. Swing in on one flank with increased production of war goods! Drive in on the other with redoubled purchases of War Bonds through your Pay-Roll Savings Plan!

You're an officer in both of these drives. Your personal leadership is equally vital to both. But have you followed the progress of your Pay-Roll Savings Plan as closely as you have your production?

Do you know about the new Treasury Department quotas for the current Pay-Roll Allotment Drive? *Quotas running about 50% above the former figures?* You see, these new quotas are based on the fact that the armed forces need more money than ever to win the war, while the average worker has more money than ever before to spend. Particularly so, on a *family income* basis—since in so many families several members are working, now.

Remember, the bond charts of today are the sales curves of tomorrow! Not only will these War Bonds implement our victory—they'll guard against inflation, and they'll furnish billions of dollars of purchasing power to help American business re-establish itself in the markets of peace.

So get this new family income plan working at once. Your local War Finance Committee will give you all the details of the new plan. Act today!



This advertisement prepared under the auspices of the War Advertising Council and the U. S. Treasury Department

**LET'S KEEP ON Backing the Attack!**

This Space is a Contribution to America's All-Out War Effort by

**RADIO DAILY**





# COAST-TO-COAST



## NEW YORK

**KINGSTON**—Tom Howard, Jr., has joined the staff of WKNY as musical director. He is the son of the comedian Tom Howard, currently heading the cast of "It Pays To Be Ignorant." Tom junior's keyboard technique will be used to strengthen WKNY musical shows, and he will be featured in his own program, "Fantasies in Black and White," three times weekly at 7:30 p.m., EWT.

## NORTH CAROLINA

**CHARLOTTE**—Charles H. Crutchfield, WBT program director, has resumed the post of chairman of the public relations panel of the Western North Carolina District OPA and Rationing Board. He has already put in effect a campaign to educate people of the district to the functions of the OPA and the necessity of rationing. Plan calls for newspaper ads and a special series of programs on each of Charlotte's stations, as well as tieups with movie theaters and clubs.... "Squires' Teagarden," conducted by Alonzo Squires over WBT, has been moved from afternoon to morning. Show is now heard from 10 to 10:15 a.m., Monday through Thursday.... Larry Walker, WBT assistant program director, is producing and directing a new series entitled "What's Your Home Town?". Each week four servicemen from a nearby Air Base will be interviewed by Walker about their home town. When interviewees go home on furlough, each will be "King for a Day" and receive gifts from local merchants and citizens who have been notified of the WBT broadcast and the time the man would arrive home.

## CONNECTICUT

**HARTFORD**—Special telephone lines to the Hartford "Courant" are being set up by WDRC to carry the

local election returns again this year. Promotional material is now being prepared for the newspaper, describing its tieup with the station.... WTIC was instrumental recently in obtaining a washing machine for a company in an Engineers Battalion in a nearby town. Station received a letter from the company's commanding officer asking that they broadcast an appeal for a washer for his boys. Following day the appeal was blended into a soap commercial and the machine was forthcoming in short order.

## NEW YORK

**SYRACUSE**—Fred's Hat Shop, local millinery, is sponsoring a new weekly show on WSYR in which Bob Rowley presents a roundup of football games to be played Saturday afternoons. Show precedes a network broadcast of an outstanding grid encounter each Saturday.... Don Lyon, WSYR news editor and commentator, is off on a hunting trip to northern New York State.

## WISCONSIN

**MILWAUKEE**—Smartwear-Emma Lange, Inc., local dress shop, has taken its first try at FM broadcasting with a six-day weekly spot over W55M on "It's A Woman's World".... In connection with the change of its call letters from W55M to WMFM on November 1, outlet will issue an "FM Newspaper" to all local radio dealers and the trade with an editorial explaining that the change in call letters is a final step in FM's growing process.... "Ranch House Jim," western type quarter-hour musical show, was inaugurated on WISN recently. Thrice-weekly program is sponsored by Omar, Inc.... Jack Raymond, formerly staff announcer at WEMP of this city, is now miking for WISN.

## NEBRASKA

**GRAND ISLAND**—KMMJ, third oldest outlet in Nebraska, dedicated its new studios recently with a half-hour program featuring oldtimes of the station and civic leaders. It was the third significant event in the past two months for the 18-year-old station, which moved to its new location August 15 and joined the Blue Network September 27.

## DISTRICT OF COLUMBIA

**WASHINGTON**—Vern Hansen has replaced Park Simmons as staff announcer at WTOP. A former WTOP announcer, Hansen has been with the Office of Strategic Services for the past year.... Robert Lewis, WTOP-CBS Washington reporter heard on the "News of the World" programs, has started a 15-minute Sunday news commentary heard locally at noon.

## MASSACHUSETTS

**WORCESTER**—Dol Brissette, musical director of WTAG, has also been appointed production supervisor of the station. He retains his duties as director of all live musical shows originating at WTAG.

## CALIFORNIA

**San Francisco**—Several personnel changes have been announced at KPO, local NBC outlet. Don Norman, formerly west coast rep. for A. C. Nelson Co., marketing research, replaces Thomas M. Ray, Jr., as NBC Spot Sales rep. Ray has gone to Los Angeles to organize an office there for the Katz Agency, Inc. Leo Rumsey of the KPO mike staff has reported to the Army and is now in Camp Lee, Va., in public relations. He is replaced by Bob Williams, formerly with KGMB, Honolulu, who has been in production at KPO for three months.... New to the KPO production staff is Helen Morgan, formerly with KGO.

## MASSACHUSETTS

**BOSTON**—Willard H. Hauser has been named chief engineer for Westinghouse outlets WBZ, WBOS and W67B here, it was announced by C. S. Young, general manager of the stations. He replaces F. M. Sloan, who has been loaned to the parent company to carry on a special assignment in wartime research. Hauser joined Westinghouse in Chicago in 1928 as a technician, transferring to KDKA, Pittsburgh, the following year as control supervisor. He was plant manager at WBZA, Springfield, from 1932 to 1935, and the following five years was transmitter engineer for the same station. He came to WBZ as control supervisor in 1940.... Charles Vassall, veteran member of the WBZ technical staff, has been promoted to control supervisor, replacing Hauser.

## PENNSYLVANIA

**PHILADELPHIA**—Barbara Fisher, secretary to Dr. Leon Levy, president of WCAU, is changing to the station's New York sales office to work under sales chief Harold Davis.... With radio pages cut out of local dailies, WCAU has instituted a policy of tie-ins with newspapers in order to get mention. Recent connections were with the "Evening Bulletin" for National Newsboy Week, and with the "Record" in the promotion of its annual Book Fair. Spot announcements and interviews are traded for pictures prominently displaying station's call letters.... Milton Laughlin, general manager of WHAT, has appointed Joseph A. Grady, former staff announcer, to the program director's spot. Grady has been with the station for the past three years.

## OHIO

**CINCINNATI**—Reception for cosmetic sales girls is being held tonight in the Victory Room of the Gibson Hotel under the auspices of Bonne Bell Cosmetic Co. and WCKY. Speakers include Olive Kackley, WCKY women's commentator; Edythe Fern Melrose, "Lady of Charm" for the Bonne Bell broadcasts, J. G. Lell, president of the company and others.... Three news announcers have joined the staffs at WLW and WSAI. They are: Jim Gaylord, Tom Wade and Charles Black. Gaylord was formerly with WPAR, Parkersburg,

W. Va., while Wade has been announcing and newscasting with stations in the midwest and south more than a decade. Most recently he was with WKRC, Black from WBNS, Columbus, Ohio.

## NEBRASKA

**OMAHA**—Mrs. Dorothy Lewis, director of listener activity of the station, told the local George Foster Peabody radio awards committee here last that broadcasters might profitably satisfy their newscasts. She suggested cast classifications as: straight newscasts, commentators' opinions or controversial material, stating that it might "clarify in general" for the average listener.

## GEORGIA

**ATLANTA**—Rich's Inc. is airing new show on WGST titled "New Young Atlantans." Built especially for school children, show is scripted by Gene Sample and narrated by Anthony. Program is heard from 10:15 a.m., Monday and Friday, Southland Coffee Co., for Bar Supreme Coffee, have contracted for 52 weeks of "The Korn Kobbler" transcribed show which is heard weekly on WGST—Thursday at 9:30 p.m. and Saturday at 9:30 p.m.

## KANSAS

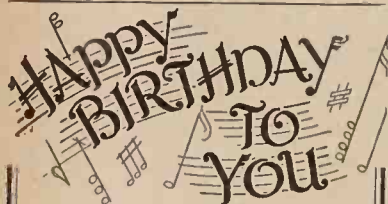
**SALINA**—In order to promote understanding between the local board and the people it serves, KS "Civic Hour" was devoted recently to interviews of the eleven members of the board. Each was interviewed separately on the reasons for rationing and the problems of co-operation with public.... Newest newscast on KSAI "Human Side of the News," quarter hour daily show. Announcer Max Preusch selects amusing anecdotes stories with a pathetic twist from wire and intersperses the narration with music.

## LOUISIANA

**NEW ORLEANS**—American Broadcasting Co. of this city has revised the of its quarter-hour spots on WWL at 6:45 p.m. Mondays, Claire Nunn now heard in a musical show titled "What's Yours?" Wednesdays at 6:45 p.m. "Talk of the Town" features a slant from local night spots with a dramatization of personalities and happenings on the war fronts. Fridays at the same hour, the 15 minutes are devoted to the football forecasts of Eddie Reed, old-time Tulane star, the duration of the football season.

## Jersey Station Resumes Broadcasting On Nov.

Asbury Park, N. J.—WCAP, off the air since the fire of last April, will resume broadcasting on November 1, Thomas F. Burley, studio manager, and Stewart L. Clothier, construction engineer, announced this week. The reconstruction of the station was made possible by the FCC catalogue of surplus and salvaged equipment.



October 22

Powell Clark Frank Danzig  
Roger De Koven Parker Fennelly  
Laurette Fillbrandt Miltzi Green  
Noel Mills Charles A. Nobles  
Allen Stuart Frank Sullivan  
Walter J. Willey

WOR Recording Studios

October 23

Ford Bond Charlie Capps  
Lucy Monroe Cesar Saerchinger  
Margaret Speaks Colleen Ward  
Frederic A. Willis

October 24

B. A. Rolfe Reginal Schuebel  
Elinor Sherry Russell Willis



## NAB Attacks AFM Pact

### Broadcasters Heard Bankhead Hearing

Washington Bureau, **RADIO DAILY**—Radio's handling of controversial subjects came in for a grilling examination during Friday hearings before the Senate Banking and Currency Committee. The committee is considering the Bankhead bill to provide a government advertising chest to be used for buying war bonds in small newspapers to advertise War Bonds. On the spot were Arney, Jr., NAB secretary-treasurer, and Marshall Pengra, head of NAB small-market stations committee. Pengra is general manager of KRNR, Roseburg, Oregon. Arney and Pengra stated

*(Continued on Page 6)*

### Mystery

A charming masked beauty delivered the following black-bordered invitation to **RADIO DAILY**: "This Will Admit Bearer to the WAKE of A. HITLER on Friday, Oct. 29, at 9 p.m., at 39 East 40th Street, New York. P.S. For a select group of wishful thinkers, held under the pucky auspices of The Mystery Theater."

### FCC Investigation To Be Resumed Soon

Public hearings conducted by the House Select Committee investigating the FCC are expected to be resumed in New York soon after the Congressional probers finish their current scrutiny of the Commission's Radio Intelligence Division and the Foreign Broadcast Intelligence Service, it was learned Friday. Local inquiry is slated for the convenience of witnesses, will probably take place in the U. S. Court House.

### WOR Tele Experiments With Dumont Station

A sports exhibition will highlight the program when WOR's experimental television series next goes on the air from the Dumont station W2XWV tomorrow from 8:30 to 9:30 p.m. The program, one of a series designed to acquaint WOR's staff with the new medium, will present a three-

*(Continued on Page 2)*

### Steering Committee Calls Union Payment "Vicious" In Principle, And Unsound; Lauds Disk Firms Still Opposing

### WMCA Charter Filed; Davega Part Owner

Formation of the Cosmopolitan Broadcasting Corp. to own and operate WMCA was announced Saturday by Nathan Straus, who purchased the station from Edward J. Noble for \$1,255,000. Incorporation papers of the new company were filed Saturday at Albany. It also was announced that formal application for transfer of

*(Continued on Page 2)*

Following a two-day meeting at the Hotel Roosevelt, New York, the Steering Committee of the NAB on Friday issued a statement condemning the principle of direct payments by employers to a union, characterizing it as "vicious" and "as being as economically and socially unsound as extortion is immoral and illegal." The statement of the committee, appointed 15 months ago by the NAB board of directors in connection with the recording dispute, also noted that the phonograph record and electrical transcription companies that have not signed the contract with the Amer-

*(Continued on Page 5)*

### Center Proposals Made By ET Firms To AFRA

Center proposals by the electrical transcription interests in the proposed AFRA-ET Code negotiations made at a closed joint parley in the NBC Board Room, it was learned. The ET overtures were only to the union's demands for a reduction of recorded and live rates, including consideration of sound effects

*(Continued on Page 4)*

### Midwest Prepares For Retail Trade Show

Chicago—More than 800 Chicago retailers and advertising executives will view a film presentation, titled "Air Force and the Retailer," dealing with the problems of retail selling and distribution, which will be shown

*(Continued on Page 2)*

### AFRA-CBS Negotiate Use Of Navy Choir

Chicago—AFRA and CBS have negotiated an agreement that will permit the Bluejacket choir of the Great Lakes Naval Training Station to continue on the sponsored Sunday morning musical program with tenor Danny O'Neil, which originates from the studios of WBBM. Radio artists group contended that

*(Continued on Page 2)*

### Mer. School Buys Time WJZ For Home Study

Business at WJZ is reported in launching of a 13-week campaign at American School, a New York home-study academy, through Equity Advertising Agency, beginning Oct. 1. The program is a transcribed educational feature on words with syndi-

*(Continued on Page 4)*

### "Barn Dance" Entourage To Coast Around Nov. 13

It's off to Hollywood on or about Nov. 13 for Chicago's "National Barn Dance." The haylofters are scheduled to start work on their Paramount movie, "The National Barn Dance,"

*(Continued on Page 4)*

### Will Broadcast Company Dedication On CBS Net

The dedication ceremonies of Sun Oil Company's new \$13,000,000 aviation gasoline plant will be broadcast over the Columbia network on

*(Continued on Page 2)*

## ★ THE WEEK IN RADIO ★

... New ET Contract  
By PEGGY BYRNE

**F**OUR more transcription companies signed the American Federation of Musicians' ET contract last Thursday, following negotiations which resulted in several revisions of the original agreement signed by Decca-World, WOR Recording, and Empire Broadcasting. Latest signatories are: Lang-Worth Feature Programs, Inc.; Associated Music Publishers, Inc.; C. P. MacGregor; and Standard Radio. Financial terms of the pact remained the same and majority of modifica-

tions were clarifications and elaborations of the original provisions. Revisions include a no-strike clause for transcription libraries; provision for a two-man advisory committee, appointed by the WLB, to supervise the AFM's administration of the "employment fund" made up of payments from the ET firms; freezing of wage scales at present levels for two years; and a clause allowing for renegotiation of terms of payment of the three

*(Continued on Page 3)*

### Recruiter

Throckmorton P. Gildersleeve's old, Birdie, in real life, Lillian Adolph, is a one woman recruitment committee. Lillian on a recent appearance before Negro troops at Ft. Huachuca, Arizona, was asked to invite her boss, Gildersleeve, on her next visit. Now Gildy is making the trip to the Arizona post to help entertain Uncle Sam's sky fighters.

### Who's Who?

Bruno Shaw, WJZ commentator, has been harassed by calls during and after his Sunday night 11:05 broadcasts from folks wanting to reserve tables at the Zanzibar nightclub. It seems that the final commercial on the 11 p.m. newscast which precedes Shaw, sponsored by Zanzibar, asks listeners to "phone Bruno" for reservations at the bistro (He's head waiter).





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

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# FINANCIAL

(October 22)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	156 1/2	156 1/8	156 1/2	- 1/8
CBS B	22 3/4	22 3/8	22 3/4	+ 1/8
Crosley Corp.	18 3/8	18 1/4	18 1/4	+ 1/8
Gen. Electric	37 1/2	36 3/4	36 3/4	+ 1/8
Philco	22 5/8	22 1/2	22 5/8	+ 1/8
RCA Common	9 3/4	9 1/4	9 3/4	+ 1/8
RCA First Pfd	69 1/4	69 1/8	69 1/4	+ 1/8
Stewart-Warner	11 7/8	11 7/8	11 7/8	+ 1/8
Westinghouse	95 1/2	95	95 1/2	+ 1/2

### OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	8 1/2	8 3/4
WCAO (Baltimore)	19 1/2	22 1/2
WJR (Detroit)	27 1/2	

# 20 YEARS AGO TODAY

(October 25, 1923)

Eugene McDonald, president of Zenith Radio, forecasts that some day radio will bring news instantly from all over the world. . . . he cites as an example: "if the German cabinet should resign at 11 p.m., on a certain day, we shall have knowledge of it in New York, Chicago or San Francisco 30 minutes later." . . . Opening of "Twelfth Night" by Sothern and Marlowe broadcast direct from the Jolson Theater.

5000 WATTS 1330 KILOCYCLES

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.

## WMCA Charter Filed: Davega Part Owner

(Continued from Page 1)

WMCA will be made to the FCC this week at Washington.

Associated with Straus, who will be president of the new company, is Davega-City Radio Inc., well-known chain store organization in metropolitan New York, which will have a substantial interest in the securities of the Cosmopolitan Broadcasting Corp.

H. M. Stein, president of Davega, will be treasurer and will serve as a member of the board of directors with A. Davega, vice-president of Davega-City Radio. Charles Stark, vice-president and general sales manager of WMCA, will also serve as a director, while continuing in his present capacity. All operating personnel will continue as heretofore.

Cosmopolitan Broadcasting Corp. was incorporated with an authorized capital stock of \$675,000, all of which is to be issued. Additional funds required for the purchase of the property and for working capital will be obtained by the corporation through the issuance of other securities to the stockholding interests.

Straus expressed satisfaction with the completion of financing arrangements and reiterated his previously expressed intention to devote all of his time to the active management and operation of the station.

"My associates and I regard the ownership and operation of station WMCA as a public responsibility," he said, "we know that WMCA has aimed at maintaining high standards of radio broadcasting and hope to make the station an even more important instrument of entertainment and education, and in war-time, of communications and morale. At no time will commercial considerations be permitted to interfere with those objectives."

## WOR Tele Experiments With Dumont Station

(Continued from Page 1)

round bout between Carmine Fattor (135) and Freddy Addeo (138) with Whitey Bimstein refereeing.

Golf will make its television in-lieu bow with champion Catherine Fox demonstrating various shots. Then Ruth Aarons, women's ping-pong champion, will engage in an exhibition match with Steve Ellis, conductor of WOR's "Moonlight Saving Time" program and a stellar performer with wooden paddles in his own right.

Another champion, Barbara Cochran, will demonstrate the fine points in the sport she represents, fencing. Ray Nelson, WOR's Director of Day Time Programs, will direct the television sports show.

## Luncheon Sendoff For O'Mara

Malcolm O'Mara was given a luncheon by the Katz Agency at the Waldorf-Astoria late last week just prior to his departure for Mobile where he will serve as an officer in the Maritime Service.

## Midwest Prepares For Retail Trade Show

(Continued from Page 1)

by the retail promotion committee, representing the radio industry, at the Drake Hotel on Nov. 1 and 2.

Expenses of the film study were underwritten by 400 radio stations, both members and non-members of the NAB. Presentations similar to the Chicago showing are being held in 126 cities during October and November.

Serving on the local committee are Ben Berentson, sales promotion manager of WGN, chairman; King Park, promotion manager of WBBM, and Emmons C. Carlson, advertising and sales promotion manager for NBC central division, who represents WMAQ. Lewis Avery of Washington, D. C., director of broadcast advertising for NAB, will emcee the Chicago meeting. He will be introduced by W. T. White, sales manager of Wieboldt Stores, Inc. Berentson will preside at the sessions which will be held on two days to accommodate the large number of merchants.

## AFRA-CBS Negotiate Use Of Navy Choir

(Continued from Page 1)

the program, called "Bluejacket Choir with Danny O'Neil" violated AFRA's agreement with CBS which calls for the employment of union members on commercial programs. AFRA agreed to negotiate the matter after the Navy made a strong plea to the Federation to permit the Great Lakes choir to continue on the program in the interest of morale. Standbys are to be employed under the agreement with CBS according to an AFRA spokesman, who pointed out that such an arrangement is against AFRA principles but that an exception is being made in this instance.

Similar negotiations are pending between AFRA and the Blue Network in connection with the Blue's "Meet Your Navy" program on Friday nights, which also features the Great Lakes choir. Time for the "Meet Your Navy" program also is made available by a commercial sponsor.

## Will Broadcast Company Dedication On CBS Net

(Continued from Page 1)

Wednesday, October 27 from 3:30 to 4:00 p.m., EWT.

Heard over forty-seven CBS stations covering the length and breadth of the Atlantic seaboard, the program will feature an address by Harold Ickes, Secretary of the Interior and Petroleum Administrator for War. He will be introduced by I. Howard Pew, president of Sun Oil Company. Also heard on the broadcast will be Lowell Thomas, who will act as master of ceremonies and Lucy Monroe singing "The Star Spangled Banner." Commercials on the program will be institutional. Roche, Williams & Cunningham, Inc. handles the account.

## COMING and GOING

RALPH EDWARDS, of "Truth or Consequences," left for Washington, D. C., Friday to confer with officials of the FCC and WPB.

LT. COL. EDWIN B. FITZPATRICK, president of WHL, Blue Network outlet in Chicago, N. Y., a visitor late last week at the Rockefeller Center offices.

MERT EMMERT, WEAF farm director, back from Washington, where he covered National Outlook Conference, will leave for a field trip to Pennsylvania. He'll make recordings at Lewiston and at State College.

OLGA COELHO, soprano, returns to New York this week to start an engagement at Blue Angel on Thursday.

SHEP FIELDS and the members of his band are in Omaha for a theater date.

TOMMY DORSEY is in Baltimore for tonight's stanza of the "Spotlight Bands" program broadcast over the Blue Network.

JAMES F. MURRAY, of the KDKA staff, has returned to his Pittsburgh headquarters following a honeymoon spent in Philadelphia.

WOODY HERMAN and his band are filling theater date in Washington, D. C.

## Estes Made REC Press Director

Murray B. Grabhorn, president of the Radio Executives Club of New York has announced the appointment of Bernie Estes as director of Public Relations for the organization. With the new luncheon season's line-up of important speakers on topics directly concerning the industry and subsequent interest to the general public, the club's officers felt the need in pressing into service an experienced person in such matters. Estes is also a member and chairman of the press committee of the Overseas Press Club.

## Read Drug Stores . . . exclusive!

Known as smart merchandiser, Read Drug Stores can give you the answer on how to sell drugs in Baltimore. They use W-I-T-H exclusively. Four news spots a day. This is their second year on the station that's listened to in Baltimore.



IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED



# THE WEEK IN RADIO

... New ET Contract

(Continued from Page 1)

percent of gross revenue on ET's, and the present terms prove too onerous at the time the initial payment falls due (in six months).... The clause leaves the union free to continue its ban on phonograph records and commercial electrical reproductions until such time as companies producing those disks sign a pact with the AFM. Firms included are Columbia Recording Corp., Victor and NBC Radio Recording Division (withdrawn from the ranks of the ET companies to join the WLB panel hearings for those companies, suspended recently at their request, and separate negotiations with the Federation are still pending. Clause in the original contract binds the signers of that agreement to conform to the revised edition if so wish.

Rep. Karl E. Mundt (R., S. D.) last week defended CBS' news policy before the House of Representatives, arguing that radio is not analogous to newspapers since it is impossible to present all sides of an issue on the radio, quoting Supreme Court Justice Frankfurter's decision on the rule case to prove his point. He

also called upon Congress to take quick action to safeguard the rights of privately operated radio, which, he declared, was potentially jeopardized by the recent Supreme Court ruling.... FCC Chairman James L. Ray later denied Mundt's charge that there are plans afoot for the Government to take over broadcasting, pointing out that were there such a plot he would certainly know about it.... American Federation of Labor lashed out at H. V. Kaltenborn, protesting a statement made on one of his broadcasts that non-union plants functioned better than unionized ones and accusing him of the "flagrant abuse of the right of free speech." Kaltenborn replied, giving the text of his statement and maintaining that no government spokesman has refuted it.

Rep. Clarence Lea, new Chairman of the sub-committee investigating the FCC, announced that at least one committee member would preside at an future hearings, which will be open to the public unless they involve military secrets or similar subjects, and that the FCC is to be notified in advance of all hearings.... Walt Dennis, news director of the WJW, announced that he is resigning his present post as of November 1 to become public relations director of WJW, New York.... Treasury Department revealed that Secretary Morgenthau has made a transcription of a personal note of thanks to broadcasters for their aid in bond selling. Disks are being sent all station managers, included on a "Treasury Star Parade" record. Outlets are permitted to retranscribe the message for separate broadcast.... New York City Board of Education gave its approval, for the first time, to two NBC public service shows, "Lands of the Free" and "Music of the New World".... CBS announced completed plans for its two-hour Thanksgiving show saluting Armed Forces.... Hooper survey for October 15 showed Bob Hope leading with Fibber McGee and Molly in second place.... New Mexico Highlands University in cooperation with KFUN, Las Vegas, and the CIAA is starting an educational series in Spanish designed for the Spanish-speaking minority in the Southwest, it was revealed last week.... Government's anti-trust action against the networks was terminated last week with the dismissal of its suit against NBC and RCA.... Ben Bernie, beloved veteran of radio, died at his home in Beverly Hills last week.

### Joins Radio Reports, Inc.

George I. Reid, former eastern manager of the National Radio Checking Service, Inc. and recently released from the Army has joined the New York staff of Radio Reports, Inc.

### Stork News

Born to Mr. and Mrs. Paul Mueller recently, a daughter, Judith Ann, weighing in at six pounds, two ounces. Mueller is a control room operator at WISN, Milwaukee, Wis.

WHAT THE RADIO TIME BUYER WANTS TO KNOW ABOUT WTAM



## COVERAGE

The Families in WTAM's Primary Area Listen Most to WTAM. For Example:

\*Percent of Radio Families Who Listen MOST at Night time to:

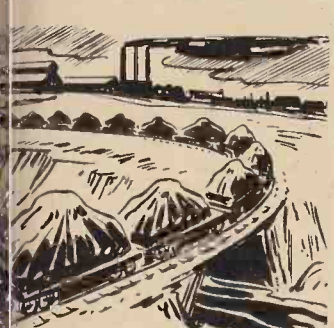
	WTAM	Station B	Station C	Station D
CLEVELAND	69%	19%	10%	
AKRON	61%	30%	4%	5%
CANTON	86%	5%		8%
ELYRIA	79%	10%	8%	
LORAIN	74%	16%	7%	
MASSILLON	83%	6%		6%
WARREN	88%	2%		
YOUNGSTOWN	65%	8%	18%	

\* NBC 1942 Nationwide Survey

# WTAM

CLEVELAND

NBC Network 50,000 Watts • Owned and Operated by NBC  
REPRESENTED NATIONALLY BY NBC SPOT SALES OFFICES



**MATÉRIEL**  
FROM A  
PRODUCTION LINE  
IN A  
**BOOM  
TOWN**  
REACH THESE  
MARKETS WITH  
RADIO

**WEED  
AND COMPANY**  
STATION REPRESENTATIVES  
BOSTON • CHICAGO  
SAN FRANCISCO • HOLLYWOOD



# LOS ANGELES

By RALPH WILE

**C**HARLIE SPIVAK and his orchestra wound up a successful engagement at the Hollywood Palladium and moved into the Orpheum Theatre, Los Angeles. They report at Universal on Oct. 27 for "Three Cheers For The Boys" before heading east to open the Fall-Winter season at the Hotel Sherman, Chicago.

Our Passing Show: Bill Lawrence, Fletcher Wiley, J. Donald Wilson, Herbert Lytton, Lou Bring, Alma Sioux Scarberry, Jack Hope, Eddie Marr, Diana Kemble, Edmund MacDonald, Dave Taylor lunching at Brittingham's.

The Radio Women's War Service, which has 77 members, has raised \$2500 with which to purchase gift boxes for the radio boys who are in service. Three hundred and thirty-four former employes of the local stations and networks are members of the armed forces and 43 are serving overseas. Lurene Tuttle is chairman of the committee, which raised the funds for the purchase of the gift boxes.

Diana Kemble, New York radio actress, who recently arrived in Hollywood, is working in "Across The Threshold," at NBC, and will also appear on the Lum and Abner program. She is a cousin of the late Mabel Normand.

Walter Lantz, whose Cartunes are distributed by Universal, has engaged Pat Bishop, radio announcer, for the sixth picture in the series of eight he is producing for the U. S. Navy.

Bill Burton has taken over the personal management of Helen Forrest, the singer, and the King Sisters. Miss Forrest, who has been appearing with the Harry James orchestra, leaves that organization Dec. 1.

Ken Bennett, KFI-KECA announcer, has been inducted into the Army. He left this week for a short vacation in San Francisco before reporting for duty, October 28.

Ann Corio, star of Monogram's "The Sultan's Daughter," appeared on the Battle of the Sexes program, broadcast nationally over the Blue Network Wednesday, October 20.

## Amer. School Buys Time On WJZ For Home Study

(Continued from Page 1)

cated columnist Frank Colby, will be heard Wednesdays in the 10:50 to 11 p.m. slot. Sponsor conducted a 26-week drive over the key Blue outlet last year.

## BERNARD DUDLEY

FREE-LANCE ANNOUNCER

RADIO REGISTRY

LA. 4-1200



### Memos of an Innocent Bystander. . . !

● ● ● Raymond Scott is consistent. . . . it is to be expected of a lad who thinks in terms such as "Dinner Music For a Pack of Hungry Cannibals," and whose famous "Quintette" was really composed of six musicians. . . . now Scott has in his 30-piece orchestra a combo which he calls "The Secret Seven," made up of TEN MEMBERS. . . . Guy Lombardo's "Three Ring Time," will feature a new vocalovely starting with tonight's CBS broadcast. . . . the new songstress is Jane Allen. . . . Bill Thomas, Young & Rubicam Exec. was rejected by the Army. . . . Sterling Fisher can take a bow for his directorial efforts on NBC's "Inter-American School of the Air". . . . the New York Board of Education now gives Gotham teachers extra credits for taping in regularly to these programs. . . . Lucille Manners couldn't understand why her fiance Lt. William Walker, kept asking for new photographs. . . . but it seems that his class mates at the Officers' School, kept taking each new photo from his desk for "pin-up" use. . . . A mutual friend, knowing we're ever on the alert for oddities, quips, ironies etc. sent us an item to the effect that Jerry Lawrence, disc-jockey at WMCA, had scheduled a George M. Cohan tune, to be played Nov. 5th, the first anniversary of the "Yankee Doodle Boy's" demise ending the note, and ironically enough, the song is entitled, "I'm Mighty Glad I'm Living" . . . . we say there's nothing ironic in the item. . . . George M. Cohan will live just as long as the American Theater and as long as his immortal "Over There" . . . .



● ● ● NBC will try an unusual stunt Saturday . . . . at about 4:10 p.m., the Bill Stern account of the Notre Dame-Navy game at Cleveland, will be interrupted and the running of the Pimlico Special, described by Clem McCarthy, will be piped in followed by a return to Cleveland and the remainder of the Bill Stern broadcast'. . . . Everett Sloane, the CBS "Crime Doctor" and Ken Roberts, who announces that program, are both awaiting the arrival of Sir Stork . . . . Ed Begley, whose work in the ill-fated "Land of Fame," won him acclaim of Gotham critics, goes into William Saroyan's "Get Away Old Man," which starts rehearsal next month. . . . Henry Busse and his Orchestra on the Fitch Bandwagon next Sunday . . . . After Hildegard introduced on her "Beat The Band" program the song, "She's Got Bars on Her Shoulders and Stars in Her Eyes," it was adopted by the WACs as their official song.



● ● ● Maestro Mark Warnow's initial venture as a producer, takes place tonight when "What's up," the musical starring Gloria Warren, Jimmy Savo and Johnny Morgan opens in Philly. . . . it will hit Broadway Nov. 11, opening at the National Theater. . . . Winn Nathanson of Tom Fixdale office, back from a ten-day business trip to Mexico. . . . Lou Levy, now completing his first production for Universal Pictures, will return to Gotham Nov. 8. . . . The reason for Jay Jostyn's having been selected to star opposite Greer Garson on Radio Readers' Digest is that the "District Attorney," not only resembles Walter Pidgeon, but sounds almost like him. . . . John B. Hughes, MBS Pacific Coast news commentator, heads East next week and will be guest speaker at the Advertising Club of Gotham, Wednesday Nov. 3. . . . Carleton Pearl, of CBS Press Dept., reports to Camp Dix November 9. . . . Victory Twins are bedded at the Park East Hospital to recuperate from strenuous overseas entertainment tour. . . . Despite a heavy schedule, we're glad we stole a hurried hour Friday to take a gander (and a couple of chicken sandwiches) at the WOR Recording's first anniversary party, because the satirical take-offs on "commercial announcements of the day" the engineers put on the turn-table, had the guests in the aisles. . . . Nice job, Charlie Oppenheim.



Remember Pearl Harbor

# CHICAGO

By BILL IRVIN

**J**ACK BAKER, Breakfast Club tenor will make a personal appearance at the Shrine Theater in Fort Way, Indiana, on October 30 in connection with WOW's Hoosier Hop.

Tony Koelker, manager of the Blue Network's central division public relations department, who was recently commissioned a Lieutenant (j.g.) in the U. S. Naval Reserve is scheduled to report for active duty with the Navy on October 28. He is being succeeded by Ell Henry, WLS publicity director.

Charlotte Morris is the new star musician at WJJD, replacing Dick Baker, who is free lancing.

Edward Hines Lumber Co., Chicago, through George H. Hartman agency is sponsoring a Saturday afternoon sports review on WGN, 5:45-6:00 CWT. Program features a sports commentary as well as late football scores and other sports results.

## Counter Proposals Made By ET Firms To AFRA

(Continued from Page 1)

men as radio artists. Another conference is scheduled for Wednesday morning at which time AFRA will have held board meetings and received answers to the industry's proposition from locals in Chicago and other key centers.

Problem of increased rates—the union is seeking about \$5 more per artist on a 15-minute program—principally one for the ad men. The agencies have been in a better position than the ET companies due to their wide use of multiple recordings as compared with distribution of single disks in many instances by the ET firms. Deal should be effected without too much difficulty since the present Transcription Code expires next Sunday.

## "Barn Dance" Entourage To Coast Around Nov. 13

(Continued from Page 1)

the latter part of November. In the west-bound hayloft entourage will be Lulu Belle and Scotty, Arkie, Pat Buttram, the Dinning Sisters, the Hoosier Hot Shots and Joe Kelly, Barn Dance emcee. The troupe plans to leave Chicago after the November 13 broadcast. Present plans are to broadcast the program from NBC's Hollywood studios on November 20 and the following four Saturdays during the troupe's stay on the Coast.

BEST RADIO BUY IN BALTIMORE!

# W C B M

FREE & PETERS  
Exclusive National Rep.

John Elmer, President  
Geo. H. Reeder, Gen. Mgr.



**AGENCIES**

**WALTER HILL** has joined J. Walter Thompson Company as a member of its publicity staff, and John Hepner, Jr. has joined the staff as art director. Hill formerly had charge of public relations work for the State Attorney's office, New York City, and was formerly on the staff of the New York "Times" and the New York "Herald Tribune." Tinker attended the Pennsylvania Academy of the Fine Arts, and is associated with McCann, Erickson, Inc. and N. W. Ayer & Son.

**IS FEATURES COMPANY**, a subsidiary of the "America At War" program, is moving to new offices in the Russ Building, San Francisco November 1. W. J. Hols, formerly general manager of WABO-KOIL-KFOR, has joined the company as general manager. May Estess, formerly with the Petry Chicago office manager.

**W. A. SOMMER**, formerly executive on the Standard Oil Company of Ohio account, has been made manager of the Cleveland office of McCann-Erickson, Inc. Ray Cross, heretofore manager of the account, has been granted an indefinite leave of absence to regain his health. W. A. Cross, formerly assistant on the account, takes over the leadership of the Standard Oil Company of Ohio account.

**SPRAGUE WARNER DIVISION** of the Sprague Warner-Kenny Company of Chicago announces the appointment of the Duane Jones Agency, specialists in package advertising, to handle their accounts. Plans call for the promotion of Richelieu Coffee as the spearhead of a campaign for the entire Richelieu grocery products.

**SPECIAL FILMS, INC.**, New York City distributors of eight and 16 mm. films, have appointed the Lyon Inc. agency to handle their advertising.

**W. C. BRADLEY**, formerly president of Pedlar & Ryan, has been appointed executive capacity. Bradley was

**U.N.U.S.U.A.L  
MODERN HOME  
FOR SALE**

**W. LLOYD WRIGHT** designed. Built (1941) in Bernardsville, N. J. on 12 heavily-wooded acres with swimming pool and springs. House is Usonian in design, of brick, cypress, and glass with master bedroom, two master bedrooms, two master bathrooms, servant's room and bath, carport, laundry and shop. Floor-heating system supplied by oil furnace. Unique living room (18 x 32) with fireplace and WRIGHT-designed furniture. Every aspect of design procedure for simplicity in comfortable living.

Write Box 767, RADIO DAILY, Broadway, New York, 18, N. Y.

**Steering Committee Of NAB  
Attacks AFM Disk Contract**

(Continued from Page 1)

American Federation of Musicians, which incorporates this principle, are "in an obviously unfortunate position." The statement points out that "the merits of the principle which they oppose may now be adjudicated by the very panel which as mediator brought about the making of the contract which embodies the principle the panel is now supposed dispassionately to evaluate."

In this connection, the document paid particular tribute to Columbia Recording Corp., RCA-Victor and NBC-Thesaurus for what it termed "their continued opposition to the principle of direct payment to the union."

Members of the Steering Committee are: Neville Miller, NAB president; Mark Ethridge, station WHAS, Louisville; John J. Gillin, Jr., WOW, Omaha; Kolin Hager, WGY, Schenectady; Harry Le Poidevin, WRJN, Racine, Wis.; Paul W. Morency, WTIC, Hartford, and G. Richard Snaio, WIS, Columbia, S. C.

The full statement follows: "With the signing of contracts with James C. Petrillo by four more transcription companies, it becomes apparent that Mr. Petrillo has established in the recording field a most vicious principle. By the terms of the contract, Mr. Petrillo levies a tax on the companies for the privilege of hiring members of his union, which tax is paid direct to the union. Although an attempt is made to gain public approval of administration of the fund by the appointment as 'advisors' of public representatives, who have no vote, such procedure in no way mitigates the evils of the principle.

"This principle has been condemned as setting up a private system of unemployment relief. In our view its significance is even more appalling. We regard the principle as being as economically and socially unsound as extortion is immoral and illegal. We believe that its widespread application in this country, which has depended for its growth on the development and use of invention, will impair our future prosperity. We hold that its perpetuation will thwart

in charge of the Camay, Chipso and Dash accounts at P&R. He now is an executive member of Compton's Ivory Account Section.

**DE GROODT & ASSOCIATES, INC.**, manufacturers of Mrs. Sothorn's home-made candies, have appointed the S. Duane Lyons Inc. agency to handle their advertising.

**RALPH P. CAMPBELL**, formerly with J. Walter Thompson, has joined the New York sales staff of the Katz Agency, as has Warren M. Morton, formerly with the Wm. J. Morton Co.

**B. L. LEMKE COMPANY**, of New York, N. Y., manufacturing chemists, have appointed the R. T. O'Connell Company as their advertising agents.

**OMEGA CHEMICAL CO.**, makers of Omega Oil, a liniment, has released its largest campaign in a number of years. Spot radio is being included. Cecil & Presbrey, Inc., is the agency.

democracy within the labor movement itself, and be destructive of good relations between all labor and all industry. For these, as well as for other cogent reasons, we are certain that most American citizens will join us in condemning and in rejecting this principle.

"The panel which was appointed by the National War Labor Board to hold hearings and report on the merits of the dispute departed from the task assigned to it to assume a mediatory role, and in this capacity its members participated in bringing about the contract which embodies this principle.

"Columbia Recording Corporation, RCA-Victor, and NBC-Thesaurus, with courage which should call forth the commendation of the entire broadcasting industry, have continued their opposition to the principle of direct payment to the union. These companies now find themselves, however, in an obviously unfortunate position. The merits of the principle which they oppose may now be adjudicated by the very panel which as mediator brought about the making of the contract which embodies the principle the panel is now supposed dispassionately to evaluate.

**Claims Decca "Deserted"**

"Although Mr. Petrillo was the originator of the idea of a direct levy upon the companies, he had made little headway in the hearings before the National War Labor Board panel until Decca Records and its subsidiary, World, deserted the principles set forth in a joint letter which they, with the other recording companies, had addressed to the Union on February 23, 1943. Such action by Decca and World placed four of the other companies under such competitive pressure that they felt obliged to accept the principle, despite the fact that it was thoroughly repugnant to all of them.

"The Committee deprecates the making of the contracts which embody the principle of direct payment to the union. It regards the payment of moneys directly to a union as equally destructive of the rights of employers and union members. For unions to collect direct tribute as compensation for permitting their members to render services is not a forward step in unionism, but rather a reversion to a philosophy which regards these members as chattels to be disposed of at the union's option.

"There is no economic or social theory which supports such an exaction. There are no facts which justify its application in the present case. The members of the American Federation of Musicians have profited through the invention of recording, and the union has no unemployment problem."

**Wedding Bells**

Jacqueline Talley, women's commentator for WSYR, Syracuse, leaves soon to become the bride of John Salmon, now on furlough from the Pacific battle front.



"Honorable lookout was busy listening to WFDF, Flint, Michigan, Sir."

**NEW BUSINESS**

**WABY**, Albany, N. Y.: Drive-In Theater, 18 announcements weekly; Wayne R. Barlow, rodeo show, 66 announcements; Industrial Government Party, 26 weeks, 15-minute weekly; Dr. H. Weiss, announcements; Catholic Radio Guild, 15-minute period Sundays, 13 weeks; Case Clothes, five-minute news periods, 13 weeks, and daily announcements, week-days, 13 weeks; Delaware, Lackawanna & Western Coal Co., through Ruthrauff & Ryan, 30-minute periods weekly, 26 weeks; Lewis Co., announcements, three times daily, six weeks; Freedman Brothers, daily announcements, 13 weeks; Phillips Furniture Co., five-minute news periods, four weeks; Capitol Park, minute periods daily; Healy Furs, five-minute news periods daily.

**Wholesalers Exceed War Loan Expectations**

Radio Wholesales and Manufacturers branch of the New York State War Finance Committee's Commerce and Industry Division did an outstanding job on the Third War Loan, reports the Treasury Department. Summary recently submitted to the Committee reveals that \$6,358,325 in War Bonds was raised as a result of the branch's efforts, far exceeding the supposedly optimistic estimate of \$4,000,000 made previous to the start of the drive. Leading contributors were Emerson Radio & Phonograph Corp., Davega Stores Corp., Fada Radio & Electric Co. and Pilot Radio Corp. Complete recapitulation reveals that the four firms named above each sold \$1,000,000 or more.

**WBAL**  
means business  
in Baltimore

Edward Petry & Co., National Representative



# Radio Men State Industry's Reasons For Opposition To Bankhead Bill

## Washington From

By ANDREW H. OLDER

(Continued from Page 1)

radio's position as one of opposition to the bill, combined with a determination that if it should be passed radio should not be discriminated against.

Their reception by the committee left something to be desired. The bill itself does not appear to have bright prospects for passage, and that it would be amended to allow radio to share in the government chest is even less likely. Its fate may be decided tomorrow, when the committee meets.

There is an even chance that the bill will not be reported by the committee. Although it is likely that inclusion of radio will be proposed, there is less than an even chance that an amendment will be accepted.

### Bankhead Comments on Radio

Senator John Bankhead, Alabama Democrat and author of the bill, told RADIO DAILY Friday that he is strongly opposed to using the fund for radio. "This bill is strictly for newspapers," he said, "and I think radio ought to realize that. Newspapers are far more effective in the rural areas than radio." Asked if he would support a bill to provide similar fund for radio advertising or War Bonds by the government, Bankhead replied that he would not oppose such a bill, but would certainly not sponsor it.

The main interest of the Senators was not in radio's coverage of rural markets, but rather in its handling of controversial subjects, in the curbs and checks upon news commentators. Arney read pertinent portions of the NAB Code, after which Senator Joseph Ball, Minnesota Republican declared that he had learned from his news experience that regardless of code it is not possible to achieve complete objectivity in reporting news.

### Discuss NAB Code

The subject was raised by Senator John Danaher, Connecticut Republican who took a dig at radio by mentioning the CBS news controversy, then asking if it was not true that when CBS wished to state its position to the public it went to the newspapers rather than to radio. Danaher stated also that the NAB Code, regardless of its merit, is not strictly observed by large proportion of the nation's broadcasters. Arney admitted this, declaring that it was not proper to try to enforce the code with a series of penalties and sanctions since NAB has no such authority. NAB likewise could not properly ask broadcasters to agree voluntarily to surrender their own rights to determine how best to operate in the public interest. Broadcast licenses are determined by the FCC to be competent to operate in the public interest before they are granted licenses he said, and it would be impudent to ask that they delegate this responsibility. This is true particularly, he added, because "whereas the sta-

tions are licensed and investigated, the NAB is not investigated—and we're not even sure the FCC would give us a clean bill of health." This sally fell on deaf ears, except for the few radio people in the hearing room.

### Wagner Has A Word

Senator Robert Wagner, New York Democrat, then asked whether commentators when engaged to broadcast, could not be required to vow adherence to the NAB Code. He did not ask penalties for violation, but said that the commentators' own consciences would probably work to keep them within code confines. Arney replied that two or three stations do require such assurance from commentators. Personally, he added, he thinks it a good idea.

Danaher then raised the question of equal time for controversial issues, remarking that whereas one broadcast might be aired over 200 stations, if a reply is called for, that reply might not be carried by more than 15 outlets. Arney replied that the networks are perhaps at fault here because, for instance, they will announce an address on lend-lease by Senator Danaher and get acceptances from a large number of stations. A week later they might announce another address on lend-lease by some senator who opposes Danaher but neglecting to inform their affiliates that this is a reply to Danaher's views. The broadcasters, unless informed that the second program is in reply to the first, see no reason to carry two programs on lend-lease within, say, a week, and thus only a few take the second program. He is working on that matter with the networks, Arney said, implying that fuller explanation might be given affiliates by networks hereafter.

Danaher asked Pengra later if there was not now any effort by the industry to work out a solution to this matter, and to provide for general acceptance of the code. He suggested that NAB propose to the networks that they not give an affiliate one address unless they agree to take another in reply. Senator Wagner threatened here that unless the industry does reach a solution, legislation might be called for. Pengra protested that affiliates often do not know in advance, because description of the program is incomplete whether a broadcast is to be controversial or not.

### Radio's Rural Coverage

Senators Bankhead and Abe Murdock of Utah were obviously skeptical of radio's rural coverage, as well as of the industry figures on time contributed to the war effort. Bankhead was especially interested to know if broadcasters had received no funds to carry war messages that they would not have received otherwise. Arney declared that NAB estimates radio gave \$180,000,000 in time and talent to the war effort during

1942—\$50,000,000 paid for by advertisers and \$130,000,000 subsidizing. He explained under questioning that roughly 65 per cent of broadcast time is sustaining, explaining that it accounts for no revenue, "and there should be none if radio is to perform its duties to the public."

### Bankhead Belittles Coverage

Bankhead, insisting that radio does not adequately cover rural areas, challenged the authenticity of radio's coverage figures. Birmingham stations claim coverage of Jasper, the Senator's home; he said cannot be heard well at night. Jasper is 40 miles from Birmingham. He declared also that aside from the war time shortage of batteries, batteries are frequently dead even in peace time with long delays before they are replaced.

Senator Murdock declared that radio cannot put over details on, for instance the bond drive, because people won't listen to long explanations of the different bond series, etc. The implication was that they will read these explanations. Murdock discussed, in rather uncertain terms, the new network rules, stating that he was glad to see that the FCC has instituted these rules for the protection of the American public. "I hope the FCC will benefit from past experience and clear this thing up," he said, when Arney interjected that it was too early to form a judgment on the operation of the network rules Murdock objected particularly to the contract features which force non-affiliates to deal with networks for a net program, rather than directly with the advertiser.

### Hits Company-Controlled Papers

First witness was Senator James E. Murray, Montana Democrat, who supported the bill strongly. He charged that Anaconda Copper controls the big paper in Montana whether Republican or Democratic, and "advertises in its own papers, which of course constitutes deductible items in its income reports. Thus it finances its own papers with the tax payers money, while opposing government advertisements in the country press." Murray declared that the firms with government contracts buying space and time to advertise War Bonds are actually using government money, but that little of this money gets to the country weeklies. Here Senator Danaher suggested that it might be desirable to amend the internal revenue law to provide that advertising is not deductible unless half of it is bought in towns under 10,000 population.

### Hughes To Speak

Mutual news analyst John Hughes has been scheduled by the New York Advertising Club as guest speaker at a regular luncheon meeting of the organization, Wednesday, Oct. 27, in the clubhouse, 23 Park Avenue.

THERE'S general skepticism about the "existing plans" to over radio, which Rep. Karl Mundt insists are already detailed in government desk. Of course it's doubtful true that such plans are drawn up for execution in the event of military action against this country's invasion, in other words. But it's doubtful that such a plan would be put into effect in peacetime. Chairman Fly of the FCC was asked when we told him at lunch the other day that Mundt insists such a plan is now drawn up. Even though Mundt declared specifically that the FCC is not a party to them, Fly is certain he'd have heard of it if such a plan were being given serious consideration by any responsible government officials.

There is an interesting question of public ownership, however, in case of the international stations. Of course OWI and CIAA are operating them now, but what will happen after the war is another question. First of all, there can be no denying that they are instruments of terrific potential good or harm in foreign relations. That they will be allowed to operate without government supervision is doubtful. Likewise that they should want to operate entirely on their own is doubtful. And, thirdly, could they operate on their own... Before the present crisis they were on the ropes because they could not operate at a profit. There's no certainty that they will be able to after the war. A large network was ready to give facilities to the government a few years ago, while its chief competitor held out for complete independence because it was afraid to give government a foothold in radio.

We note that a Liberty ship was shortly to be named for MBS correspondent Frank Josef Cuhel, who lost his life in the disastrous clipping crash last year. Also ships for eleven newspaper correspondents who have lost their lives in the war zones. Walt Dennis, who leaves NAB next week for WHN, got something he wanted for a long time last week—daughter. He already had two sons... It seems that Senator Wheeler has been trying to get some of the members of his committee interested in the White-Wheeler bill, but as one member told us the other night there's too much of a war on. The only member who's really interested is the co-author of the bill, Wallace White, and even he seems to have cooled off somewhat from last spring. Nonetheless, Wheeler still hasn't postponed the date of opening for the hearings. His last word was that they'd get under way late this week, but the committee office hasn't heard anything about it yet.



# New List Of FM Call Letters Released By FCC

A complete list of new call letters for use by FM stations has been released by the FCC. Adoption of the new letters will be effective Nov. 1. The new form of identification represents not only simplification but also ties in the outlet more closely with the parent station. The list is printed in alphabetical order, starting with the section at the left.

LICENSEE AND LOCATION	CALL LETTERS	FREQUENCY (kc)	LICENSEE AND LOCATION	CALL LETTERS	FREQUENCY (kc)
Armstrong New Jersey	WFMN (W 31 NY)	43,100	Muzak Radio Broadcasting Station, Inc. New York, New York	WGYN (W 47 NY)	44,700
Broadcasters, Inc. Illinois	WABW (W 73 I)	47,300	The National Life and Accident Insurance Company Nashville, Tennessee	WSM-FM (W 47 NV)	44,700
Broadcasting Service, Inc. New York	WOR-FM (W 71 NY)	47,100	T-North of Franklin, Tennessee		
George Broadcasting Co., Inc. Louisiana	WBRL (W 45 BR)	44,500	Wm. Penn Broadcasting Company Philadelphia, Pennsylvania	WPEN-FM (W 73 PH)	47,300
Booth Michigan	WLOU (W 49 D)	44,900 S. A. to operate commercially	Pennsylvania Broadcasting Company Philadelphia, Pennsylvania	WIP-FM (W 49 PH)	44,900
Broadcasting Corporation New Jersey	WAAW (W 95 NJ)	49,500	Radio Service Corporation of Utah Salt Lake City, Utah	KSL-FM (K 47 SL)	44,700
Broadcasting Company, Inc. New York	WBCA (W 47 A)	44,700 S. A. to rebroadcast W2XMN programs	Seaboard Radio Broadcasting Corp. Philadelphia, Pennsylvania	WLBG (W 65 PH)	46,500
New York, Municipal Broadcasting System New York	WNYC-FM (W 39 NY)	43,900	South Bend Tribune South Bend, Indiana	WSBF (W 71 SB)	47,100
Broadcasting System, Inc. Illinois	WBBM-FM (W 67 C)	46,700	T-near South Bend, Indiana		
Broadcasting System, Inc. New York	WABC-FM (W 67 NY)	46,700	Stromberg-Carlson Telephone Manufacturing Company Rochester, New York	WHFM (W 51 R)	45,100
Dillard Bros. Missouri	KOZY (K 49 KC)	44,900	The Travelers Broadcasting Service Corp. Hartford, Connecticut	WTIC-FM (W 53 H)	45,300
On The Air, Inc. Indiana	WMLL (W 45 V)	44,500	T-Avon, Connecticut		
ing News Association Michigan	WENA (W 50 D)	44,500	WBNS, Incorporated Columbus, Ohio	WELD (W 45 CM)	44,500
H. Finch New York	WFGG (W 55 NY)	45,500	WCAU Broadcasting Company Philadelphia, Pennsylvania	WCAU-FM (W 69 PH)	16,900
Electric Company New York	WGFM (W 85 A)	48,500	WDRG, Incorporated Hartford, Connecticut	WDRG-FM (W 65 H)	46,500 S. A. to rebroadcast W2XMN programs
ray Raleigh, North Carolina	WMIT (W 41 MM)	44,100	T-Meriden, Connecticut		
ingman's Peak, N. C.			Westinghouse Radio Stations, Inc. Fort Wayne, Indiana	WOWO-FM (W 49 FW)	44,900
Broadcasting Company, Inc. New York	WQXQ (W 59 NY)	45,900	Westinghouse Radio Stations, Inc. Springfield, Massachusetts	WBZA-FM (W 81 SP)	18,100
Jones Advertising Agency New York	WBNF-FM (W 49 BN)	44,900	T-E. Springfield, Massachusetts		
Company (The Milwaukee Journal) Wisconsin	WMFM (W 55 M)	45,500	Westinghouse Radio Stations, Inc. Philadelphia, Pennsylvania	KYW-FM (W 57 PH)	45,700
s, Town of Richfield, Wis.			Westinghouse Radio Stations, Inc. Boston, Massachusetts	WBZ-FM (W 67 B)	46,700
Broadcasting System California	KHJ-FM (K 45 LA)	44,500	T-Hull, Massachusetts		
of Mt. Lee, Hollywood Hills California			WFIL Broadcasting Company Philadelphia, Pennsylvania	WFIL-FM (W 53 PH)	45,300
ew Booking Agency New York	WHNF (W 63 NY)	46,300	WGN, Incorporated Chicago, Illinois	WGNB (W 59 C)	45,900
Park, New Jersey			WHEC, Incorporated Rochester, New York	WHEF (W 47 R)	44,700
dwyn-Mayer Studios, Inc. California	KTLO (K-61 LA)	16,100	WHFC, Inc. Chicago, Illinois	WEHS (W 83 C)	48,300
tan Television, Inc. New York	WABF (W 75 NY)	17,500	WWSW, Inc. Pittsburgh, Pennsylvania	WTNT (W 47 P)	44,700
ble Institute of Chicago Illinois	WDLM (W 75 C)	47,500	The Yankee Network, Inc. Boston, Massachusetts	WMTW (W 39 B)	43,900
Illinois			T-Mt. Washington		
			Sargents Purchase, New Hampshire		
			The Yankee Network, Inc. Boston, Massachusetts	WGTR (W 43 B)	44,300
			T-Paxton, Massachusetts		
			Zenith Radio Corporation Chicago, Illinois	WWZR (W 51 C)	45,100



★ ★ ★ COAST - TO - COAST ★ ★ ★

TENNESSEE

**MEMPHIS**—Recruiting talent for a six-day-weekly quarter-hour show on WHBQ turned out to be no problem at all for Jimmy Moore, general manager of the local Yellow Cab Co., sponsor of the program. Two of his own cabbies have filled the spot—E. P. Crowe, known as "Sundown Slim," singer and writer of cowboy and hill-billy ballads, and Joe Manuel, mandolin player with several local hill-billy outfits before becoming a driver, have teamed up and perform daily as "Joe and Slim, the Yodelin' Cabbies."

NEW YORK

**BUFFALO**—"Inquiry in History" was inaugurated over WGR yesterday. Conducted by Edward T. Schweikardt, former history professor, show consists of the presentation of detailed answers to at least three questions submitted by listeners... Earl Manchester, formerly with the Curtiss-Wright radio division, has joined the WGR-WKBW transmitter staff... Beginning November 1, WKBW will air a new thrice weekly comedy series titled "Major Bullmore." Locale is laid in a mythical South American republic, where the major and his secretary run the government and everything else. Melvin M. Benstock and Estra Walters will play the leads, and James Tranter will produce and direct. Show is scripted by Addison F. Busch.

MISSOURI

**KANSAS CITY**—As of today, KCMO is expanding its schedule to nineteen and a half hours out of twenty-four, and is adding two new programs to its daily calendar. "Morning Edition of the News" will be heard from 5:30 to 7 a.m. daily except Sunday, and will feature music, time temperature, AP and UP bulletins at intervals. From 12 midnight to 1 a.m. station will broadcast a musical program interspersed with late news. Schedule also increases the Sunday broadcasting time so that KCMO will be on the air from 7:30 a.m. until 12 midnight.

OREGON

**PORTLAND**—Barbara Mauphin has been appointed assistant transcription librarian at KGW-KEK. She was formerly in the business office of the "Portland Oregonian"... Rollie Truitt, director of public relations for KGW-KEK, has been elected to the board of directors of the newly formed Press Club of Portland. Jack Eichenberger, KGW-KEK director of publicity and sales promotion, was appointed to the Club's membership committee.

CONNECTICUT

**NEW LONDON**—When the three major water mains here burst simultaneously recently, WNLC was swamped with calls. Staff soon set up an information bureau and broke in on all network and local programs to keep the public informed as to where they could get emergency water rations. Working in cooperation with the Mayor's office and the health department, WNLC also broadcast fire warnings and health precautions... WNLC'ers did not lack for cleanliness however. For some reason, the station's water supply was not affected, and, since it possessed a fully equipped bathroom, the staff moved in every morning to bathe and shave before going on duty!... New engineer at WNLC is Earl Sharaf, who works part-time after school hours.

NORTH CAROLINA

**WASHINGTON**—W. R. Roberson, Jr., general manager of WRRF, has announced that the station is now receiving news over an AP wire from Press Association, Inc.

TEXAS

**SAN ANTONIO**—Hom-Ond Food Stores, local grocery chain and a newcomer to the local radio scene, has undersigned to sponsor the broadcasts of "Baukhage Talking," Blue Net show, over KABC... Campbell Cereal Co., in the interests of Malt-O-Meal, are sponsoring a series of quarter-hour programs over WOAI. Aired five times weekly, shows feature the transcribed music of Texas Jim Lewis, cowboy singer... KTSA is cooperating with the local Junior Chamber of Commerce in sponsoring a drive for "Smokes for Soldiers." In addition to a weekly 15-minute program devoted to the cause, station aided in the promotion of a dance, proceeds of which went to the fund. Rex Preis, of the station's sales staff, who fronts a group of local musicians, donated his band for the dance.

MISSISSIPPI

**GULFPORT**—Publicity and promotional activities at WGCM are now in charge of Shirley Davis, newest addition to the staff. She comes to WGCM from Seattle, where she was connected with the publicity department of KIRO... WGCM is now airing "Out of Blue to You," 10-minute six-day-weekly show giving news of local and Blue Network shows.

COLORADO

**DENVER**—American Beauty Macaroni has bought 52 night-time chain break announcements on KOA, placed by Potts-Calkins & Holden, Kansas City... Kuner-Empson Co. has renewed its sponsorship of "War Correspondent," 15-minute weekly show aired over KOA. Contract runs for 13 weeks... Composer Sigmund Romberg, while in Denver on tour, appeared for a guest interview over KOA. He spoke on the importance of music in maintaining civilian and military morale, and played two of his favorite compositions.

OHIO

**COLUMBUS**—Upon demand of the local Board of Education, the second year of programs for the Columbus Humane Society is being presented over WHKC each Thursday afternoon, with all schools tuning to the show so that the children may learn how to treat animals and also better understand home problems... Paul Martin has joined the WHKC sales staff, replacing George Gray, who is now an Ensign in the Navy and training at Princeton. Martin formerly sold for another local station... David Wright, formerly with Cleveland outlets, is now a member of the WHKC staff.

CONNECTICUT

**HARTFORD**—Experimental program division of WDRC will inaugurate a new daily afternoon show on November 1. "What Is It?", quarter-hour program, is modeled after the old parlor game "Vegetable, Animal or Mineral?". In the beginning, cast of six or seven drafted from station's staff will fire questions at chief announcer Harvey Longfellow Olson. Later on it is planned to ask various local organizations and business houses to send up employees to participate. War bonds and stamps will be the awards.

CALIFORNIA

**OAKLAND**—"Freedom on the Land Forever" is the title of a new series on KROW at 7:45 a.m. Sundays, designed to help the American people to a better understanding of our agricultural home front. Show features dramatizations of the problems and difficulties of farmers who are trying to carry on in the conquered countries. Programs are prepared with the aid of the U. S. Department of Agriculture.

UTAH

**SALT LAKE CITY**—United Press Bureau in this city recently received an American flag from KDYL as an award for its participation in the station's weekly program, "Civilian Soldier." Broadcast from the UP newsroom was for 10 minutes and included a description of the operation of the bureau and ad lib interview with its manager, Murray Wolder and staff members Carl Welti and Natalie Nicolin.

INDIANA

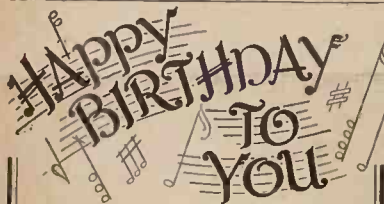
**VINCENNES**—First commercially sored program on WAOV has been renewed for the fourth consecutive. When the station went on the air in October 1940, a daily 12:15 to 12:30 news period was bought by the Morgan Co., hardware and farm implement dealers. The newscast has been heard regularly each day since... billing at WAOV for September 1941 more than sixty per cent above the same month in 1942... Ned Ellis, WAOV announcer-writer, is returning from an attack of diphtheria will return to the air shortly, however.

OHIO

**CINCINNATI**—John E. Dick, WCKY engineer, has been appointed radio engineer for the city of Cincinnati, Ky. Post is part-time. Dick recently completed installation of two-way FM police radio system in the city... Fred Dodge, former gram director for WKRC, has been appointed manager of the station's features department in charge talent sales for the station. James Patt, assistant to the manager of publicity-promotion, will assume supervision of program operations in addition to his present duties... "Son At War," WLW feature for the past three months, has been increased from a quarter to a half hour and is being dedicated to the group of different cities in the WLW listening area. New feature is the reading of excerpts of letters written by servicemen, as well as the regular interviews with servicemen back from foreign service. For each letter on the show, sender receives a dollar in War Stamps. Programs, conducted by Julia Wood, will now be heard from 2 to 2:30 p.m., CWT, Saturday.

Chicago NBC Crowd Playing Santa Claus

Chicago—NBC central division remembering the 69 division employees serving at home and overseas in the armed forces with a show of Christmas gifts. In cooperation with the NBC Athletic Association, packages containing 14 utility items, including duffle bag, checker game, handkerchiefs, shoe laces, shoe blades, cards, shoe brush, cloth brush, ties, socks, carton of cigarettes, candy bars and black and brown shoe polish, are being mailed. Seventeen packages already have been sent to the men now overseas. Arthur G. Pearson, NBC central division purchasing agent, said the selected were those which servicemen had reported most difficult to obtain. Packaging and mailing of the presents is under the supervision of Leonard Anderson, assistant office manager of the central division and his secretary, Ethel Frank.



October 25

- |                |                     |
|----------------|---------------------|
| Vera Barton    | Anita Boyer         |
| Fanny Brice    | Wallace Butterworth |
| Carl Calman    | Anne Dall           |
| Richard Gordon | Dan Landt           |
| Cyril Pitts    |                     |



# Hearings On Wheeler Bill

## Meet In N. Y. For Radio Discussion

Washington Bureau, **RADIO DAILY**  
 Washington—Elmer Davis will address a conference of members of the Radio Advertising Council and leading radio executives Thursday morning in New York. The OWI director will discuss the overall picture on war information, stressing future information in which radio will be asked to play a leading role. The meeting will be a general round table discussion.

## Pay Tribute To Bernie On CBS From Chi. Today

Chicago—Ben Bernie's last sponsor, William Wrigley, Jr., will pay a special tribute to the memory of the "ol' Maestro" during a broadcast of its "American Series" show over CBS today from 4:45 to 5 p.m. CWT. The broadcast will feature Caesar Petrillo's voice and Paul Gibson as narrator. The tribute to Bernie will come in the period the "ol' Maestro" himself was in bed until illness forced him off the air last January.

## Production Personnel Shifted By Blue Net

Production shifts of personnel in the production department of the Blue Network were announced yesterday by Ed Carlin, vice-president in charge of programs. Kelly, formerly office manager of the department, has been appointed assistant to the production manager.

## Any Bets?

Based on facts of Mutual's football coverage as unearthed by stations and Tom Slater, sports editor for the web, it appears that the game broadcast has ended in a whitewash for the loser. Every bet won was by a team using the "T" formation. Saturday MBS broadcasts the Army-Penn game, formerly credited with 211 points and now with 202. Army uses "T."

**Found!**  
 Ralph Edwards of "Truth or Consequence" who went to the trouble of advertising for a "Haunted House" as the site of his Halloween broadcast, found one almost in his backyard, at Cos Cob, Conn. Investigation by Edwards delivered all of the necessary ingredients from a romantic beginning to a ghastly finale. Otherwise it's a "castle-like place," very much run down.

## G. E. Questionnaire On 'Your Future Radio'

Schenectady—An appeal to the 227,000 stockholders of General Electric Company to aid in planning the post-war radio receivers is contained in an illustrated questionnaire sent out yesterday with the company's quarterly dividend check. Indicative of how GE engineers are thinking are the questions contained in the folder. One question asked the

## 'Freedom of Speech' Topic Of Commissioner Durr

FCC Commissioner Clifford J. Durr will speak on "Freedom of Speech" before the Third Free World Congress, Friday afternoon, at the McAlpin Hotel. CBS Commentator Bill Shirer will also speak. Participating in a panel discussion

# School Broadcast Conference Sets Agenda For 3-Day Meet

## NBC Producer Assigned To War Dept. 'Army Hour'

Edwin Dunham, member of NBC's production staff, has been named expert consultant to the Radio Branch, Bureau of Public Relations, of the War Department. Secretary Stimson made the appointment. While retaining his assignments at NBC, Dunham will act as coordinator

## Officially Scheduled To Start Next Week With Important Witnesses On Tap; Measure Reorganizes The FCC

## Denver Station Sues For Program Listing

Denver—Climaxing a bitter 20-year feud, suit was filed here in the Denver District Court yesterday by Gene O'Fallon, head of KFEL, to compel the "Denver Post" to list its radio programs. Action is filed under the Colorado Unfair Practice Act and also asks for treble damages of \$2,395 based on \$798 spent with the "Post"

## New WJZ Rate Card Has Added Features

At least four improvements are contained in the new WJZ rate card (No. 10) according to John McNeil, station manager, who points out that rate cards as they run have missed out so far as being classified in the "showmanship" category. The improvements are highlighted

## M-G-M Buys Fulton Oursler For Mutual Net Program

First of the motion picture producers to buy a 15-minute network period on a Monday through Friday basis is Metro-Goldwyn-Mayer who

Washington Bureau, **RADIO DAILY**  
 Washington—Long delayed hearings on the White-Wheeler bill to reorganize the FCC have been called for Wednesday of next week with a strong list of witnesses from the broadcast leaders and FCC officials expected to appear before the Senate Interstate Commerce Committee.

Just who will head the list of witnesses is not yet known; neither the FCC nor the NAB has been officially notified as yet. Chairman Fly stated yesterday he has not been called so far. However when the hearings do

## Political Candidate Using 3 State Nets

Albany—The Independent Citizens' Committee for the election of William N. Haskell as Lieutenant Governor is using three major networks to cover New York state for the 1943 election. Business is spotted through Leighton & Nelson, Schenectady.

General Haskell used all Blue Network stations in the state plus sup-

## Eleanore Smith Joins Don McNeill As Per. Rep.

Chicago—Eleanore Smith, formerly personal manager of the late Ben Bernie, has become associated with Don McNeill, emcee of the Blue Net-

## NBC Dines Knode

Washington—NBC will be host at the Hotel Statler Thursday at a special luncheon honoring Tom Knode, former Washington News editor. Knode, recently discharged from the Army for medical reasons, was one of the first industry men to receive the Distinguished Service Cross. He won his honor in New Guinea. Knode will be NBC's Washington Press relations chief.





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JOHN W. ALICOATE : : : Publisher

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

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# FINANCIAL

(Monday, October 25)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	156 3/8	156 1/2	156 1/2	+ 1/8
Gen. Electric	37	35 3/4	37	+ 1/8
Philco	22 7/8	22 3/8	22 5/8	- 1/8
RCA Common	9 3/4	9 5/8	9 5/8	+ 1/8
RCA First Pfd	70	69 7/8	70	+ 1/8
Stewart-Warner	11 5/8	11 5/8	11 5/8	- 1/8
Westinghouse	95	95	95	- 1/8

NEW YORK CURB EXCHANGE

	Bid	Asked
Nat. Union Radio	2 1/2	2 1/2

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	8 3/8	8 7/8
Stromberg-Carlson	10 5/8	11 5/8
WCAO (Baltimore)	19 1/2	22 1/2
WJR (Detroit)	27 1/2	

## Stork News

Karl Manning, gag writer for "Truth and Consequences," is the proud pater of a baby girl, Caroline Addie, born at the Jewish Hospital. Baby weighed in at seven pounds, one ounce.

## 20 YEARS AGO TODAY

(October 26, 1923)

Walter Damrosch, dean of American conductors, gives his first radio recital on WEAF. . . . Gimbel Brothers sponsoring an hour of Vincent Lopez's music direct from Hotel Pennsylvania grill. . . . KDKA's time signals coming in clearly from Pittsburgh. . . . Dance music by radio getting popular, with American Tobacco Company sponsoring "Lucky Strike orchestra."

# WGAR

THE FRIENDLY STATION

# Coming and Going

BOB KING, roving reporter of the Blue Network, just back from Washington, where he covered the "Spotlight Bands" program, leaves tonight for Toledo, Ohio, originating point of the Friday stanza.

A. L. CHILTON, president, and S. C. VINSOHNHALER, station manager, of KLRA, Columbia outlet in Little Rock, has arrived from Arkansas for a few days on business.

M. H. SHAPIRO, managing editor of RADIO DAILY has returned from a two-week vacation trip.

A. E. JOSCELYN, general manager of WCCO, CBS Minneapolis-St. Paul owned-and-operated outlet, is in town.

HARRY FOX, of Music Publishers Protective Assn., has arrived on the West Coast in the course of a business trip. He plans to return in about 10 days.

ED NORTON and THAD HOLT, chairman of the board and president-general manager, respectively, of WAPI, Columbia affiliate in Birmingham, Ala., are in New York.

GEORGE McELRATH, NBC engineer in charge of operations, leaves today on a visit to network stations across the country.

TED HUSING and JIMMY DOLAN are back from Ann Arbor, where they broadcast Saturday's game between Michigan and Minnesota.

CHARLIE BARNET and the members of his orchestra left yesterday for Baltimore, where they will open a 10-week tour following their four-week engagement at the Park Central Hotel.

MERLE JONES, general manager of KMOX, Columbia-owned station in St. Louis, a visitor yesterday at the offices of the network.

D. W. THORNBURGH, general manager of KNX, CBS owned-and-operated station in Los Angeles, and ARCH MORTON, local sales manager of the outlet, both have arrived in New York.

CARL BURKLAND, general manager of WTOP, Columbia-owned station in Washington, D. C., is here on network business.

CARL POST and VIOLET POST of Post Associates, off to Baltimore and Philadelphia on special promotion for the radio campaign of the WPB's waste paper drive.

A. D. WILLARD, JR., station manager of WBT, Columbia-operated outlet, in town from Charlotte, N. C., for conferences at network headquarters.

DON DOUGLAS, of the Mutual program, "The Black Castle," is back from Princeton, N. J., where he conducted a War Bond rally.

J. L. VAN VOLKENBERG, assistant manager of WBBM Columbia O & O outlet in Chicago, and J. KELLY SMITH, commercial manager of the station, have joined the executive contingent currently in New York on business.

LOUIS ARMSTRONG and the members of his orchestra back to New York in time to open at Loew's State Thursday.

HAROLD E. FELLOWS, station manager of WEEL, in town from Boston on another of his frequent but brief visits. The station is owned and operated by CBS.

BURRIDGE D. BUTLER, president of WLS, Blue Network outlet in Chicago, and of the Prairie Farmer Publishing Company, is in Phoenix, Ariz., where he will spend the Winter while supervising the activities of the stations of the Arizona Network.

## Eleanore Smith Joins Don McNeill As Per. Rep.

(Continued from Page 1)

work "Breakfast Club," and will conduct a business and booking office under the firm name of "Associated Radio Artists." Known to the music and radio trade as Ben Bernie's personal representative for the past 10 years, Miss Smith will devote all her time to furthering the interest of Don McNeill, Nancy Martin and other artists on the "Breakfast Club" show.

## G. E. Questionnaire On "Your Future Radio"

(Continued from Page 1)

type and style of receiver most desired; another wants viewpoints on whether or not "built in" radio might be popular and considerable space is devoted to the subject of FM radio. The questionnaire booklet is titled, "Your Future Radio." No reference is carried as to the prospect of commercial television which GE is experimenting in at the present time.

## NBC Producer Assigned To War Dept. 'Army Hour'

(Continued from Page 1)

on the "Army Hour" program, assuming many of the tasks formerly handled by Jack Joy. He will confer Mondays in the Capital with Colonel Edward Kirby, chief of the Bureau's Radio Branch.

## New WJZ Rate Card Has Added Features

(Continued from Page 1)

by four specific items listed as follows: Frequency discounts on announcements and chain breaks are now based on the total number used within the year rather than on unbroken continuity.

Announcements and chain breaks may be combined in most time classifications to earn frequency discounts. Participations or any or all of the five WJZ participation programs may be combined with announcements or chain breaks to earn frequency discounts.

Rebate starts with the 13th week instead of the 26th. Various other "improvements" are also noted, all in effort to simplify time buying and use of the card. Consecutive week rebates scale from 2 1/2 per cent for 13 weeks to 10 per cent for 52 or more weeks. Time contracted for at gross rates start with a discount of 2 1/2 per cent on amounts over \$240 weekly and go as high as 15 per cent on \$1,400 or more weekly.

## M-G-M Buys Fulton Oursler For Mutual Net Program

(Continued from Page 1)

yesterday contracted for the services of Fulton Oursler as "The People's Reporter." Oursler will be heard over a Mutual network of 60 stations with the show originating in New York. Donahue & Coe is the agency.

## Denver Station Sues For Program Listings

(Continued from Page 1)

during the period of Feb. 1, 1943, March 1, 1943, for insertion of gram listings. KFEL avers that newspaper charged the station \$100 a line while there was no charge on three other stations.

Papers also set forth that the listings the programs gratis for station KOA, KLZ and KVOD, but KMYR, an independent outlet, also alleges that the "Post" which two daily newscasts on KOA, in KFEL and destroys its competition. "Post newscasts and other station newspaper from printing radio gram listings from which KFEL omitted.

Action is regarded here as a suit of utmost importance.

## Production Personnel Shifted By Blue

(Continued from Page 1)

manager, Ray Knight. Miss Kelly been with the production staffs of Blue and NBC for six years.

Jack Cleary, formerly in charge of auditions, is now a member of Blue's staff of production directors. Helen Hedeman, casting director, will also handle auditions, with Barbara Livingston, formerly script writer, as her assistant.

## Wedding Bells

Helen Barrie, featured in "S for Action" and "High Kickers," been married to Bill Barrett, former CBS production man and currently a free lance spot commercial writer and director.

## 8 Charles St. Stores

Charles Street is the Fifth Avenue of Baltimore. It's lined with smart shops. They get the carriage trade. 8 of these finer shops use W-I-T-H exclusively.

W-I-T-H is the Station that's listened to . . . in Baltimore!

# W-I-T-H



## IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED



# Wheeler Bill Hearings Next Week

(Continued from Page 1)  
...der way, they will do so after various postponements since last year, occasioned by the general lack of interest on the part of committee members. A special subcommittee, including Senators Wheeler, White, Clark of Idaho and Hill of Ohio, was originally named, but later announced that interest was high among other members of the committee that the entire Interstate-commerce group would sit at hearings.

Senator Wheeler said last spring, affirmed a week ago, that he believed the bill as written might "go through" in curbing Commission hearings, and there is strong likelihood that it will be extensively reworked before it comes out of Committee providing it does get to the floor.

It is likely that the rather extensive reworking of the bill regarding litigation before the Commission—which would make it impossible for the Commission to enforce its decision without delay and time-consuming appeals—will be revised. Considerable opposition attaches to the section of the bill which would make it mandatory for speakers on controversial issues to identify themselves fully and for whom they speak.

# Meet In New York For Radio Discussion

(Continued from Page 1)  
...on of the operation of the network. Network production heads will be on hand.

Director Philip Cohan, assistant director William M. Spire and news Chief William Fairbanks will attend from Washington, along with members of the New York office of the Radio Bureau. Chairman of the committee is Hegan Bayliff & Ryan, Inc., radio

# Freedom of Speech' Topic of Commissioner Durr

(Continued from Page 1)  
...these speeches will be Paul Manning, managing editor of the New York Post, Burnett Hershey, president of the Overseas Writers' Club, and Bennett Cerf, president of Random House Publications.

**THIS LITTLE BUDGET WENT TO WORL BOSTON MASS.**



# WHO'S WHO IN RADIO REP. CLARENCE FREDERICK LEA

**R**ESERVED and dignified, the new Chairman of the Select Committee to Investigate the FCC is known as a faithful worker who gets things done efficiently and without fanfare. When announcing his appointment as successor to Rep. E. E. Cox, Speaker Sam Rayburn described him as "... a man of splendid courage, unimpeachable integrity and great ability. He is possessed of a splendid judicial temperament and his fairness cannot be questioned."

Born in 1874 of pioneer parents who settled in Lake County, California, after travelling to the West Coast in a covered wagon, Lea tackled hard work at an early age and has not changed his pace since that time. When he was 14 he started work as a hayrack operator, receiving 75 cents for 12 or more hours of work a day. Later his father made him a share-cropper, and Lea earned his college tuition by farming his father's land. He attended Stanford University and received his law degree from the University of Denver, entering the bar in 1898. After practicing law in Sonoma County for nine years, he was elected county district attorney in 1907, the year he married Daisy A. Wright of Santa Rosa. Nine years later he was appointed president of the District Attorney's Association of California and the following year, 1917, he was elected to Congress from the first California district and has been serving as a delegate ever since, supported by the Democratic Party with Republicans also backing him twelve out of fourteen times.

Lea was a member of the Interstate and Foreign Commerce Committee when it reported on the Federal Communications Act, and in 1937 was appointed Chairman, in which capacity he presided at hearings on the Sanders Bill to rewrite the Act in 1942. He has rarely expressed his opinions on broadcasting, but from time to time has taken an interest in the problems of the Communications Commission as questions regarding it arose. His recent announcement of policy with regard to the FCC investigation, making the hearings public and insuring the presence of a Committee member at every hearing, bears out his reputation for quiet, decisive action and presages a clean-cut, dignified investigation which will help to eradicate the bad name the Committee acquired in the past.

The Leas have no children, their only son having died at the age of six. They live in Washington, returning to their farm in Santa Rosa chiefly for vacations.



"splendid courage"

# 57% of Plants Surveyed Say Music Increases Production

Selected music in high-g geared war industries lifts workers' morale, reduces fatigue and is a definite aid to production.

That's the word from War Production Drive Headquarters following an extensive survey of 100 war plants, undertaken for the WPB by Wheeler Beckett, well-known conductor and composer.

Beckett reported to WPB that planned industrial music is universally liked by the worker and, once given a fair trial, was equally liked by management.

In his nationwide tour Beckett learned that 76 of the 100 plants offered music by phonograph records. Improved morale was claimed by 87 per cent of these, while 57 per cent said music increased production.

The survey also shows that 50 per cent of the public address installations in the 76 plants were made after July, 1942, and declared this indicated a new development in the American industrial scene. Throughout the country there are over 1000 leading war plants with broadcasting systems, according to a survey made by the Industrial and Sound Department of the Radio Corporation of America.

# NBC Appoints McDonald As Assistant To Ashby

Chicago—Joseph A. McDonald, legal counsel for the NBC Central Division for the past six years, will be transferred to New York as assistant general counsel for the network on Nov. 1, it was announced yesterday by A. L. Ashby, NBC vice-president and general counsel. At the same time Ashby announced the departure of Robert P. Myers, senior attorney in the department to join the legal department of RCA and the appointment of Henry Ladner as assistant general counsel in charge of facilities. No successor to McDonald in Chicago has as yet been named. A native New Yorker, McDonald has been associated with NBC since Jan. 1, 1943.

# Ben Bernie Rites

Tomorrow night at 8 p.m. the body of Ben Bernie, who passed away in California last week, will lie in state at the Riverside Memorial Chapel at 76th Street and Amsterdam Avenue, New York City. Remains will be interred in the Mount Hebron Cemetery, Long Island, following funeral services at 11 a.m. Thursday in the Congregation Rodeph Shalom, 7 West 83rd Street.

# School Radio Group Plans Meet Agenda

(Continued from Page 1)

Frequency Modulation Educational Broadcasters.

Highlight of Sunday's program, it was announced by George Jennings, chairman of the executive committee of the conference, will be a special evening session on "The Listener's Stake in American Radio." Lyman Bryson, educational director of CBS, will be co-ordinator for this session. The panel of speakers includes Edgar Bill, WMD, Peoria; John Gillen, WOW, Omaha; Charles Meyers, KOIN, Portland, Ore.; William Quarten, WMT, Cedar Rapids, Iowa, and two "Quiz Kids," to be selected.

FCC Chairman James L. Fly is the tentative guest on a special "Quiz Kid" broadcast Sunday evening in connection with the conference.

A discussion of "What Radio Should Mean to You" will feature the official opening session on Monday morning, Nov. 29, with David Hefferman, assistant superintendent of Cook County Schools, acting as chairman.

Col. Edward M. Kirby, head of the Radio Branch of the War Department, will be the Monday luncheon speaker. His topic will be, "Radio Fights on All Fronts." The annual School Broadcast Conference Award of Merit will be presented at this luncheon and winners will be announced in the Annual Radio Utilization competition.

A utilization demonstration and a general session sponsored by the Parent Teachers Association is scheduled for Monday afternoon. There will also be a script and production workshop and a special meeting to discuss broadcasting on a university level.

Questions involved in "Radio Propaganda and Foreign Broadcasting: The United Nations Versus the Axis," will be tackled at a general session Monday evening, with Clifton Utley as chairman and co-ordinator.

Tuesday program includes a general audio-visual session, a radio question-and-answer clinic, led by Major Harold W. Kent, and the luncheon of the Association for Education by Radio, at which Col. Hans Christian Adamson, a survivor of the Rickenbacker expedition, will be the speaker.

**Denver Delivers SALES KLLZ Delivers The DENVER MARKET.**

KLLZ Denver Represented by The Katz Agency



## LOS ANGELES

By RALPH WILK

**R.** J. SCOTT of Schwimmer & Scott, Chicago advertising agency, is here on a combination business and pleasure trip with his wife. He is stopping at the Hollywood Knickerbocker and will remain here until Nov. 1.

**Our Passing Show:** Jules Stein, Dick Haymes, Ralph Wonders, Lou Levy, Chef Milani, Edward Golden, Abe Meyer, Joe Glaser, Helen Forrest, the Anarews Sisters, Jacqueline White, Johnny Mercer, Larry Barnett, Pat McGeehan, Harry Warren, Erskine Johnson, Max Schall, Wingy Manone, Barney McDevitt, Private Frank Loesser, Milt Samuel, Noel Corbett, Les Kadetz, Al Jarvis, Paul Weston, Shirley Mitchell, Matty Mainneck, Mose Gumble, Kim Gannon, Jimmy Monaco, Diana Kempfle, Connie Haines, Donald O'Connor, Dick Webster, Mitchell Ayres, Bill Keiso, Bernice Presthold, Maury Folocare, Hal Halley, Helen Wood, Don George, at the Les Brown band opening at the Hollywood Palladium.

Beginning Oct. 31, Art Baker, well-known radio master of ceremonies, will headline a new half-hour show, "Meet Joe Public," over KNX. The program will be heard Sundays, 9-9:30 p.m., PWT. Brisacher, Davis & Van Norden, Inc., Los Angeles, represent the sponsor, Curries Ice Cream Co., Los Angeles. The contract is for 26 weeks.

Bob Burns did the first show of his new fall "Arkansas Traveler" series with a head cold; the second found him all taped, because he had dislocated his sacro-iliac lifting feed sacks on his farm.

Charles Hotchkiss, Blackett-Sample-Hummert radio director for Faistaff Beer, is in Hollywood from Chicago, to discuss business plans with James West, in charge of the B-S-H office here.

Comedienne Cass Daley and crooner Bing Crosby will make a series of appearances at military camps.

Dick Joy, who left his local broadcasting duties a few weeks ago to don the uniform of a naval ensign, is en route to Quonset Point, R. I. for training which will prepare him for active duty with the fleet. Rigorous Navy schedules should hold no qualms for Dick, since he broadcast the news from dawn to dark on one of the busiest work-weeks in radio during his last months at Columbia Square.

After appearing on the Bing Crosby show recently, Jack Douglas decided to put up a new sign at the gate of his ranch, "The Road To Zanzibar."

## RADIO SALESMEN

WANT A JOB WITH A FUTURE?  
Regional network has openings for salesmen in two New England cities. Apply to Box 765, Radio Daily, 1501 Broadway, New York City.

# MAIN STREET

OL' SCOOPS DAILY

## A Reporter's Report Card. . . !

● ● ● **MOSS HART:** During rehearsal the three-hundred servicemen members of the cast of your forthcoming Air Forces Show, "Winged Victory," named Joan Brooks the CBSweetheart of their own "regiment" . . . . . **BARNEY BALABAN:** If you tune in on the Lux Radio Theater next Monday, you not only will hear four of your stars, namely Veronica Lake, Claudette Colbert, Paulette Goddard, Sonny Tufts, portraying roles in the radio version of your "So Proudly We Hail," but three additional forthcoming Paramount flickers will be given a coast-to-coast plug by C. B. DeMille. . . . . **ELLERY QUEEN:** When Mayor Clarence V. Mooney, of Asbury Park, N. J., guested as arm chair detective on your program, he solved the mystery. . . . . but later, while dining at a nearby restaurant, the gift you presented him with was stolen. . . . . that case he could NOT solve. . . . . **STAN LOMAX:** Just thought you'd like to know how much we enjoyed meeting all you lads at the Sportscasters luncheon. . . . . the interchange of ideas, the friendly, good-natured banter between the "rival Networker" and the "inside dope" spilled by the invited guests, make attendance to these luncheons a "must". . . . . **BEN GROSS:** We must disagree with your Saturday views concerning Kate Smith's current singing. . . . . When a top-notch, in any field of endeavor, has remained at the peak for more than a decade, that individual, must know and have what it takes to remain in that lofty position. . . . . La Smith is a great delineator of a song and if she things it should be sung, crooned or whistled, that song is enhanced however she does it. . . . .

★ ★ ★

● ● ● **IRVING MILLER:** We hear that your singing discovery, Tommy Taylor, currently heard on your "Saturday Show-down" is slated for an NBC coast-to-coast build-up. . . . . **RAY KELLY:** Assigned to televise a singing group, appearing with Roy Rogers at the Madison Square Garden Rodeo, Bruce Kamman, "bunked into" (as they say in Brooklyn) a happy reunion. . . . . the singing group turned out to be "Sons of the Pioneers," whom he directed three years ago on the "Uncle Ezra" program in Chicago. . . . . **ELY CULBERTSON:** En route to visit her mother in Providence last week, Diane Courtney played Gin Rummy with a fellow traveller. . . . . Diane, who plays a fine game, lost every hand from the time they left Grand Central until they reached Rhode Island. . . . . then she learned that her opponent was Roy Dauer, New England Gin Rummy Champ. . . . . **DICK GILBERT:** Last week we commended your idea asking that the Franking Privilege be extended to all Ex-Servicemen, now convalescing at Veteran's Hospitals. . . . . we hear that Congressman Sol Bloom, not only endorses your idea, but will introduce an amendment, to that effect to Congress. . . . . **CAROLIN BABCOCK:** Last week, on Irene Beasley's CBSwell show "Neighbors," your husband Announcer Dick Stark, remembered your sixth wedding anniversary by singing (his initial song-effort at the mike) "People Will Say We're in Love." . . . . .

★ ★ ★

● ● ● **BOB ALLEN:** 20th Century-Fox may offer you a contract any day now. . . . . **JIMMY DORSEY:** With the housing shortage acute, Sammy Kaye, whose band is slated to start production in the United Artists flicker "It's Great To Be Young," about November 30, would like to rent the house you're in now. . . . . your schedule has you leaving Hollywood about that time. . . . . **HARRY JOE BROWN:** Don Douglas MBStar of the "Black Castle" and other other shows, can't accept a featured role in your Ann Corio production, "Sleep It Off," because out-of-town tryouts, rehearsals etc., would conflict with those other commitments. . . . . **BEATRICE KAY:** We hear that you will tee off soon with a network variety show.

★ ★ ★

—Remember Pearl Harbor—

## CHICAGO

By BILL IRVIN

**A** NEW half-hour twice-weekly musical show, featuring Trenderl and his orchestra and vocalists Janette Davis and Gene Bowers today on WGN under the "Swing's the Thing." New show which will be heard Tuesdays, Thursdays thereafter is sponsored by E. J. Brach & Sons, Inc., Chicago Candy Company, through Black Sample-Hummert, Chicago. Gene Andre will handle the announcing and Jac Lafrandre the production. Helen Westbrook, WGN organist, has won the Lulu Jones Dowd cash award for the best song composed by an Illinois woman during the past year. Award was made at recent Illinois State convention National League of American Women. The winning song "Solace."

Edwin G. Foreman, Jr., former head of the Foreman Company, joined the Chicago staff of John Pearson Co., radio sales representatives, last June, has resigned. He had not announced his future plans, has been replaced in the Chicago office of the Pearson Company by Kay Fisher, who for the last 3½ years has been associated with the Wa Company.

Miss Shirley Hollander, secretary and office manager of the Pearson Company's Chicago office, has been transferred to the New York office. She has been replaced by Betty Butcher.

Alan M. Fishburn, assistant program director, leaves this position to become radio producer for Schwimmer & Scott, Chicago, effective November 1.

Marvel, who answers war-related questions that trouble listeners in new Monday-Wednesday-Friday show on WGN (2:30-2:45 p.m., CWT) under the title, "Just a Few Words," who claims he can answer questions on any conceivable subject—science, history, folklore or military or government regulations, draws the line on questions that ask how to get an extra pound of butter or a half dozen more red points. Marvel too, would like to know the answer to the puzzles. The program is sponsored by the Little Crow Milling Company, Warsaw, Indiana, on a 13-week contract, through Rogers & Smith, Chicago.

## PEDIGREED

MANPOWER

RADIO PRODUCERS  
PROGRAM DIRECTORS  
ANNOUNCERS  
SCRIPT WRITERS  
WRITERS OF "COM'LS"  
PROMOTION—PUBLICITY  
LICENSED OPERATORS  
TIME SALESMEN

FRANK McGRANN

POSITION SECURING BUREAU, INC.  
(Agency)

331 Madison Ave., New York, MU. 2-6494





## Standard Oil Sponsors Lowell Thomas Five Nights a Week on Pacific Blue

Effective November 1, Standard Oil of California begins sponsorship of Lowell Thomas - America's highest-rated newscaster and commentator, Monday through Friday at 9:30 P.M. PWT on the Pacific Blue Network.

This is the largest and most significant sale made by any Pacific Coast network during 1943.

To Pacific Blue the acquisition of Lowell Thomas is another seven-league

stride toward dominance of the evening audience on the Pacific Coast.

But more than that - this purchase by Standard Oil, with a reputation for knowing and buying the best in Western advertising, again spotlights Pacific Blue as *the network to buy* on the Pacific Coast.

**FOOTNOTE FOR OPPORTUNISTS:** Pacific Blue's 9:00-9:30 P.M. availabilities, preceded by audience-getters like "Duffy's" and "Battle of the Sexes" and now followed by Lowell Thomas, won't last long.

**PACIFIC BLUE NETWORK**



## Political Candidate Using 3 State Nets

(Continued from Page 1)

plementary outlets for his first speech, Oct. 21 and will repeat Oct. 28. All basic stations of NBC network for New York state are ordered for Oct. 25, 27 and 30, for addresses by Owen D. Young, former Governor Alfred E. Smith and General Haskell.

Two 15-minute periods for political broadcasts have been purchased on a hookup of New York state affiliates of CBS by the Independent Citizens Committee for the election of William N. Haskell for Lieutenant Governor. The programs will be aired today and Friday, from 6:30-6:45 p.m. over Columbia outlets in New York, Buffalo, Albany, Rochester, Binghamton, Ithaca, Utica and Watertown.

Leighton & Nelson, advertising agency, place the business.

With other line-ups contemplated in behalf of the Democratic candidate, the campaign has the same aspect of extensive radio coverage which applied in last year's New York gubernatorial race.

## AGENCIES

**RICHARD HUBBELL**, television expert with N. W. Ayer & Son, advertising agency, has been engaged by "Life" magazine as special television consultant and writer. He is the author of The-Book-of-the-Month-Club-recommended book, "4000 Years of Television." Formerly he was producer-director-writer with CBS television and was with March of Time as movie director.

**MENTHOLATUM COMPANY** has just started a new campaign. The copy stresses the way in which Mentholatum contributes to the relief of colds. The campaign will continue through next March. Radio is being used over 65 stations. Also, magazine sections of newspapers and women's magazines, will be utilized. J. Walter Thompson is the agency.

**KELLOGG COMPANY** announces that the advertising of all Kellogg products will be placed by Kenyon & Eckhardt Inc. effective December 1, 1943. This appointment is for United States advertising and includes Kellogg's Corn Flakes, Rice Krispies, All-Bran, Kellogg's Shredded Wheat, Krumbles, Bran Flakes, Pep and Gro-Pup Dog Food.

**JOHN W. DARR**, executive vice-president, Institute of Public Relations, Inc., will speak on Thursday before the Advertising and Selling Course, conducted by the Advertising Club of New York, on "How to Mold Good Public Relations."

**IVAN N. SHUN**, president of Advertising Counselors, Inc., Phoenix, Arizona, has announced the purchase from his associate, Gerald E. Arnold, of the latter's minority interest in the agency, effective October 30, 1943.

## WORDS AND MUSIC

By HERMAN PINCUS

### PLATTER PLOTTING

**IT SEEMS** that brothers, Jack and Dave Kapp of Decca Recording Company have made themselves quite unpopular in some quarters by their aggressive-ness in negotiating the first recording contract with James C. Petrillo and the AFM in the interest of Decca and World Broadcasting system. And to add to the "injury" accorded fellow craftsmen the brothers Kapp are about to release a new recording of "Pistol Packin' Mamma" and "Victory Polka" featuring Bing Crosby and the Andrews Sisters. This recording, we are told, was made in Hollywood some weeks ago when Decca anticipated the AFM contract deal. Summing up the situation it now appears that Decca has the jump on their popular recording rivals and stands to gain much merchandising popularity among the dealers. Net results of the Kapp brothers "jumping the gun" probably was the crystallizing of sentiment which led to present ET contract settlements.

### MUSICAL MISFITS?

Right now many topflight men in the music field are scurrying to get defense jobs in an effort to forestall Class 1-A draft classification. The music men are reluctant to desert their profession but realize chances of donning khaki are pretty close. Classed as a "non-essential" profession the music business is faced with problems of staff readjustments unparalleled in the history of the business. And yet they are called upon daily to furnish their talents to entertain armed forces and to aid in wartime campaigns. Now they are asking "Is Music—Morale?"

### PETRILLO PLAUDIT

Past week-end was a field day for Prexy Petrillo of the AFM for he was on the receiving end of a lot of hand-shaking from fellow members of the musicians union who comprise the union's international board. The board meeting in New York, were loud in their praise of the way he handled the ET contract situation. Those present at the session were C. L. Bagley, Los Angeles; Leo Cluesmann, Newark; Thomas F. Gamble, Boston; Chauncey E. Weaver, Des Moines; J. W. Parks, Dallas; Oscar F. Hilz, Cincinnati; Herman D. Kenin, Portland; Walter M. Murdock, Toronto; Joseph N. Weber, Beverly Hills and William J. Kerngood, New York.

### EMBARRASSING MOMENT

Picture the embarrassment of an information attendant on the main floor of the RCA building the other day who couldn't give directions to the office of Frank E. Mullen, vice-president and general manager of NBC. The attendant, maybe new to the job, had heard the name of Mr. Mullen before but her guide book failed to reveal the offices he occupied with NBC. After a number of telephone calls she learned that Mr. Mullen ranked high in NBC circles and where he officed in the building.

### GENTLEMAN FARMER

Billy Goodheart, the dynamic little Music Corporation of America executive, who directed the destiny of the New York office is now a full time farmer in Ohio and has retired from the music business. Goodheart, according to friends, was a highly successful executive but never completely sold on the business he was in. However, it was Goodheart who tutored Willard Alexander, now head of the band booking division of the William Morris Agency, and groomed Sonny Werblin who followed him at MCA. Old associates predict Farmer Goodheart will be just as successful in the agricultural field.

### TELEVISION TIP

Announcement of the appointment of Ralph B. Austrian by RKO to survey the potentialities of television for the company—along with radio, was described by one observer as "a continuing, and not just spontaneous RKO interest in television." Upon the highest authority, Radio Daily is told that RKO intends to "go energetically into television" and be thoroughly prepared to derive from the science every advantage it offers in a post-war world. RKO is the second major picture organization to enter the television field. Paramount has already shown active interest through their television station, W6XYZ in California.

—Be A Rational National—

## Five New Spot Accts Launch WJZ Drive

New spot business on WJZ incited the signing of two accounts new to radio in this area plus three more or less known to radio in the past. Two newcomers are Duane Famous Foods and Trommer's V Label Beer. Durkee Famous Foods will launch a campaign for its Famous Salad Dressing Nov. 15 on WJZ. Durkee will sponsor five recorded one-minute announcements weekly. Ed East's "Breakfast in Bedlam," 52 weeks. Federal Advertising Agency handles the account.

Durkee began using radio early in 1943, and the New York campaign is another step in the gradual addition of markets.

### Other Campaigns

Other spot campaigns on WJZ will set this week by E. Fougera & G. N. Coughlan Company and Ex Lax Inc. For its Magitex Dog Sham, Fougera will use five announcements weekly for 18 weeks in "Breakfast in Bedlam" beginning Nov. 1. Street Finney is the agency. Coughlan, Finney Sweep, has set a four-week campaign, using five live participations weekly in Nancy Crawford's "Woman of Tomorrow," beginning Nov. 1. The Coughlan agency is Advertising Associates. Ex Lax will launch a nine-week campaign Nov. 1 using three recorded one-minute announcements weekly, beginning Nov. 2. Joseph Katz Company handles the account.

John F. Trommer, Inc., will launch its first radio campaign for Whittaker Label beer today, when the company will begin sponsoring John Kennedy on WJZ. Trommer will present the well-known radio and news reel commentator Tuesday and Thursday from 6:05 to 6:15 p.m., EWT. Federal Advertising Agency handles the account.

Embodying a considerable expansion of Trommer's radio advertising, the 52-week contract also marks the company's first sponsorship of new on a radio program.

## GUEST-ING

**ADMIRAL HAROLD STARK**, chief of the U. S. Navy in the European theater of war, on Columbia's "Report to the Nation," today (WABC-CBS, 9:30 p.m.).

**CIMON DIAMANTOPOULOS**, Greek Ambassador to the United States, on the Robert St. John program, tomorrow (WEAF-NBC, 9:45 a.m.).

**LIEUT. COMM. MILDRED McAFEE**, head of the WAVES, on "Your Home Front Reporter," tomorrow (WABC-CBS, 4 p.m.).

**LT. RUDY VALLEE**, of the U. S. Coast Guard, on the Joan Davis-Jack Haley show, Thursday (WEAF-NBC, 9:30 p.m.).



# PROGRAM REVIEWS

## SALUTE TO YOUTH

Goodyear Tire & Rubber Co.  
WEAF-NBC  
Tuesday, 7:30-8 p.m., EWT  
Arthur Kudner, Inc.

### QUENTIN REYNOLDS ADDED.

A right change of format via the addition of war correspondent Quentin Reynolds stepped up the pace of the melodious "Salute to Youth" show, now six months in the air. Standout was his twin role as actor in the familiar "service of the week," which dramatized an interest incident by Reynolds in the operation. This playlet once featured L. White as commentator in the weeks of the program. Usually, the production retains its fine Young Metropolitan star Nadine Conroy in fine voice on last week's airing, her lyric-soprano qualities at times too high for her rendition of "In the Evening" and "When You're Raymond Palce's "Young Americans," piece aggregation of boys and girls, and competent support along with ex-chorus singing by the male chorus. It was the orchestra's playing of a number of war songs, which were billed as most popular that Quentin Reynolds sang among the boys overseas. They were: "Army Air Corps," "Comin' In on a Parade and a Prayer," "Praise the Lord and the Ammunition," "I Lost My Heart on the Stage Door Canteen," "Der Fuehrer's Face" and "This Is the Army, Mr. Jones." The commercials were tastefully institutional, the converted role in wartime of the Goodyear engineer, who developed the making of turrets for tank and .50 caliber machine guns, which were of the outfit's former facilities making tire rims. Program credits for an entertaining show: Myron Kirk, director of the Kudner radio department; producer Ben Schick and drama director Allen Ward.

## "KEEPSAKES"

Carter's Little Liver Pills  
WJZ-Blue Network  
Sunday, 9:30-9 p.m., EWT  
Ted Bates, Inc.

### HORSE-AND-BUGGY SENTIMENT.

Nostalgic throwback to a happier horse-and-buggy past, "Keepsakes" maintains a sentiment-seasoned balance between oldtime musical favorites and listeners' verse-prose contributions at five dollars apiece. The mature voice of Blanchard McKee is a natural for reading the treasured ditties. Pleasing vocals were sung solo and in duet by Dorothy Kirsten and Donald Dame, accompanied by Harry Sosnik's easy-flowing musical background and a chorus of nine mixed voices. Dame, who has apparently replaced Mack Harrell, may be remembered as the young "Salute to Youth" chorister who was signed to a Metropolitan Opera contract a couple of weeks ago.

Typical of the sentimental melodies heard on Sunday's airing were "Dear Old Girl," "I Hear You Calling Me" and "Auf Wiedersehen." Harmoniously intermingled was a sprinkling of more recent tunes—"I Told Every Little Star," "Goodnight Sweetheart," "Here in My Arms." Idea is that songs provide fond musical escort to hoarded clippings of poems and quotes sent in by radio audience.

Sponsor should find a high sales potential for its digestive-aid type of product among the presumably middle-aged listeners. Anyway, it must have seemed like a better bet for laxative pills than "Inner Sanctum," which has moved to CBS and a supposedly younger audience.

Commercials emphasized purging qualities, often bordered on the clinical. These graphic descriptions are in decidedly bad taste, are also "double-acting" in their effect on the dial twisters. Perhaps the offer of a three-stone ring, valued at \$500, for the best "keepsake" and letter submitted, beginning next week, reflects the bad results of the constant intestinal drumming and the need for a further stimulant.

## Michelson Sets "Shadow" On 21 Additional Outlets

Signing of 20 "shadow" co-op advertisers last week for 26 weeks each presents the largest number of new contracts placed by the Charles Michelson office, in one five-day period. The Michelson office handles mutual network co-op series in addition to the regular transcription service.

New stations follow: WKRC, Cincinnati; WSIX, Nashville; KWX, Louisville; KTKC, Visalia, Cal.; KFRE, Fresno, Cal.; WHB, Kansas City; WNO, New Orleans; KOL, Seattle; KATZ, Tacoma; KOCY, Oklahoma City; WHKC, Columbus, Ohio; WLBK, Lexington, Ky.; KFEL, Denver; WKO, Kokomo, Ind.; WSL, Roanoke, Va.; WMPS, Memphis, Tenn.; WFO, Ft. Wayne, Ind.; KTAR, Phoenix, Ariz.; KVOA, Tucson, Ariz.; KIII, Yuma, Ariz. and KTTS, Springfield, Mo.

## MacDonald To Speak

George H. MacDonald, vice-president of the National Broadcasting Commission in charge of finance, will be the speaker at the monthly meeting of the National Office Management Association, New York Chapter, on Wednesday, at the Belmont Plaza Hotel. MacDonald will speak on "Organizing an Office Executive for Efficiency."

## Adelaide Hawley Signs New Contract With NBC

Adelaide Hawley, former women's commentator on CBS, joins the staff of NBC on Nov. 1, Clarence L. Menger, NBC vice-president in charge of programs, announced. Beginning on that date, Miss Hawley will be heard over WEAF Monday through Saturday, 9:30 to 9:45 a.m., with the same type of program that has won her popularity as a conductor of programs for women.

## CBS Executives Honored

The Order of Cristobal Colon, highest civilian decoration of the Dominican Republic, and one of the oldest and most important of Latin American orders, was conferred yesterday by presidential decree of Generalissimo Rafael L. Trujillo, upon William S. Paley, president of the Columbia Broadcasting System, and Edmund A. Chester, CBS Director of Latin American Relations. Paley received the cross of the order with the rank of Commander, and Chester the rank of Officer.

## WSNY Manager Ill

Schenectady—George R. Nelson, general manager of station WSNY and partner in the Leighton & Nelson Advertising Agency, is convalescing from an operation recently performed at Ellis Hospital here.

# WHEREVER

YOU  
FIND

# RADIO



YOU  
WILL FIND

# RADIO DAILY



# ★ ★ ★ COAST-TO-COAST ★ ★ ★

## —SOUTH CAROLINA—

**SUMTER**—Carroll Hood, WFIG program director, has left the station for New York to do night club singing. In the past he was vocalist for Eddie Dwyer, and staff vocalist on several southern stations. He was with WFIG as program director for four months.

## —GEORGIA—

**ATLANTA**—R. G. "Bob" Venn has been named sales director of WAGA, coming from WSGN, Birmingham, Alabama, where he was promotion director. . . . Another recruit from WSGN is Lew Childre, "The Boy from Alabam'" who does four shows daily, Monday through Saturday, for different sponsors. His quarter-hour at 6 a.m. is sponsored by Dozier Laboratories for Alcozema, while Tenderlike Flour has the 6:30 a.m. strip. At 1 p.m. he plugs Mentholum and Pepsi Cola has signed him for a 5:30 p.m. show. . . . Also new on WAGA are "The Sunshine Boys," whose 12:45 to 1 p.m. show is sponsored Monday through Saturday by Colonial Stores for Gold Label Coffee. Quartet is also aired at 11:15 a.m.

## —ARKANSAS—

**HOT SPRINGS**—Drug-Trade Products, for Kolor-Bak and Peruna, has signed "The Dixie Mountaineers," KTHS hillbilly band, for a half-hour show over the outlet Mondays through Saturdays from 5:15 to 5:45 p.m., EWT. . . . New program director and promotion manager at KTHS is Frank A. Browne, who was formerly program director of WAYS, Charlotte, N. C. . . . KTHS' noon newscast is being sponsored by Vick Chemical Co. on Mondays, Wednesdays and Fridays for Vatronol and Vapo-Rub. Frank Browne is handling the show.

## —TENNESSEE—

**MEMPHIS**—Gerber's, local department store, has bought a weekly 15-minute show titled "Memphis Fathers." Program features interviews over WHBQ with prominent local citizens. . . . Memphis Coca Cola Co. is sponsoring broadcasts of 50 football games of the Memphis Prep School League over WHBQ. . . . Frances Foss, has been named traffic manager of WHBQ, moving from WMC of this city. . . . James Blaine is the new WHBQ spe-

cial events announcer. He recently received a medical discharge from the Army and is now handling his first assignment—daily meetings of the Memphis War and Welfare Fund Committee. Prior to joining the Army, Blaine was associated with WTJS, Jackson, Tenn.

## —NORTH CAROLINA—

**NEW BERN**—Paul Parker, formerly with WHIT, has been honorably discharged from the Army and has resumed his duties as chief announcer at the station. . . . WHIT has been airing football games from Camp Davis, N. C., anti-aircraft firing center. Camp team is playing various southern colleges for the benefit of troops and outlet broadcasts them for the benefit of civilians. Sports director Eddie Burwell handles the play-by-play descriptions.

## —CONNECTICUT—

**HARTFORD**—WDRS is bringing Charles Collingwood, CBS foreign commentator, to Hartford on November 29 for a special lecture at Bushnell Memorial Hall. Admission will be by purchase of a war bond, and all local issuing agencies are being given tickets to sell. Collingwood will be interviewed over WDRS before the lecture, and a dinner with leading newspaper editors of the community is scheduled.

## —FLORIDA—

**ST. AUGUSTINE**—Forty-piece United States Coast Guard Band, attached to the local Coast Guard Training Station, is now being aired in a half-hour hookup over WFOY and WMBR, Jacksonville. Latest musician to join the group is Gardner Benedict, formerly with WLW, Cincinnati.

## —KANSAS—

**DODGE CITY**—KGNO has rented its former offices to the wives of the officers of Dodge City Army Air Field for a club room, station's business officers being moved to another part of the building. . . . Dorothy Stavig, wife of a link-trainer instructor at the local air field, has joined KGNO as commercial manager. She was formerly with WJBO, Baton Rouge, La.

## —MASSACHUSETTS—

**WORCESTER**—Recent contract renewals at WTAG included 52-week inkings by several accounts. Worcester Five Cents Savings Bank signed again for its 6 to 6:15 p.m. newscasts Sundays; George Bliss Co., men's store, also renewed for news announcements, twice weekly, on a year-round basis. Both accounts were placed direct. Arrid, through Small & Seiffer Agency, New York, continues one-minute ET's thrice weekly for 52 weeks on the WTAG airplanes.

## —NEW JERSEY—

**ATLANTIC CITY**—WFGP has been cooperating with Liggett & Myers Tobacco Co. in a campaign to collect funds with which to buy cigarettes for overseas servicemen. First check station manager E. E. Kohn presented to Liggett & Myers was for \$1000.

## —UTAH—

**SALT LAKE CITY**—New show on KDYL is "War Time Hints," conducted by Nancy Finch and sponsored by the Utah Power & Light Co. Fifteen-minute show features music as well as shopping aids and cooking and conservation suggestions. Show is written and produced by Vic Bell of the Gilham Agency. . . . Another new one over KDYL is the quarter-hour Sunday night broadcast "Memory Melodies." Fisher Baking Co., sponsor, takes a back seat and plugs its grocer customers, airing their wartime help and merchandise problems. Courtesy works both ways, with grocers carrying window displays calling attention to the show. Program features latest rationing news together with music composed chiefly of old-time favorites, and is written and produced by the W. E. Featherstone Agency.

## —IOWA—

**DES MOINES**—Dale Morgan's "Inquiring Mike" has been purchased on a thirteen-week KRNT contract by the makers of Quaker Enriched Flour. Housewives participate for cash awards on the program by answering questions of the "Inquiring Mike" and by submitting questions for use on the program.

## —MISSOURI—

**ST. LOUIS**—Herbert S. Goddard has joined the announcing staff of KMOX. . . . "Riddles in Rhythm" is a new musical quiz heard weekly over KMOX. Contestants selected at random for the studio audience are asked to name titles of popular songs from five clues. Ten dollars is paid for a guess on the first clue, eight for the second, etc. Show also features Kenny Norton's orchestra and soloists Connie Clark and Richard Paige. Jimmie Grant is emcee, sponsor Griesedieck Brothers Beer. . . . Wanda Heuer, wife of Cpl. Bob Heuer, former KXOK orchestra member, has joined the station as secretary in the program and news departments. . . . "Nancy Sherman Views the News for Young America" is the title of a new KXOK show. Designed for children between the ages of nine and 15, the show presents the week's news in simple, concise form. It is aired Saturdays at 9:45 a.m.

## —PENNSYLVANIA—

**PHILADELPHIA**—Major Oil Co. newscast on WBG at 11 a.m. has added a new feature. Station has written to all Camps, Forts and Naval bases in the country and asked for news of the men at those places from the Philadelphia area. Three days before airing, a postcard is sent to parents or closest relative of the persons to be mentioned on the show telling them what time and day to listen for it.

## —NORTH DAKOTA—

**BISMARCK**—Edmond D'Moch, formerly assistant manager of the UP bureau in Minneapolis, has been named to head the new UP bureau here which will open November 3.

## —LOUISIANA—

**NEW ORLEANS**—United War Drive here started off with a brood from the Grand Ballroom of Royal Hotel over WWL entitled "United Give." Directed and narrated by Hoerner, WWL program director, show dramatized the aims of the agencies participating in the drive. Cast composed of station talent and music effects were by the augmented Air Base Band. Script was prepared by Mel Washburn.

## —MASSACHUSETTS—

**WORCESTER**—Lou Chapin, WJ announcer, is giving up his duties as staff mikaner to devote his full time to piano study. Before joining WJ year ago, he was musical director at WRUL, Boston. Previously he associated with WHDH, also in Boston. Chapin has been chorus director at WTAG's youth program, "The Tom's Juveniles."

## —VIRGINIA—

**RICHMOND**—Broadcasters throughout the country have glumly watched employees come and go with each turn of the revolving door (if they happen have one) but WRVA boasts a faith staff and bids fair to become a beacon of faith to depressed employers in these trying times. This Fall it presented ten-year service buttons to all of nineteen station staffers!

## Red Cross Field Officer On WLW World Front Show

Cincinnati—The 60th of the WLW World Front Guest Observers will be Morris H. Coers, American Red Cross Field Director, who returned from Sicily just 10 days ago. He will make four broadcasts over WLW on October 23 and 24, including a special appearance on the WLW "Everybody's Farm Hour," discussing "Agriculture on the World Fronts." Coers has been with the Red Cross for 11 months in North Africa, the Pacific and Sicilian war zones. At Palermo he headed the largest Red Cross Center in Sicily, with 5,000 service men passing through its doors daily. While there he lived through more than 50 air raids.

## F. W. Fitch Co. Renews News Program Over NBC

Chicago—The F. W. Fitch Co. (shampoo dandruff remover and non-brush shaving cream) through L. W. Ramsey Co., has placed an 18-week renewal contract for the Tuesday and Thursday edition of "News of the World," it has been announced by Paul McCluer, sales manager for the NBC Central Division. The Fitch-sponsored broadcasts are aired on 75 NBC stations. The renewal order is effective Nov. 23.

**HAPPY BIRTHDAY TO YOU**

October 26

Pat Barnes            Charlie Barnet  
Estelle Brenner    Raymond Caddell  
Jackie Coogan      Alice Joy  
Constance Fernald



# Nets Gird For AFM Fight

## KB Sale Okayed; Other FCC Activities

Washington Bureau, *RADIO DAILY*  
 Washington—Sale of KFMB, San Diego, to O. L. Taylor and Jack O. Ross for \$95,000 was approved yesterday by the FCC. Gross has been operating the station for some time. Taylor was director of the Broadcasters Victory Council, and a member of the group which threatened last year to form a trade group rivaling the NAB. KFMB operates on 1,450 cycles with 250 watts unlimited. Licensee company is the Worcester-Broadcasting Corp., control of

(Continued on Page 2)

## Driscoll Returning With Battle Recordings

After a 2,000-mile trip soundscribing background of the Italian battlefield, Dave Driscoll is scheduled to return soon to his post as WOR director of war services and news, according to his latest broadcast over the mutual network. Driscoll's eyewitness reports and documentary disks in the Italian theater are slated to be heard over MBS shortly after reporter's homecoming.

## WMCA Transfer Request May Be Filed Today

Formal application for transfer of WMCA license from Edward G. ... to the Cosmopolitan Broadcast Corp. headed by Nathan Straus, expected to be made today in Washington to the FCC. Allowing 10 days to lapse before a decision is reached

(Continued on Page 2)

## Star Springboard

"First Nighter" with Barbara Goddy playing the lead starts its fifth consecutive year when it returns to the Mutual network this Sunday evening. "Nighter," which began its career Thanksgiving night, 1930, and was the outlet for some 600 playlets since, has been the springboard for such stars as ... Amesche, Tyrone Power, Gale ... Henry Hunter and others.

### Frankness

Closing announcement on Columbia network's five-a-week new comedy variety show, "Fun with Dunn," set something of a precedent for frankness. Said announcer Tony Marvin, "Tune in tomorrow when CBS will again present many of these same jokes over many of these same stations."

## German Sets Inferior, Army Officer Reports

Washington Bureau, *RADIO DAILY*  
 Washington—"German radio equipment is five years behind our own in design, components, and construction," Capt. James P. Lipp, Signal Corps, has reported. This seems to be due, the officer explained, to the fact that the Germans standardized their radio apparatus during 1934-1938 and have failed to attempt further improvements.

Captain Lipp is assigned to the

(Continued on Page 6)

## Elmer Davis To Address "Overseas Press Club"

Elmer Davis is scheduled to address today's regular bi-weekly luncheon meeting of the Overseas Press Club at New York's Lotos Club. Although the OWI director has indicated that he will have no prepared speech, it is expected that he will discuss the program of the agency and criticism

(Continued on Page 2)

# Commentator Row Reviewed By Quincy Howe In Magazine

## Will Film 'Spotlight Bands' For Exclusive Army Use

"The Victory Parade of Spotlight Bands," now being broadcast at Army camps, Navy bases and other centers of the armed services as well as war production plants, will be carried only in 16 mm. kodachrome for Army distribution, it was announced by the D'Arcy Advertising Company,

(Continued on Page 2)

## See Neither NBC Nor CBS Intimidated By AFM Threats Re Disk Contracts; WLB May Resume Monday

## 'Big Sister' Tops List Of Survey's 'Big Ten'

"Big Sister" crowded out "When A Girl Marries" as the No. 1 show of the "Top Ten" week-day programs, according to the Hooper radio survey report for week ending Oct. 14. The other nine shows in the order of their survey popularity are "Portia Faces Life," "When A Girl Marries," "Right to Happiness," "Kate Smith Speaks,"

(Continued on Page 8)

## Public Service Groups To Attend CBS Series

Some 20 representatives of Parent-Teacher Associations and other national groups have made arrangements to attend the broadcast of CBS' "The Living World" series of the network's "American School of the Air,"

(Continued on Page 6)

## Leased-Wire Tax Jump Sought By House Group

Washington Bureau, *RADIO DAILY*  
 Washington—A 25 per cent increase in the tax rate for leased wires was accepted tentatively by the House Ways and Means Committee, which

(Continued on Page 4)

That two network-affiliated recording companies (CBS and NBC) are more determined than ever to fight the principle of direct payments to the AFM and do not plan to be intimidated by the union into signing union contracts as they now stand, was learned from reliable sources yesterday as time approaches for resumption of hearings before the War Labor

(Continued on Page 6)

## 'Lip Mike' Now In Use By U. S. Signal Corps

Washington Bureau, *RADIO DAILY*  
 Washington—A midget microphone, worn over the upper lip, which eliminates outside noises and leaves the hands free, has been adopted for use by the U. S. Army ground forces and is now in production under the supervision of the Signal Corps, Army Service Forces, the Army has announced

(Continued on Page 7)

## President Of Mutual To Address Trade Group

Miller McClintock, president of Mutual, will be one of the featured speakers at the thirtieth National Foreign Trade Convention in the

(Continued on Page 4)

## Universal Problem?

New Orleans—When Terry Brick, head of WWL's continuity department, retired to await the arrival of the stork, she definitely announced the date of his arrival. But ... the date passed uneventfully and Terry's pals lost no time in twitting her about her failure to meet the deadline. Not in the least nonplussed, she quipped: "I can't help it—it's the labor shortage!"





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JOHN W. ALICOATE : : : Publisher

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

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## FINANCIAL

(Tuesday, October 26)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	156 1/2	156 1/8	156 1/8	- 3/8
CBS A	22 3/4	22 3/8	22 3/8	+ 1/8
CBS B	22 1/2	22 1/2	22 1/2	+ 1/8
Crosley Corp.	19 1/2	17 1/2	19 1/2	+ 1 1/2
Gen. Electric	37	36 7/8	36 7/8	- 1/8
Philco	23	22 5/8	22 3/4	+ 1/8
RCA Common	9 7/8	9 5/8	9 3/4	+ 1/8
RCA First Pfd.	70 1/8	70	70	
Stewart-Warner	11 7/8	11 5/8	11 7/8	+ 1/4
Westinghouse	95 1/2	95	95 1/2	+ 1/2
Zenith Radio	34	33 1/2	34	+ 3/8

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	8 1/2	8 3/4
WCAO (Baltimore)	20	
WJR (Detroit)	28	

## 20 YEARS AGO TODAY

**Oct. 27, 1923**

Sam Taub reviews "Boxing Situation" and Jolly Bill Steinke gives his weekly cartoon lesson on WOR. . . . WJZ in a civic gesture, broadcasts all speeches at the dinner of the New York Merchants association. . . . George M. Cohan's play, "The Meanest Man In the World," makes radio history when it is broadcast in its entirety from the Newark theater.

## I'LL WRITE YOUR SPOTS, JINGLES

Major agency writer, key commercials important national accounts, will take few free lance assignments to create fresh, hard-selling spots. Radio showmanship, plus rare extra: words-and-music talent that makes ET jingles as contagious as Hit Parade songs (which I've also written). If sparkling spots can help you serve an account, or get a new one, let's talk it over. Write Box 766, Radio Daily, 1501 Broadway, New York City.

# Coming and Going

GEORGE CRANDALL, director of publicity for CBS, and GILBERT SELDES, head of the network's television programs, leave tonight for Cleveland, where tomorrow Seldes will address the third regional conference of the Radio Conference of Greater Cleveland. His subject will be "How to Listen to Radio."

EUGENE CARR, assistant to George A. "Dick" Richards, president of WJR, Detroit; WGAR, Cleveland, and KMPC, Beverly Hills, Cal., is in New York. He plans to remain for a week or so.

C. P. "PETE" JAEGER, Blue Network sales manager, is expected back tomorrow from a trip to Pittsburgh and Philadelphia.

MAX JORDAN, director of religious broadcasts on NBC, has returned from a vacation trip through the West.

TOM SLATER, Mutual's director of special features and sports, is in Roanoke, Va., today. He'll return to New York tomorrow and on Saturday will go to Philadelphia to supply the color background on the broadcast of the Penn-Army game.

JOHN B. HUGHES, West Coast commentator on MBS, arrived here yesterday in the course of his transcontinental lecture tour. He will speak at the New York Advertising Club luncheon today and at Norwich, Conn., on Thursday.

LEIF EID, director of news and special events for NBC in Washington, is in town for conferences with William Brooks, the network's director of news and special events.

KING HORTON, assistant manager of WEEL, CBS-owned station in Boston, is in New York on network business.

ELMER DAVIS, director of the OWI, is here from Washington for two days of confabs and also for a bit of speech-making.

ORSON WELLES arrived yesterday from the West Coast. He will participate in the Third Free World Congress which opens here on Thursday.

GILBERT SIMON, publicity director of WKBN, Columbia affiliate in Youngstown, Ohio, is in town for a brief visit at network headquarters.

ADOLPHE MENJOU is back from the European theater of war, where he toured with a USO Camp show.

STANLEY FLORSHEIM, in charge of local co-op programs for the Blue Network, left early this week on a business trip to Los Angeles. He is expected back Nov. 9.

JERRY WAYNE, of the "All-Time Hit Parade," is spending four days of this week touring Army camps in New England.

MARGARET ETTINGER, Hollywood agent, is spending a few days in town.

JUDITH WALLER, public service director for the central division of NBC, is in the Middle West on a lecture tour. She spoke this week before the Radio Council of Middle Tennessee.

## Elmer Davis To Address "Overseas Press Club"

(Continued from Page 1)

directed at it. Introducing him will be war correspondent Quentin Reynolds, who recently returned from a "Collier's" assignment covering the Salerno operation.

## Mitchel Field Airmen Will Produce Net Show

Titled "Mitchel Field Men of the Air" the air corps men will take over the Wednesday edition of "Full Speed Ahead" over WOR-Mutual beginning Nov. 3, 4:30 to 5 p.m. Talent for the new weekly air corps show will include such radio veterans as Pvt. Lionel Stander of the First Air Force; Pvt. Jay Sims, former newscaster and Warrant Officer Martin Goldenring, announcer. The 81st Air Force band and talent from various organizations at the air base will be weekly highlights of the show. Entire program will be produced by Mitchel Field Base Public Relations office with Major Hunt T. Dickinson in charge, supervision by Lt. Frederick Pederson and script written by Pvt. Richard Pack, former publicity director of WOR.

## Will Film 'Spotlight Bands' For Exclusive Army Use

(Continued from Page 1)

representing Coca-Cola. Four shorts will be produced in the series at an estimated cost of \$60,000. No commercial tie-ins will be contained in the films.

## Stork News

Paul Beville, local sales manager of WWL, New Orleans, is the father of a baby girl, his first.

## KFMB Sale Okayed; Other FCC Activities

(Continued from Page 1)

which has been held by the First National Trust & Savings Company, San Diego as trustee for the estate of Warren B. Worcester, deceased.

The Commission also approved acquisition of control of WTBO, Cumberland, Md., by Arelia S. Beek, president and general manager of station. Control was acquired by Leon E. Pamphilom, chief engineer for a consideration of \$10,484, representing 50 additional shares of capital stock. Licensee company is the Associated Broadcasting Corp. At the same time the Commission permitted WTBO to change its frequency band from 820 to 1,450 kilocycles, and operate on unlimited rather than limited hours. The station has 200 watts output.

Permits for two relay stations were granted the Frontier Broadcasting Co. of Cheyenne, Wyo., licensee of KFBC, Blue and Keystone affiliate in Cheyenne.

## WMCA Transfer Request May Be Filed Today

(Continued from Page 1)

and barring intervention that might possibly arise, it is indicated that Noble and his personal staff will be able to move into their offices at the Blue Network. Until that time it will be necessary for him to continue to operate WMCA.

According to present plans, Noble figures on formally taking over his offices at the Blue in about three weeks.


## Sells Bread Too

The four bakeries that advertise in Baltimore have put W-I-T-H at the top of the list.

They took the tip on the local market from retail merchants . . . more of whom use W-I-T-H than any other station.

W-I-T-H is the station that's listened to in Baltimore!

# W-I-T-H



## IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

1480 Kilocycles Full Time Operation

# WHOM

FOR BETTER THAN AVERAGE RESULTS

Joseph Lang, Gen. Mgr.

New York Studios: 29 West 57th Street, New York City





## How to Compose Two Symphonies a Week— To Order!

WHAT'S a lot of music. Hard enough to write in the white heat of inspiration. A miracle—when you consider that this music is created to order. Yet, it's being done every week by NBC staff composers.

Every week, scripts of NBC shows come to their desks. Bridges, news, background music, theme music—all are needed before rehearsal. All of it must be suited to the mood and meaning of the program. All of it—whether it's only four bars or twenty-five minutes of solid music—will probably be played just once, and never heard again.

And it adds up to the equivalent of two full-length symphonic scores a week—every single week of the year!

For the National Broadcasting Company's own shows, and for the programs of its clients, the creative genius of these NBC composers is always available.

In the years that the National Broadcasting Company has built up its Music Division to be the best in broadcasting—one goal has been the guide: make music serve broadcasting, do everything possible to enable music to enrich the programs heard over NBC.

Careful planning like this, the creation of perfect facilities to meet all the needs of broadcasting, insistence upon leadership in every field of radio—*these are some of the things that make NBC "The Network Most People Listen to Most."*



# The National Broadcasting Company

America's No. 1 Network — A SERVICE OF RADIO CORPORATION OF AMERICA



# LOS ANGELES

By RALPH WILK

**T. V. HARTNETT**, president of the Brown & Williamson Tobacco Corp., who has been visiting on the coast, returned to Louisville this week. While here the Russel M. Seeds agency gave a dinner in his honor following the Red Skelton show, which was attended by executives and members of the Skelton cast. Mr. Hartnett also visited M-G-M studios where he had lunch with Red and enjoyed watching the shooting of some of the scenes of Red's newest picture, "Mr. Co-Ed."

Ozzie Nelson was an outstanding athlete during his college days at Rutgers. He not only played football, baseball and basketball, but was on the track team and a first rate tennis player as well. Although extremely busy these days with writing special material and preparing for his broadcasts, as well as numerous engagements at camps and service canteens, Ozzie still manages to get a few games of tennis every afternoon.

Priscilla Thompson is the new addition to the WBBM continuity staff. She was formerly with WDBO, Orlando, Florida.

Harry Von Zell, announcer on "The Dinah Shore Program" got his first big break in radio in 1929 when he won the audition for the Paul White-man show over 250 fellow announcers.

## Leased-Wire Tax Jump Sought By House Group

(Continued from Page 1)

voted to raise the levy from 15 to 20 per cent. At the same time local telephone rates were raised from 10 to 15 per cent, long distance telephone from 20 to 25 per cent, domestic telegraph tax rates from 15 to 20 per cent and international telegraph and cable rates from 10 to 15 per cent.

Although this vote is only tentative, it is not likely that these decisions will be changed before the full tax bill is brought to the floor of the House next month. Voting yesterday ran at about 14-7 throughout the list of excise taxes, according to Rep. Bertrand W. Gearhart, California Republican, who said that Administration supporters had stuck together all day, with the minority composed of both Republicans and southern Democrats.

Pending the outcome of the committee's deliberations on corporate income taxes, it appears that the broadcasting industry will fare well, on the whole, from the committee's decisions on the Treasury tax proposals. The sharp rise in personal income taxes asked by the Administration has been ruled out, and it is believed likely that there will be no increase in corporate taxes contained in the final bill. On the one tax directly slapping at the industry, the Treasury's proposal was accepted, raising the rate on leased wires, but this is not nearly so serious as would be a sharp rise in corporate income taxes.



### Notes From A Ringside Seat. . . !

• • • More things can happen in Radio than in any other entertainment medium. . . . for instance, among guests on various programs, one hears the stories of survivors of torpedoings, crashes, wrecks, etc., heroes direct from the fields of battle, discoveries in science and medicine, foremost Dignitaries of State from all parts of the world, music of every type from "Pistol Packin' Mama" to Schubert's "Unfinished Symphony" . . . . what brought this on was merely that Ol Scoops, for want of a tube (50 L6) was without a radio for two weeks and now that it is working again, we realize how vital to our way of life is this "little thing called radio" . . . . We've just received a letter from Bob McRaney, gen. mgr. of WCBI Columbus, Miss. in which he reminds us that the first Sikorski Helicopter "was promised by the inventor to Colonel Birney Imes, Jr. more than a year before Ted Collins decided to get one" . . . . The Sonny Skylars, (he's the MBSinger and she's featured in Billy Rose's Diamond Horseshoe) celebrate their first wedding anniversary this week . . . . For many years, Eddie Cantor had been an admirer of the Sportsman Quartette . . . . When he signed them to appear on his "Time To Smile" show, he exclaimed "Thanks to you, at last I have Four BOYS" . . . . Janice Gilbert, former child prodigy of the air waves and currently one of its most talented actresses, expects a visit from Sir Stork sometime next summer. . . .



• • • We'd like to hand a RADIOKAY to Mort Lewis for the fine Minstrel show he put on Monday night for the Vets at the Halloran Hospital. . . . and a low bow, too, to Sidney Fields and Sam Raskyn, who at a moment's notice volunteered to be "end men" when the original men, slated to heckle the interlocutor, were unable to appear. . . . Henny Youngman, Comic of the KateCBSmith Hour, has an appointment tomorrow with his draft board. . . . Escorts & Betty will rub elbows with the "long hairs" Friday, Nov. 5, when they make a broadcast with the Rochester Symphony Orchestra. . . . Orson Welles plans to leave soon on an overseas entertainment tour. . . . he's been practicing being "funny" on "Duffy's Tavern" and Groucho Marx' "Blue Ribbon Town" . . . . Jackie (Homer) Kelk, flies to Cleveland today to appear at a War Bond Rally. . . . Betty Smith, author of the current best-seller, "A Tree Grows in Brooklyn," will try to help the "exports" keep the "prize money" at a minimum, by guesting with Kieran, Adams and Levant on "Information Please," Monday. . . .



• • • During the late, unlamented Radio-Ascaph controversy, the brain-children of Stephen Foster, became an ether "regular" (Remember "Jeannie with the Light Brown Hair?") . . . . Saturday on the "Ellery Queen" (NEClue-Who?) another Stephen Foster relation will be heard, when Charles E. Foster, great grand nephew of America's first songwriter, will try to solve the mystery of the "Stolen Rembrandt" . . . . Carl Post is one versatile praise agent. . . . not only does he get his clients' names in the columns, but he "sort of doubles in brass" . . . . at least on the "Hop Harrigan" program, after each grinding rehearsal, Carl utilizes the five minutes before "show time" by playing the piano for director Jessica Maxwell and the cast, thus providing a period of relaxation. . . . Bing Crosby is off on a five-week vacation during which he'll head East on behalf of the U. S. Treasury's War Bond Drive. . . . Brother Bob will take over starting tomorrow, with Ed Gardner guesting on the show that night. . . . Talk about kilocycle row has it that Chuch-Martinez, the Revlon thrush will sing two ditties on this Blue Net show each week. . . .



—Remember Pearl Harbor—

# CHICAGO

By BILL IRVIN

**A**RTISTS of the Carnation Concerted program will present a concert for the benefit of the Bohemian Old Peoples' Home and Orphan Asylum in the auditorium of the J. Sterling Morton High School, Cicero Ill., on Sunday, Oct. 31. Josephine Antoine, Metropolitan Opera diva and vocal star of the Monday night Concerted broadcasts on NBC, Bassa Reinhold Schmidt, Miss Antoine's co-star, the Carnation Chorus, and Harry Gilman, radio producer, will present the program. Gilman is a well-known concert violinist.

Quiz Kid Gerard Darrow, natural history expert, will lecture in St. Louis on Oct. 29 before 3,500 school children and members of the St. Louis Bird Club under the auspices of the local branch of the Audubon Society. Gerard's subject will be ornithology.

Thomas E. Gootee, NBC Central Division engineer on military leave to serve with the U. S. Army Signal Corps, has been promoted to the rank of captain, according to word received by H. C. Luttgens, chief engineer of the Central Division. Gootee, who is stationed at Fort Monmouth, N. J., writes and edits field manuals and technical manuals for the Signal Corps and also prepares scenarios for Signal Corps training films. Capt. Gootee, who formerly handled the studio controls for such shows as Vic and Sade, Backstage Wife and Guiding Light, has been awarded the Purple Heart, the RAF Air Force Cross and two other American decorations for participation in European bombing missions. He returned to the United States last June after a year in the European Theater of Operations.

## President Of Mutual To Address Trade Group

(Continued from Page 1)

Pennsylvania Hotel today at 11 a.m. He is scheduled to deliver a talk entitled "Radio and World Peace" before the electrical and radio session, which will also be addressed by R. C. Cosgrove, vice-president and general manager of the Crosley Corporation's manufacturing division, and Dempster McIntosh, president of Philco International. Chairman of the electrical-radio group is William E. Knox, director and assistant general manager of the Westinghouse Electric International Company.

## Seldes To Speak

Gilbert Seldes of the Columbia Broadcasting System is scheduled to give two talks in Ohio within the next month—in Cleveland, October 28, and Dayton, November 30. Seldes' Cleveland address is before the Radio Council of Greater Cleveland on "How To Listen To Radio." He will present his views on educational programs as contrasted with entertainment programs.



# FLASH . . . . .

*Big News . . . Dynamic News  
Explosively Confidential . . .  
About A Gem Of A Show*

*Now Ready For The Right*

## SPONSOR

*A Compelling, Modern, 15 Minute, Big, Little Musical*

- 1—A GAY, WHIMSICAL STORY.
- 2—THREE PIANISTS OF CONCERT REPUTATION.
- 3—UNUSUAL TEASE CONTINUITY.
- 4—ONE TO FIVE TIMES WEEKLY.
- 5—CLASS ALL OVER, YET INEXPENSIVE.
- 6—A NATURAL IN WHICH TO WEAVE OR SPOT COMMERCIALS.

## HEAR IT TO-DAY

**1:45—2:00 P.M.—W·J·Z**  
*And Blue Network Stations Coast-to-Coast*

*It Is Called*

## 'FORTUNATUS' CAP"

*For Full Details of This "SHOW of TOMORROW"*

CALL, WRITE OR PHONE

*Commercial Program Department*

BLUE NETWORK CO.,

RCA Building

• New York City



# Webs Planning Battle On AFM Fee Principle

(Continued from Page 1)

Board. On the contrary, the webs concerned are definitely taking the position that they will stand battle with the musicians' union and are making plans accordingly, even to the extent of feeling out other American Federation of Labor unions to see how far they will go in a sympathetic strike, if it comes to such a show-down some time in the future.

Precedent set in the contracts already signed by several commercial transcription companies and Decca Records is one of such far-reaching effect, the networks believe that there is nothing to prevent the AFM from eventually seeking a percentage cut on their live commercial program time sales.

### Many Huddles

Meanwhile, huddles are much in evidence by the two affiliates of NBC and CBS, the former including RCA-Victor plus the NBC Radio Recording Division, which produces and manufactures commercial and library transcription. The latter network has the subsidiary Columbia Recording Corp. which produces phonograph records and has a transcription division as well. Although there is no extra fee attached to the making of commercial transcriptions which are played once or repeated by permission, the AFM had decreed some time ago at the WLB hearings in the matter that any of the dual companies, those making both phonograph records and transcriptions, could not have one of the companies sign with the AFM while the other did not. Thus the NBC and CBS ET divisions are in the same boat with the phonograph record divisions and one cannot sign without the other coming in as per AFM pronouncements.

Currently the recording companies are presumed to be preparing their case when, as and if they should have hearings before the War Labor Board. That the hearings would be held at a later date was the tentative understanding when the WLB hearings were discontinued at the request of the disk firms which resulted in several of the transcription companies signing with the AFM after modifications were obtained from the original AFM pacts set up.

### AFM's Threat

Indicated in some sources that the AFM figures on holding a hammer over the heads of the networks (NBC and CBS) in the form of the threat to make scores of additional radio stations hire musicians as announced by James C. Petrillo during course of the WLB hearings. These outlets in question were those who were classified as not being within the jurisdiction of any AFM locals.

Since Petrillo and the AFM were counting on the additional revenue by signing all of the phonograph recording companies, the holding out by Victor and Columbia would seriously crimp the expected revenue from the industry.

Strong possibility also that Colum-

# PROGRAM REVIEWS

## TELEVISION RODEO

Madison Square Garden

Monday, October 25

Pickup From 9-10:15 p.m., EWT

WNBT (NBC), Channel 1

### WESTERN SIGHTS AND SOUNDS.

Mid a welter of lariat-throwing cowhands and bronco-busting plainsmen, on-the-scene telecasts of sports events bowed in from Madison Square Garden Monday night with NBC's partial airing of the Eighteenth Annual World Championship Rodeo. Show, including Roy Rogers and the "Sons of the Pioneers" band, was intended primarily for wounded servicemen hospitalized in the New York area. However, it seems doubtful if their morale could have been helped much by the blurry reception of the repetitious 75-minute performance, which might well have been cut to one third. Flickering quality was reminiscent of a two-reel movie of the 1910's.

For a special event, there was too much of the same thing—trick riding, calf roping, fancy rope work, bucking horses, cowboy ballads. Chief fault was lack of proper lighting due to possible distraction of the horses by spotlights. As a result, the images were wanting in definition, making the faces of the rodeo hands undistinguishable and the fast-moving action of men and beasts indistinct. It would seem, according to competent technical authority, that a two-camera unit, one with a telephoto lens, would have picked up the performers with greater clarity and undoubtedly improved the entertainment value.

Palm must nevertheless be handed NBC for this noble experiment, despite its outcome. Task of televising the wide sweep and bouncing pace of a rodeo was a huge one, might better be limited to productions using a confined, brightly illuminated setting, such as a prizefight ring. Television receiver at the Radio City offices of the broadcasting company, over which this program was caught, is reported to have been in defective condition, which may have accounted for the poor reception.

Commentator's role should have been left to the competent announcing of George Putnam, who was crowded out most of the time over the Garden's public address system by

## SONGS BY SINATRA

with Frank Sinatra, Bobby Tucker Singers, Alex Stordahl's Orchestra Sustaining

CBS 7:15-7:30 Sundays

Director-producer: Herb Polesie.

The teen-agers will find their idol's new program a poor substitute for his Broadway Band Box bright half-hour. Sinatra's popularity has been built up by his style of expression in singing the more popular ballads of the day. He reaches beyond himself when he tries to put over the semi-classical music of Victor Herbert and Sigmund Romberg, where he lacks both the strength and quality of voice to do them justice. This going high on his public in an effort to please the adult listening audience, as well as his already conquered youngsters, will satisfy neither group.

The great "Swoonatra" does nicely on such songs as "Paper Doll" and a new popular number which he introduced on Sunday night's premiere. But he steps out of his sphere when he attempts a rendition of Herbert's "Kiss Me Again." "Lover Come Back To Me" fares just a bit better with the Bobby Tucker Singers chiming in to help Frank over the rough spots.

The new sensation announces most of his own numbers, going back to his childhood days and bringing back memories of his introduction to the great Victor Herbert. This adds a nice personal touch but the scripting of the show is so badly done that after the hearts and flowers routine of the introduction there is little desire left to hear the song that follows. Frank Wilson has managed to use almost every cliché and trite expression in the English language.

A feature of the new program is that it emanates from CBS' Liederkranz Hall and so, for those who want to listen to Frankie, there is just music without benefit of a background of squeals and screeches from the young girls who comprise his studio audience.

the carnival-lot accents of Al Lefton, rodeo emcee. Opening and closing by the station could have been utilized better than the bored, cracking voice of a femme announcer indicated.

## Public Service Groups To Attend CBS Series

(Continued from Page 1)

with a different group in attendance each Friday in the studio.

Friday broadcasts of the series features discussions by high school students of current world problems. Move is expected to result in closer cooperation between public service organizations and the network's department devoted to the same cause.

Organizations to which attendance is open includes the girl and boy scout outfits, Girl Reserves of the Young Women's Christian Assn.; Hi-Y Fellowship of the YMCA; New York State Library Club; New Jersey Radio Council; American Foundation for the Blind; Recreation Assn. of the United Parents Assn.; Association of the Junior League Clubs of America; Child Study Assn. and many others.

bia and NBC's affiliates will have their case ready next Monday to go before the WLB special tri-partite panel in New York to show their good faith, but also appear strongly against adopting the principle of direct payments to the union above the wage scale. They see no reason why the AFM cannot later demand a much larger fee than asked for now.

## Secret Out On Mystery Of A. Hitler Wake Stunt

Geoffrey Barnes of "The Mystery Theater," (NBC Tuesdays) in a rash of wishful thinking, is jumping the gun a little and giving a "wake" for A. Hitler.

In attendance at the affair will be prominent authors of mystery stories, radio stage and screen celebrities, and the press. "The Shadow," Raymond of "Inner Sanctum" and other of radio's "gruesomes" have been invited to attend as honorary grave diggers. The wake will be held at 39 E. 40th St. on Friday night.

Deviating slightly from his role of "Homer" in "The Aldrich Family," Jack Kelk, costumed as Edgar Allen Poe, will open "festivities" with a burlesqued rendition of "The Raven." He will introduce Lew Lehr, who will give the "funeral oration."

## Waterman Renews Hale

Arthur Hale's "Confidentially Yours," has been renewed for the third year over WOR by the L. Waterman Co. for fountain pens, pencils and ink. Contract for 52 weeks is through the Charles Dallas Reach agency of Newark, and the program heard Monday, Wednesday and Friday 7:15-7:30 p.m., EWT.

# German Sets Inferior Army Officer Reports

(Continued from Page 1)

signal section of the allied headquarters in North Africa, recently returned to this country submit a report on captured communications equipment and return shortly to North Africa, declared:

### Italians Worst of All

"There is no doubt that our equipment is superior in electrical design. Examination of the Nazi captured revealed them to be obsolete as compared to present American standards. The Italian radios were definitely inferior, not only to equipment but to that of their while allies too.

"However, Jerry radio sets mechanically well-built and have great deal of strength. They heavier than ours and can withstand a lot of punishment. Those that have tested were certainly not made for Africa. They lacked waterproofing and were not dustproofed. Many cases stop-gap measures were used. For instance, we have noted that tape and various sealing compounds were used in an attempt to make sets resistant to corrosion to exclude dust. An obvious fault was the lack of impregnation of coils and transformers to keep out moisture.

### Technically Inefficient

"German prisoners of war who we have had a chance to interview did not seem to be very well trained along technical lines. They seem to be fairly good operators but they do seem very well versed in theory in maintenance. In many cases we have picked up radio sets that were intentionally sealed to prevent tampering so that the German operators could not attempt their own repairs. Our own boys of course, having 'Yankee ingenuity,' think nothing of repairing or improvising their own equipment if they have the tools and parts.

"Damaged enemy equipment is cannibalized for coils, condensers, resistors, tubes, batteries and meters. These are used to make emergency repairs on our own equipment as well as on damaged enemy apparatus to be adapted for allied use."

Up to the present time, Capt. Lipp declared, it has not been necessary to use captured equipment, since our forces have been adequately provided with communications equipment. Although some of the captured enemy items come back to Allied headquarters through regular channels, Capt. Lipp and his men scout close to the front lines for finds.

### "Loud Speakers" Land Mines

At one time, Capt. Lipp said, he began receiving a large amount of oval-shaped instruments, tagged "loudspeakers." He soon discovered that they were really German land mines and these misdirected instruments of destruction were immediately ordered re-routed to the ordnance base for utilization or disposal.



★ ★ ★ COAST - T O - COAST ★ ★ ★

— NEW JERSEY —

ARK—Allen Stratton is a recent addition to the WAAT announcing staff, returning to the station after eight years' absence. Stratton worked for the station in its early days in Jersey City in 1935. He started in radio in Denver, Colorado, working west and doing stints at WJW, WMCA and WNYC in New

— MASSACHUSETTS —

ON — Fred Garigus, director of religious and educational programs at WEEL has started two courses in radio writing and radio training. As part of the State University Extension Classes, courses are designed to give students a picture of the industry, its opportunities, its methods and its results through script writing and practical demonstrations. . . . "Interview" a weekly 10-minute show, was re-introduced over WEEL. Designed for a round table discussion of town and country program features outstanding local personalities and notable visitors. Fred Garigus and Priscilla Fortescue, home stage and screen reporter, are frequent host and hostess. . . . WNAC has a new program at 7:15 p.m. titled "Melody Sweethearts" and featuring vocalists Ruth Owens and Wheeler accompanied by Bobby and his Singing Strings, chamber music ensemble. Sponsored by DiMare Packers of Melo-Red Tomatoes, the bill consists of numbers from musical operettas.

— STRICT OF COLUMBIA —

INGTON—"Let's Learn Spanglish" series developed by "Time" magazine, has started on WTOF sponsored by Wilkins Coffee. Outlet here in the series with an average of 10 announcements a day for a week. Letters, personalized announcements and bulletin board posters are used to contact approximately 300,000 persons, and public was invited to apply for the first lesson. The remaining ones being contained in book form, available for

— CALIFORNIA —

FRANCISCO—Ellis F. Rehn, former ad salesman for the "Examiner,"

has joined the sales staff of KGO. . . . Additions to the KGO announcing staff are Bob James and Gene Norman. James, recently given a medical discharge from the Coast Guard, formerly was with KXRO, Aberdeen, Wash., KFNB and KFAC, Los Angeles. Norman, who takes over as the station's all-night announcer, has worked at WPAT, Patterson, N. J., KJMJ, Fresno, and KLLX, Oakland. . . . New announcers at KPO are Russell Snow and Darryl Hutchins. . . . Three students at the recent KPO-Stanford Radio Institute have been hired by KPO. They are Margaret Pierce, secretary to manager John W. Elwood; Joan MacFayden, continuity; and Tom Flynn, a newsroom editor. . . . Added to the KPO engineering staff is Frank Barron.

— MISSOURI —

ST. LOUIS—Thomas Alvin Bland joined KMOX as staff announcer. Starting in radio in 1928 at WSAZ, Huntingdon, W. Va., Bland has been associated with WCMI, Ashland, Ky., WPAY, Portsmouth, O., WKRC and WCKY, Cincinnati, and WMAL, Washington. He is the creator of the a.m. show "The Blandwagon," and was program director at WCKY for three years.

— GEORGIA —

ATLANTA—Gold Shield Laundries of this city has heaped up a substantial schedule on WGST. Sponsor has bought five newscasts weekly, in addition to "Smilin' Ed McConnell" on Sundays and a musical show, "Notes & Nuggets," Monday through Friday. Latter show features Nu Nu Chastain's Orchestra and is produced and emceed by Don Naylor.

— CONNECTICUT —

NEW HAVEN—Dewey Long, general manager of WELI, has announced the following appointments to the station's staff: Clair Shadwell, formerly program director at WBT, Charlotte, N. C., and WSAI, Cincinnati, is now WELI's assistant manager; and Mrs. Blair Ebersole, formerly retail secretary of the New Haven Chamber of Commerce, now assistant program director at WELI. . . . Dr. Max J. Herzberg, president of the National Council of Teachers of English, is scheduled to speak over WELI tomorrow in conjunction with the Connecticut State Teachers' Convention being held this week in New Haven.

— LOUISIANA —

NEW ORLEANS—"Canteen Capers," a jam music show with the New Orleans Air Service Command Dance Band on WWL for five months, has been made an audience participation broadcast and is now scheduled at a new time. Show now originates in the University Room auditorium of the Roosevelt Hotel, and is aired Tuesdays at 9:30 p.m. For half-hour after each broadcast a "Canteen Quiz" is staged, with prizes offered. Emcees are program director Ed Hoerner and Pic. Tommy Darlington of the Air Service Command. Stanley Reyes produces.

— INDIANA —

FORT WAYNE—WOWO-WGL recently cooperated with the Northeastern Indiana Teachers' Convention by setting up a display in the Convention lobby entitled "Education By Radio." Exhibit contained publicity and promotion material on shows carried by the Blue Network and NBC in addition to local educational programs.

— FLORIDA —

ST. AUGUSTINE—Army-Navy Salvage Scrap Cavalcade, which is touring the state, recently opened its drive in the Plaza of St. Augustine. On short notice, WFOY set up remote equipment to cover hour ceremonies which included Mayor, State Chairman of campaign, defense council representative, WACS, WAVES, SPARS and returned war heroes.

— MINNESOTA —

MINNEAPOLIS—Mrs. George B. Palmer, regional coordinator of listener activities, has announced that a state-wide survey of radio facilities and listening in Minnesota schools will be made by the Minnesota Radio Council in cooperation with WCCO. Ruth Ressholt, Council chairman, has appointed Walter Rock, radio chairman of the Minnesota Education Association, to head the survey committee. Max Karl, WCCO educational director, represents the station in the activities. . . . Esther A. Clark, director of health education at the local YWCA, was recently added to the cast of Bee Baxter's "Household Forum" on KSTP. She is on each Thursday during the 11:15 to 11:30 portion of the show with body-building exercises accompanied by Leonard Leigh's organ music.

— OREGON —

PORTLAND—Harold C. Singleton, chief engineer for KGW-KEX, has been granted a leave of absence for the duration to do radio research for the Army and Navy at Harvard University. He will work directly under Dr. F. E. Terman, director of Harvard's radio research laboratory. Singleton has been with KGW-KEX for 10 years, and previously worked in the radio engineering department of General Electric in Schenectady, N. Y. His successor at the outlets has not been named as yet.

— SOUTH CAROLINA —

FLORENCE — Raymond Caddell, commentator on WOLS' "News of the World" show, is undergoing a major operation at a local hospital this week. While absent from the mike, his program will be handled by Russ Holt, WOLS station manager.

— TENNESSEE —

MEMPHIS—Newcomer to the WHBQ announcing staff is Alfred Kerr, recently discharged for medical reasons from the Army, where he served for over a year. He is handling "Behind the War News," six-a-week 6:30 p.m. commentary sponsored by J. Goldsmith Sons, local department store. . . . Lawson-Getz Sporting Goods Co. has bought a weekly sportscast on WHBQ. Will Caruthers, "Press Scimitar"

sports writer handles the show, which features interviews with outstanding people in the sports world who are stationed at nearby military posts.

— PENNSYLVANIA —

PHILADELPHIA—Tie-up between the Trans-Lux newsreel theater here and WFIL has been arranged. Station is furnishing one-minute of late headline news via direct wire to theater audiences every hour. Regular Trans-Lux programs are interrupted for the news bulletins, and it is planned to broadcast important speeches and noteworthy events as well. Trailer is flashed on the screen during the newscast giving credit to WFIL. . . . Charles Coulter De Klyn, formerly with WCAU, has taken over the duties of night manager at WIP. . . . Helen Sue Elliott, formerly secretary to the Minister from Iceland, is now private secretary to Benedict Gimbel, Jr., president of WIP, while his former secretary, Bernice Price, has been placed in charge of "copy acceptance" for the station's program department.

'Lip Mike' Now In Use By U. S. Signal Corps

(Continued from Page 1)

announced. Held in position by bands around the ears, the "lip mike" fits easily under gas masks and bust respirators and gives clear and intelligible reproduction with little distortion.

The microphone operates on a new noise-canceling principle and intensive tests under the supervision of the armored command have demonstrated that the instrument is capable of superior performance in high noise levels.

Designed particularly for use in tanks and under conditions where free use of the hands is advantageous the "lip mike" is more rugged than similar apparatus commonly found in broadcast stations or in commercial telephones. It can withstand total immersion for about ten minutes without injury to its mechanism.

To increase clearness in reproduction the microphone is provided with breath shields in front and back, acting as buffers against puffs of air from the mouth which would otherwise cause confused or unintelligible sounds. Outside noises enter at both sides of the diaphragm in equal volume, and thus cancel themselves, while speech enters the opening nearest the mouth with much greater intensity than on the opposite sides. The frequency response is from 200 to 4,000 cycles at normal altitude.

The microphone is supported by metal mounting brackets with two outstanding metal arms attached to loops or cord which fit over the user's ears. Both loops and bracket may be adjusted to bring the instrument directly opposite the lips of the wearer.



October 27

Becker Kathryn Cravens  
Erikson Jack Kilmartin  
Schreiber Ed Wolter  
Edwin Weisman



# Commentator Row Reviewed By Quincy Howe In Magazine

(Continued from Page 1)

Trade Practice and the position of the network and sponsor. Not the least is the position of the commentator and the Association of Radio News Analysts founded by H. V. Kaltenborn.

While no solution is offered by Howe, he fears that it will be difficult to please all of those concerned since he sees four separate groups "struggling for power in the name of freedom of the air." Writes Howe in part:

"Give the government its head, and radio becomes a Federal monopoly. Give the radio industry its head and you get more and more power concentrated into fewer hands. Give the sponsors who support radio their heads and radio becomes the voice of private American industry. Give the commentators their heads and you get either a babel of irresponsible voices or—much more likely—a concerted drive on the part of privileged groups to promote their special interests in the guise of free speech and opinion."... "FCC Chairman Fly may be on the right track. He probably goes too far when he suggests forbidding all commercial sponsorship of all news shows. For instance the news reporter who gathers his own material, usually overseas, seldom editorializes. He cannot color his news to suit his sponsor, also these valuable overseas news reports cost a great deal of money. They need

as well as deserve commercial sponsorship . . ."

Highlight of the piece appears to be the following: ". . . The sponsor—the man who pays all of the radio industry's bills—not only wants to reach the widest possible audience. When he buys a news show he will tend, nine times out of ten, to prefer the kind of analyst who at least does no violence to the National Association of Manufacturers.

"The Federal Communications Commission and its New Deal chairman therefore have many more bones to pick with the sponsors of news programs than they have with the news departments and news broadcasters of the networks. The big wartime profits of American industry and the popular trend away from the New Deal sharpen these conflicts. Sponsors are consequently feeling their oats. They are not only exerting more direct pressure; the public—and the news broadcasters who appeal to the public—are responding to that pressure. In so far as commentators do slant their news, those who slant it away from the New Deal have found favor with the sponsors and the public alike. Those who take the New Deal line, so popular a few years ago, now find that they get into trouble with their sponsors, if not with their audience or with the stations or networks over which they speak . . ."

## "Big Sister" Top List Of Survey's "Big Ten"

(Continued from Page 1)

"Romance of Helen Trent," "Aunt Jenny," "Ma Perkins" (CBS), "Our Gal, Sunday" and "Backstage Wife." The top ranking week-end daytime shows, not included in the week-day list, are "Pause That Refreshes," which occupies first place, with the "Family Hour," second.

## "Jake & Lena" On WTAM With New Com. Sponsor

Cleveland—The most popular radio comedy team in the history of northern Ohio radio, "Jake and Lena," is returning to WTAM, scene of broadcast triumphs that began 13 years ago.

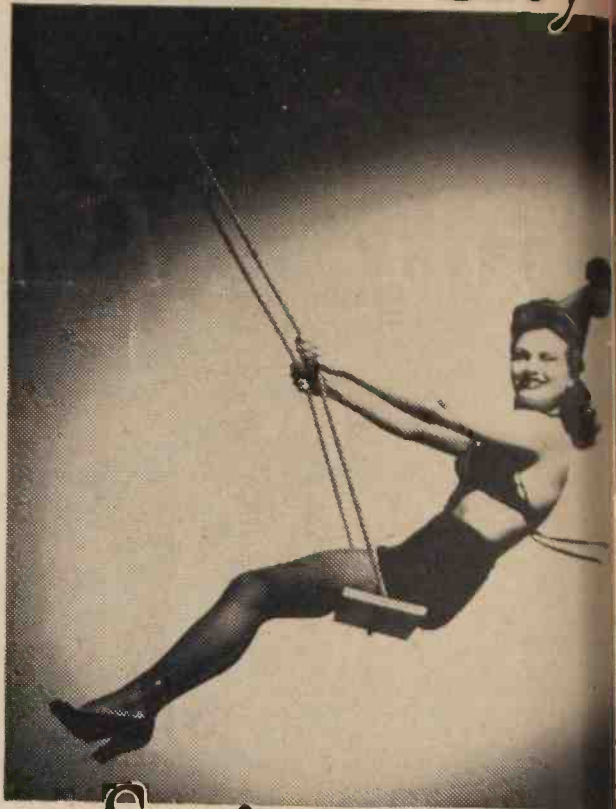
Gene Carroll, formerly of the radio team of "Gene and Glenn," is reintroducing his comedy characters in a half-hour Sunday afternoon, audience-participation show to be known as "Gene Carroll's Silver Grille Tea Room Inn with Jake and Lena." It starts October 31 at 3:30 p.m., EST, under the sponsorship of the Spang Baking Company, the same firm that sponsored "Jake and Lena" from 1930 to 1934 and again in 1937. The agency is Carpenter Advertising, Frank Lamorelle as account executive.

Carroll split with his radio partner of 14-years standing, Glenn Rowell, last summer under a friendly agreement, after they concluded a long-time stand at WTIC, Hartford, and a series of Sunday morning sustaining shows over the NBC network. Rowell is still at WTIC.

## Denny Welcomed Home

George V. Denny, Jr., back from three months in England, will be "welcomed home" at a cocktail party at the Town Hall Club, 123 West 43rd, today. Mr. Denny will assume his role of moderator of the Town Hall Meeting of the Air with the next NBC broadcast of the program.

# In Kansas City



## the Swing is to WHB



THERE'S WITCHERY AT WHB...the "fascination, irresistible influence and enchantment" that produce big results for WHB advertiser. It's all because of WHB's smart programming, thorough merchandising and exploitation, plus the efficiency of an ideal wave-length . . . 88 kilocycles, if you please! Available now: a choice quarter-hour across the board on the "WHB Musical Clock" . . . "Your Mutual Friend".

KEY STATION for the KANSAS STATE NETWORK  
Kansas City • Wichita • Salina • Great Bend • Emporia  
Missouri Kansas Kansas Kansas Kansas

## Memo

ASK FOR BOOKLET!

Just off the press—comprehensive analysis of the Greater Kansas City market with population and distribution data on western Missouri and eastern Kansas; statistics on mid-west's great new war industries; coverage and market data for WHB and the Kansas State Network. A \*

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**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.



# FCC Questions Net Policy

## Davis Defends OWI Operating Policy

Guest of honor at yesterday's luncheon session of the Overseas Press Club, Elmer Davis, director of OWI strongly defended the operation of his organization and expressed great resentment at its critics taking course of an unprepared attack which he gave the title "Phantoms and Facts in the OWI." Davis was introduced by Quentin Reynolds, followed President Lucien Kirtland of the club. Reynolds in acting master of ceremonies, preceded

(Continued on Page 7)

## Best Commentator Gives Views On News

B. Hughes, West Coast commentator for Mutual, expressed his opinion in a commentator's right to in the news as he finds it when he addressed a luncheon meeting yesterday at the New York Advertising Club. Although his talk dealt with the dangers of a negotiated peace with Japan, he remarked he thought the recent argument

(Continued on Page 3)

## CBS Plans New Rate Card; Announced in Trade Letter

Mutual yesterday announced plans for a new rate card effective Nov. 1 with new rates which remain completely competitive, add certain expenditure provisions, and revise minimum discounts to 50 per cent and 30 per cent." In a letter from Edward W. Wood, Jr., sales manager, Mutual and advertisers are prepared

(Continued on Page 3)

**Promotion**  
CBS carried a different type of promotion stunt last Sunday when on the 2:30 Columbia news show Doug Edwards accidentally gave the United States a new two-star general. He introduced Major George Fielding Eliot, military analyst, as Major General Eliot.

## Lea To Ask New Funds For FCC Investigation

Washington Bureau, RADIO DAILY  
Washington—The Lea Committee investigating the FCC will ask the House Accounts Committee for additional funds to carry on the inquiry, Chairman Clarence F. Lea, California Democrat, told RADIO DAILY yesterday. He said he had considered the advisability of disbanding the committee and combining the investigation with consideration of new radio legislation by the Interstate Commerce Committee, of which he is also Chairman, but found that mem-

(Continued on Page 2)

## Cowan Reveals Progress Of U. S. Shortwave Units

Effectiveness of U. S. shortwave broadcasts as a psychological weapon was stressed by Louis G. Cowan, chief of the OWI's overseas radio program bureau, in a speech at the Biltmore Hotel here, yesterday, before advertising and radio executives, who were guests at the second annual

(Continued on Page 7)

# Radio Stations Of America Watching Denver Test Case

## Martin Leaves Biow Co.; Will Open Own Office

Charles Martin, producer-writer, yesterday announced plans to open his own office, Charles Martin Productions, Inc., in Radio City, with termination of his eight years relationship with the Biow agency. Martin will launch his new office about November 15th, and will continue to

(Continued on Page 2)

## Asks Columbia To Explain "Exclusivity" As Well As Option Time Clauses; Network Reply Sent Affiliates

## Lauds Amer. System Of Web Broadcasting

Characterizing the American system of independently owned and operated stations serving their local needs and affiliated with four great networks to be far better than that which could be conceived under any system of government propaganda operation, Miller McClintock, president of Mutual, addressed the thirtieth National Foreign Trade convention

(Continued on Page 5)

## Military Post Series Starts On NBC Nov. 6

"GI Variety," new weekly program series will get under way on NBC Sat. Nov. 6, at 5:45 p.m., EWT. Shows will originate at foreign military posts and present members of the American armed forces in skits from shows they have written and staged;

(Continued on Page 7)

## Blue Sends Xmas Gifts To Employees In Service

Christmas arrived early this year at the Blue Network which is in the thick of preparations to play Santa Claus to its 128 employees now in the

(Continued on Page 2)

Washington Bureau, RADIO DAILY  
Washington—Indicating violations of Sections 3.101, 3.102 and 3.104 of the network rules, dealing with exclusivity and option time, the FCC had demanded that CBS furnish it with full explanation of several recent affiliation contracts and statements made coincident to the signing of such contracts. These contracts, said the Commission, "appear to hinder, if not to prevent, a station from exercising the degree of freedom specified in the chain broadcasting regu-

(Continued on Page 6)

## See AFRA-ET Contract Settled By Tomorrow

Negotiations between AFRA and the signatories to its Transcription Code will come to a head tomorrow with all indications being that the two parties will sign a new contract whereby artists working on recorded programs will receive a substantial increase, but possibly not quite the parity sought with the live talent scale. Next meeting is scheduled for

(Continued on Page 2)

## Daytime Serial Shows Using Guest Artists

Indicating a new technique to increase daytime audiences is the trend toward guest personalities appearing on daytime serial shows. "Bright

(Continued on Page 2)

**How It Stands**  
During course of his talk yesterday at the Overseas Press Club, Elmer Davis mentioned that one person actually stated he had hired former boss Bill Paley of CBS and that he himself could be asked of a job after the war. Davis said he hoped that Paley would pay him more than he was paying now, inasmuch as the CBS proxy is going overseas for \$1 per year.

**Realism**  
Foreign correspondent Frank Phares, now authoring Mutual's "Foreign Assignment," is a stickler for detail. With his script hero currently covering the three-power parley in Moscow, Phares is reported by the enterprising MBS press department to be working in fur pants for the sake of realism. What goes when the action shifts to the tropical island of Bali?





Vol. 25, No. 19 Thurs., Oct. 28, 1943 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

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

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# FINANCIAL

(Wednesday, October 27)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	156 3/4	156 3/8	156 3/8	+ 1/2
CBS A	23	22 5/8	23	+ 5/8
Crosley Corp.	20 1/2	20	20 3/8	+ 7/8
Gen. Electric	37 1/2	36 3/4	36 7/8	+ 1/2
Philco	23 1/2	22 7/8	23 1/4	+ 3/8
RCA Common	10 1/4	9 5/8	10 1/8	+ 3/8
RCA First Pfd	70	70	70	0
Stewart-Warner	12	11 3/4	12	+ 1/8
Westinghouse	95 7/8	95 1/2	95 7/8	+ 3/8
Zenith Radio	33 3/4	33 3/4	33 3/4	+ 1/8

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad	8 5/8	8 7/8
WCAO (Baltimore)	20	
WJR (Detroit)	29	

### Kunstman Joining Mutual

Dick Kunstman, for the past 12 years associate editor of Radio Guide and then Screen and Radio Guide, is joining the press department of Mutual, effective Nov. 2. He will handle trade press for the network under Lester Gottlieb, MBS publicity coordinator.

## 20 YEARS AGO TODAY

(October 28, 1923)

Noted radio engineer recommends three stations in each city, one to broadcast jazz, the second talks and the third, classical music. "Hams" complain to government that Brooklyn Navy Yard station interferes with their messages. H. V. Kaltenborn talks on "Current Events" on WEAf.

### RADIO SALESMEN

WANT A JOB WITH A FUTURE? Regional network has openings for salesmen in two New England cities. Apply to Box 765, Radio Daily, 1501 Broadway, New York City.

# Coming and Going

S. C. VINSONHALER, station manager of the CBS affiliate, KLRA, Little Rock, Ark., and A. L. CHILTON, president of the outlet, both have left New York following a brief visit at network headquarters.

DALE ROBERTSON, station manager of WARM, Scranton, Pa., is in town. He paid a call yesterday at the offices of the Blue Network.

AL PASCHALL, of the "Truth or Consequences" program heard over NBC, has left for Greenwich, Conn. The show will be broadcast from a "haunted house" at that point on Saturday, which is Halloween.

CAPT. CLARK GABLE, in New York for a day, left Wednesday morning for Washington, D. C. After a day or two in the Capital he will leave for his home in Encino, Cal.

ALTON ALEXANDER, producer of "What's Your War Job?" on the Blue Network, will leave today for New Orleans, where he will handle tomorrow night's program, which will feature Ina Ray Hutton's orchestra. He'll remain in New Orleans for a week.

GILBERT SIMON, publicity director of WKBN, Columbia's outlet in Youngstown, Ohio, who had been in town for a few days on business, has left for the home offices.

STANLEY L. STEVENS, of the BBC, has returned to New York from an extensive trip which included the covering of the World Series in St. Louis.

### Martin Leaves Biow Co.; Will Open Own Office

(Continued from Page 1)  
produce the Gertrude Lawrence-Revlon show currently heard on the Blue. In addition to producing the Lawrence show, Martin, revealed that he plans to produce a Broadway show "A Life-long Ambition."

Succeeding Martin as writer and producer of the "Philip Morris Playhouse" on CBS will be Milton Geiger and Henry Hayward, according to the Biow agency. Geiger and Hayward are already at work planning Friday night's show, "Alibi Ike" starring Bert Lahr.

Reports of friction between Martin and Biow which led to termination of his contract were denied by both parties yesterday. Martin received the congratulations of the Biow agency on his production plans.

### Blue Sends Xmas Gifts To Employees In Service

(Continued from Page 1)  
armed services. Packages to those in the Army overseas have already been mailed, the Navy's are being packed and the boys and girls still in this country will be getting theirs soon. While the Blue is footing the bill for the gifts, employees from various departments are wrapping the packages on their own time and many have contributed cookies.

### Wedding Bells

Mary Kenney, of the KDKA, Pittsburgh, program department, journeyed to California last week where she was married to Lt. Lloyd G. Chapman, former editor at the station.

WILLIAM J. O'NEIL, president and station manager of WJW, Akron, has arrived from Ohio for conferences at the headquarters of the Blue Network.

T. S. MARSHALL, president and commercial manager of WOLF, Syracuse, in New York yesterday and visiting with the New York representatives of the station.

MERT EMMERT, WEAf farm program director, is back from a field recording trip in Pennsylvania. Next week he will make recordings in Bemerville, N. J.

DON LERCH, director of radio for the New York office of the Food Distribution Administration, has left on a week's trip through New England. BARNEY MOLOHON, chief of the radio unit of the FDA, has arrived from Washington and will remain two or three days.

RALPH MATHESON is in town from WHDH, Blue Network affiliate in Boston. He visited yesterday at Rockefeller Center.

BOB ALLEN and the members of his band will fill an engagement of one week in Cleveland, starting tomorrow.

CARL BRISSON, actor and vocalist, off for Boston, where he will appear at the Copley Plaza.

DON DOUGLAS, actor on Mutual's "Black Castle" program, has returned from Camp Stewart, Ga., where he entertained the servicemen.

### See AFRA-ET Contract Settled By Tomorrow

(Continued from Page 1)  
10 a.m. tomorrow and since it was pointed out again to the transcription, radio and agency people in attendance that the current contract runs out Sunday, AFRA expects that matters will be settled one way or the other at the meeting.

Meeting of the AFRA National Board has been called for today at which time the compromise offered by the ET men will be taken up. Slow process which held up final negotiations is attributed to the fact that the ET men were busy with the AFM contract and WLB hearings. Consequently only at the past two meetings, one of which was held yesterday afternoon, were virtually all of the ET men present. This resulted in both cases of AFRA having to go over the situation each time for the benefit of the newcomers. Obviously, the AFRA situation had to take second place as against the AFM.

AFRA officials were optimistic following yesterday's meeting that something definite will be done tomorrow and that very close to the original increase asked for will be forthcoming. AFRA sought a hike from about \$18 per man for a quarter-hour ET to about \$23, which is the live talent scale.

### Daytime Serial Shows Using Guest Artists

(Continued from Page 1)  
Horizon," heard daily on CBS, recently had as guests Mrs. Wayne Clark, wife of the Fifth Army's General Mark Clark, and Bea Wain, songstress.

## Lea To Ask New Fur For FCC Investigation

(Continued from Page 1)  
bers of the Select Committee that the inquiry should be continued by the present committee.

"The regular committee (Inter-Commerce) has jurisdiction radio legislation, of course," Lea explained, "but this investigation go beyond what we would normally cover. Any legislation which might be proposed by the Select Committee a result of this investigation will go through the Interstate Commerce Committee."

Although there has not yet been formal agreement, Lea predicted the Select Committee will ask another \$60,000. The original appropriation, for that sum, will not longer than another couple of weeks.

Lea is not certain when public hearings will resume. The staff is busy codifying and classifying the record thus far, but it is possible that public sessions might be resumed before job is completed.

Lea said he hoped to "do some work" before Nov. 11, but has had difficulty in getting the Committee members together and so cannot be certain when the sessions will resume. Representative Warren J. Magnuson, Washington Democrat, is anxious to have hearings resumed, since he expects to leave town in a few weeks.

Lea has not yet reached any decision regarding the keeping on Committee Counsel Eugene L. Gary and said he'd rather not discuss the record because it is such a "touchy" subject. Despite persistent rumors on Capitol Hill that Gary has resigned, Lea said he has not received any resignation, and Gary has denied that he has resigned.

## People Like WITH

It seems to hit people just right. It's the lively combination of news, music and sports... streamlined for sales, that produces results. Retail stores find it true. More retailers use W-I-T-H than any other station.



### IN BALTIMORE

TOM TINSLEY, President  
REPRESENTED BY HEADLEY-REED



# Radio Stations Of America Watching Denver Test Case

(Continued from Page 1)

many other state legislatures. Whatever decision is handed down in the case is certain to affect the industry as a whole and is being watched closely by many stations.

Filing of the suit represented a climax in the stormy relations that have existed for the past 20 years between Manager Gene O'Fallon of KFEL and the "Post," an evening publication with the largest circulation and widest influence in the Rocky Mountain region. Attorney Harry S. Silverstein, representing KFEL, seeks an injunction which would prevent the "Post" from publishing any program listing which does not include programs which are broadcast by KFEL.

The damage section of the suit is based on the sum of \$198.50 spent by the station with "Post" from February 1, 1942 to March 31, 1943 in order the advertise its programs, treble damages being sought. Bulk of the money was spent by the station for insertions in the "Post" radio log. Although the paper carried full daily schedules of KOA, NBC station; KLZ, CBS, and KVOD, Blue outlet, without charge, it charged KFEL \$5 per line for such insertions.

The KFEL suit also charges that the "Post," which presents two daily newscasts from its city room over KOA, conducted alleged discrimination designed to injure the station

and destroy its competition with the "Post" and with other broadcasting stations. It further alleges that the "Post" sought to create the belief in the minds of persons reading the daily radio logs that these logs contained the names of "all reputable, qualified and licensed radio stations in the Denver area."

In the past the "Post" has added Denver stations to its radio log as each became affiliated with a network. However, KFEL was not added when it joined MBS. KMYR, local independent station, has not been included in the "Post" listings but relationships between this latter station and the paper are excellent, its programs receiving frequent pluggings. While no comment was forthcoming from KMYR manager F. W. Meyer, it was known the station was watching the suit closely.

On Monday the case was assigned to District Judge George A. Luxford. However, no hearing was expected for at least another month. Up to the present the "Post" has issued no statement on the suit, not even mentioning it in its editorial columns. The city's other daily, the Rocky Mountain "News," gave the story a prominent place on its radio page. This latter paper began publication of a radio log about two years ago and gives a full listing for all five stations.

## Coast Commentator Gives Views On News

(Continued from Page 1)

about opinionated news "a little bit ridiculous."

"There is no one who expresses an opinion who does not spread propaganda," he declared. "I propagandize for what I think is right; I propagandize in behalf of freedom of speech, freedom of assembly, freedom to produce and freedom of progress."

In an interview at the close of the session, he indicated his support of the policy of analysts using their own judgment. "It's the responsibility of a commentator who devotes his time to a study of facts to express his opinion," he stated, "because his opinion is arrived at by a systematic process of studying facts. The position I take," he reiterated, "is that the commentator, if he has the right to be called such, must express his conclusions reached as a result of the study of facts. That supposedly," he concluded, "is the business of the commentator and news analyst."

## Martha Deane Signs Two

Swift & Co. for All-Sweet Oleo-Margarene joins the Martha Deane sponsors on WOR effective Nov. 1. J. Walter Thompson is the agency. Durkee Famous Foods for Durkee Salad Dressing, has renewed participation on the program effective Nov. 15, through Federal Adv. Agency.

## MBS Plans New Rate Card; Announced in Trade Letter

(Continued from Page 1)

for the release of the rate increase by the following statements:

"Mutual rates have not increased since March 1, 1943; they have remained substantially unchanged since August 1, 1942 when Mutual put into effect its current low rates, allowing maximum discounts ranging from 50 per cent to 75 per cent dependent upon the station classification, on volume-plan hookups.

"New rates which remain completely competitive, add certain dollar expenditure provisions, and revise maximum discounts to 50 per cent and 60 per cent. Thus, increases, where they occur, are generally confined to the smaller Mutual stations where continuous research has proved huge bonuses of listening.

"In announcing these changes at this time, the Mutual Broadcasting System is completely mindful of its obligations to advertisers, both new and old. We believe this new rate card leaves unchanged Mutual's ability to produce listeners at least cost."

## Kate Smith Honored

Many famous persons have had new-born babes named for them, but the champ in radio seems to be Kate Smith. The network singing star has received letters from more than 5,000 fans, advising her that they have named their infants after Miss Smith.

## AGENCIES

THOMAS MORRIS, formerly with Compton Advertising, Inc., and more recently with the OWI, has resigned from the latter organization to join the Cowles Group, Des Moines, Ia., where he is assistant to Gardner Cowles, president.

WILLIAM H. MOORE, specialists in industrial advertising currently with the firm of Kudner, Inc., has accepted an appointment as consultant to the U. S. Department of Commerce, it has been announced by Jesse Jones, Secretary of Commerce.

WILLIAM H. WEINTRAUB ADVERTISING AGENCY announces the appointment of Dr. Walter Gropius, head of the department of agriculture, Graduate School of Design, Harvard University, as post-war production designer for its clients. Dr. Gropius' industrial designs range from automobiles to pre-fabricated houses; household appliances to World's Fair buildings.

JOHN McCUSKER has joined Compton Advertising, Inc., as an assistant to Corlis Wilber, supervisor in charge of daytime serial programs. McCusker comes to Compton via the firm of Cone & Belding and Ruthrauff and Company.

WALTER B. GEYER, president of Geyer, Bell & Newell, has announced the appointment of William J. Moll, who is resigning as national field director and coordinator of post-war surveys for the Chamber of Commerce of the United States, to serve in an executive capacity with the agency.

M. JORDAN & COMPANY, Providence, R. I., manufacturers of fine jewelry, have appointed the firm of O'Connell Company as their advertising agents.

Conditions to the organization at New York include: MARY ELIZABETH APPEL, director of field operations; JAMES O. PARSONS, JR., station coverage division of station auditors; THOMAS COACH, general office expeditor and purchasing agent; and JEANETTE KING, C. E. Hooper's personal staff. Formerly with Blackett Hummert, New York.

**THIS LITTLE BUDGET  
WENT TO  
WORL  
BOSTON  
MASS.**



## Voice Communication Components

Universal Microphones, as well as Universal Plugs, Jacks, Cords, and Switches, are vital voice communication components today in the War Effort. When peace comes, they will continue to fulfill their role in a postwar world surmounting the barriers of distance with Radio and Aircraft.

**UNIVERSAL MICROPHONE CO., LTD.**

INGLEWOOD, CALIFORNIA

CANADIAN DIV: 560 KING ST. WEST, TORONTO 2  
FOREIGN DIV: 301 CLAY, SAN FRANCISCO 11, CAL.





LOS ANGELES

By RALPH WILE

HOWARD PETRIE, announcer of the Jimmy Durante-Garry Moore show for Camels, is negotiating for a ranch in San Fernando Valley. He plans to permanently settle on the Coast, where he will enter pictures as well as do radio.

Our Passing Show: Lewis Allen Weiss, Monty Banks, Nate Tufts, Harry Ommerle, Sydney Gaynor, Murray Bolen, Monte Woolley, John P. Medbury, Don Clark, Knowles Entreklin, Bob Kuhn, Pat Campbell, Richard Gibson, Fair Taylor, Sam Pearce, Harry Revel, John Ward, Buster Collier, Dave Young, Ben Webster, Dame May Whitty, Una O'Connor, Stu Wilson, Barbara Smiten, Don Hancock at KHJ for opening of Gracie Fields' series for Pall Mall.

Garry Moore, co-starring with Jimmy Durante in the Camels show and who has been signed by David O. Selznick to a long term optional agreement, will leave Hollywood Nov. 13 for New York to clean up his affairs there. He will return to the Coast within a few weeks and it is expected that by that time, the United Artists producer will have lined up a story to serve as his first vehicle. Under his deal with Selznick, Moore will probably write as well as play comedy.

Our selection of the week of the most photogenic non-professional—Ann Parks, of the Blackett-Sample-Hummert agency.

Harriet Reagh, formerly a telephone operator at KNX-CBS, has been made a member of the NBC writing staff.

George Moscovics, sales manager for the Columbia Pacific Network, left Oct. 26 for conferences with CBS sales executives in San Francisco, Portland and Seattle. He will be gone about 10 days.

\$1,000,000 Libel Suit vs. Winchell-Jergens-Blue

Chicago — Walter Winchell, the Andrew Jergens Co., his sponsor, and the Blue Network have been named as co-defendants in a \$1,000,000 libel suit filed here in Federal Court for George Washington Robnett, executive secretary of the Church League of America. Complaint alleges broadcast of defamatory matter contained in John Roy Carlson's best-selling expose, "Under Cover," published by E. P. Dutton & Co., already defendants in a pending attachment action by Robnett.

Have You Met the Voices of GILBERT MACK ?

LEX. 2-1100



Radio Is My Beat. . . !

When Will Osborne's manager heard that Blue Network Producer Alton Alexander was to fly to New Orleans today to set Ina Ray Hutton's "What's Your War Job?" broadcast tomorrow, he immediately phoned Alton and begged him to bring a real New York cut of Steak to Osborne whose band is currently playing there. . . . but here's the pay-off . . . . Osborne's band is currently at the Saenger where he is the oppositish to Ina whose music makers are featured at the St. Charles Theater. . . . Shirley Booth, currently starred in "Tomorrow the World," was married two weeks ago to Lieutenant William Walker U.S.A. . . . and spent the first evening of their Honeymoon watching "Oklahoma" . . . . from the 2nd balcony. . . . Pity poor Carl Post, publicist extraordinaire. . . . four of his clients, Bandleaders Jan Garber, Bob Strong, Bob Allen and Bobby Sherwood, in that order, succeed in consecutive stands at Lou Brecker's Roseland Ballroom in Gotham which entails plenty of "cribbing" to plan "stunts" . . . . In Monday's pillar, we mentioned that the satirical "commercial announcements" heard at the WOR Recording Dep't. party had the guests in the aisles . . . . it's only fair to add that Announcer Bernard Dudley made them. . . . Johnny Kane will feature St. Patrick's Cathedral soloist John Griffin on his "In Old New York," show Monday over WBYN. . . .

Just back from a six-month tour of the battle areas, screen star Adolphe Menjou, will be one of the speakers on "Wake Up America," Sunday over the Blue Net. . . . Menjou, who has been doing great work on behalf of the United Nations' Propaganda program, will tell "The kind of America our boys want to come home to" . . . . a most important question. . . . Warner Brothers will release the official Coast Guard Film, "Task Force," narrated by Jackson Beck, chosen for his fine performance each week on the "Man Behind the Gun" CBSeries. . . . Jo Lyons, at BBD&O, has been promoted and is now the youngest female assistant director in Radio. . . . Morris Levine, Chief Counsel for the Hillman Publications (Movieland, Real Story) is now working for Uncle Sam as a Private. . . . We happened to stroll into Cafe Society Uptown t'other nite. . . . the greatest exponents of "jive," including Duke Ellington, Art Tatum, Cab Calloway and Count Basie were among those present, lending an ear to performers, Hazel Scott, Mildred Bailey, John Sebastian and Teddy Powell. . . . WNEW will broadcast the festivities tomorrow night when the Newspaper Guild Canteen, opens its doors to the Servicemen. . . . guests who will appear on the program include, Ed Sullivan, Jerry Lester, Barry Wood, Mary Small, Barry Sisters, Danny Thomas, Quentin Reynolds, Elsa Maxwell and Perry Como.

Benedict Gimbel, Jr. prexy of WIP Philadelphia, bedded at home with an infected foot. . . . Because of the noble work accomplished through her "Civilian Defense News" program heard over WMCA, which in the past two years has recruited WAVES, SPARS and WACS, has helped raise funds for worthy charities and has collected clothing for distribution to ill-clothed allied peoples, Lillian Okun was presented with the "Certificate of Merit" by Mayor LaGuardia. . . . Jascha Heifetz will guest-solo Monday on the NBClassical, "Great Artist Series" . . . . Jan Murray, comedian has been re-signed to guest on the WOR "Keep Ahead" liner, and may be signed for a thirteen-week stint. . . . The "Duffy's Tavern" program, really clicked for the first time this season. . . . the Tuesday material was punchy and Ida Lupino proved herself a comedienne of no mean ability. . . . as for Archie, he sounded like his old self, happy timing and fast on the ad lib. . . . The new issue of Life, (out tomorrow) will profile NBChanteuse Hildegard and her manager Anna Sosenko.

Remember Pearl Harbor

CHICAGO

By BILL IRVIN

A NEW linguistic switch initiated by Xavier Cugat, the satellite cartoonist-maestro of the Network's program, "Your Dubon Date with Xavier Cugat in Persia" Having given cartooned English sons to Spanish speaking peoples, Latin orchestra leader now is doing the same for natives of New Guinea, Sicily and China. Cugat's instructions are translated from Spanish to English and retranslated into New Guinea dialect, Italian and Chinese, so the folks can learn English. It's as complicated as a Cugat conga.

John Turner, WGN studio technician, has been inducted into the Army. Before joining WGN, Turner worked for WJZ, Tuscola, Ill.

Electrical transcriptions of WBBM special events airing of Chicago subway dedication ceremonies Oct. 16 have been presented as historical mementos to Mayor Edward J. Kelly and the Chicago Historical Society by the sponsor of the broadcast, Nelson Bros. Furniture Co. The transcriptions now repose in the city's and historical society's archives. Michael Connor was producer of the program, Guy Wallace and Chas. Johnson announcers and Ray Noren, the engineer.

Donald L. Pontius, sales service supervisor of the Midwestern (Chicago) office of the Mutual Broadcasting System, reports to Camp Grant, Ill., for Army duty on Oct. 30. For the past year he had been a member of the Coast Guard temporary reserve.

Dorothy J. Crane of the WIND program department has been inducted into the Women's Marine Corps and will report for service the first week in November.

Harry Elders has joined NBC's Backstage Wife cast in the role of Ensign Enright, companion of Lieut. Larry Noble.

Virgil Dalton and Floyd Rogers are new members of WJJD's "Morning Showboat" cast, aired week-days, 8 to 9 a.m. Dalton plays bass fiddle, banjo and guitar, and Rogers' specialty is the electric guitar.

Maj. Gen. Henry S. Aurand, commanding the Sixth Service Command begins a new WBBM-CBS series Tuesday, Oct. 26, called "The General Reviews."

SPECIALIST

SERVING ADV. AGENCIES & STATIONS

RADIO PRODUCERS PROGRAM DIRECTORS ANNOUNCERS SCRIPT WRITERS WRITERS OF "COM'LS" PROMOTION—PUBLICITY LICENSED OPERATORS TIME SALESMEN

FRANK McGRANN

POSITION SECURING BUREAU, INC. (Agency)

331 Madison Ave., New York, MU. 2-6494



# U.S. Amer. System Web Broadcasting

(Continued from Page 1)  
the Pennsylvania hotel yes-

From the standpoint of furthering  
cultural and trade interest  
in a future peaceful world, it is  
obvious that we now develop not  
only facilities for world broad-  
casting but that we also arrive at  
definite concepts as to the  
methods which are to control such  
broadcasting," Mr. McClintock said.  
The Axis countries, long before  
the war, had a very highly developed  
radio system of broadcasting.  
Of course, was for the purpose  
of converting people in all parts of  
the world to sympathetic attitudes  
toward the Axis countries and toward  
the government represented  
there. The United Nations at the  
time individually and together  
engaged in this type of educa-  
tional broadcasting, both to the other  
Nations and to all of the other  
peoples in the world.

### Sanctions Wartime Control

It is no question that such official  
types of broadcasting are use-  
ful perhaps necessary in war times. It  
is, however, that they have certain  
limitations in building the kind  
of program economically which we hope may  
be the post-war period. In the first  
place, the controlled government broad-  
casting is apt to be dull and not so ac-  
cording to the interest of listeners  
as that of the competitive busi-  
ness programming. No further proof of this  
is needed other than the com-  
parative interest values of British broad-  
casting under government control and that  
made available to the American  
public through business practices.

### Praises American System

The American system of independently  
operated stations serving their  
localities and affiliated with the four great  
networks, competitively operated  
and free of the competitive advertising  
of free business has provided the  
listener with a richness and variety  
of programming incomparably better  
than that which could be conceived under  
the control of government propaganda opera-  
tions. Furthermore, the exclusive use of  
radio in the post-war period by gov-  
ernment agencies would shut off completely  
the enormous opportunity which radio  
offers in the opening of world markets.  
Because of its capacity to cover  
the globe instantly, provides a controllable  
medium which can reach all of  
the world's markets anywhere in the world.  
The use of this instrumentality of inter-  
national trade would be unfortunate from  
the point of view of the rehabilitation of world  
radio to say nothing of the effect which  
might have upon the maintenance of low  
standards in great areas of the earth's

we proved in this country, through  
the business and the instrumentality  
of radio in all forms, that deserves and  
can be created by telling people  
the things available for them. By  
we create ambitions and they, in  
turn, create the necessary individual  
energy to acquire these good things.  
The only solid foundation upon which  
the standard of living rests in this  
country is that we want people to be free from  
the must inspire them to work for

News Proves Results

# W T B O

Cumberland, Md.

## WHO'S WHO IN RADIO

### EUGENE L. GAREY

If a man is measured by the company he keeps, then Eugene Lester Garey, counsel to the House Select Committee investigating the FCC, is truly a man of the people. Milkman, grocer's clerk, newsboy, janitor, foundry hand, railroadman—these humble beginnings led him the hard way to an outstanding career as a corporation lawyer and critic of administrative procedure.

Son of an iron molder, Eugene L. Garey was born 52 years ago on Chicago's North Side. When he was seven, his father was hired as superintendent of a foundry making agricultural implements in Rockford, Ill., the paternal hometown.

In a reminiscent mood, the eminent attorney swung around from the desk in his office in the law firm of Garey, Desvernine & Garey, and fondly recounted how he started work at the age of nine, driving a milk wagon for 15 cents a day.

As time went by, young Garey picked up a newspaper route. When he started high school, he acted as janitor of a nearby grade school. At 17 he became a coremaker in his dad's foundry at 17½ cents an hour, later stepped up to the grade of molder during his last year in high school, working from after school until midnight. Class orator when he graduated at 18, he sold his cornet to buy a tailor-made suit.

Following commencement, the powerfully built youth went to work for the Chicago & Northwestern Railway at Rockford, rising in one year's time to car clerk at \$40 a month. Eugene Garey wanted to go to Chicago to study law. His father objected but, after the intervention of the parish priest, the young man was permitted to go. The day he arrived in the Windy City he matriculated at the Chicago-Kent College of Law, a night school, which accepted an I.O.U. for the semester's tuition. In 1913 he was admitted to the bar, got a lot of damage-claim business against the railroads, soon established a lot of railroad law in Illinois. Two years later, he began coming to New York on corporate matters until, in 1923, he moved his office here. A brilliant trial lawyer, he is also a successful businessman, having owned hotels, warehouses and candy enterprises.

Pioneer critic of administrative agencies with broad grants of power, Eugene Garey has voiced his opposition to them for many years. He has done so as a member of the Special Committee on Administrative Law of the American Bar Association, as one of the drafters of the defeated Walter-Logan bill and the pending Walter-Hatch law, both of which provided for judicial review of administrative rulings.

A New Yorker by adoption, he maintains a town house on the fashionable East Side, where he lives with his wife, the former Margaret Kashner. There's also a little matter of a 145-acre farm between Mt. Kisco and Ossining within commuting distance of the city, which he supervises as a hobby.



"Probe-master"

### Col. Kirby To Talk

Washington—Colonel Edward M. Kirby, chief of the radio branch of the Army's Bureau of Public Relations, will address the first meeting of the Washington Chapter of the Association for Education by Radio tonight. He will speak off the record on his recent trip to England and North Africa. Colonel Kirby is former NAB Public Relations Director.

and to demand by their earnings those things which make high standards of livelihood.

#### Post-War Planning

"What I am proposing, therefore, is that in the post-war world American radio should take that same leadership in the world that it has upon our own continent; that it should provide the facilities for global broadcasting, and that it should solicit the interests of American business people, both for their own profit incentives and the other objectives involved, to support this type of international commercial programming.

"The Mutual Broadcasting System has been pleased to take some small leadership in this field through the acquisition of a great network covering the entire Republic of Mexico, and we are moving now to spread this communication system of commercial programming throughout the entire Western Hemisphere. We are not asking for government aid, but intend to support this hemispheric broadcasting solely on the basis of sound business and profit motives"

### Haymes With Many Stars

Dick Haymes, singing star of "Here's to Romance," (Thursdays, 10:30 p.m., EWT, CBS) has drawn an envious assignment for his first picture, "Four Jills and a Jeep," for 20th Century-Fox. He'll be co-starred with such charmers as Alice Faye, Betty Grable, Carmen Miranda, Martha Raye, Carole Landis, Kay Francis and Mitzi Mayfair.

### WCFL Takes "Spanish" Series

Chicago—The transcribed "Let's Learn Spanish" series, first presented over WQXR, New York, is being sponsored over WCFL locally by Consolidated Hair Goods Co., Chicago, through Malcolm-Howard Agency, in the interest of Fij-Oil soapless lathering shampoo.

### RADIO SERVICE MEN

In Brooklyn war plant. Must be able to use test equipment, to set up and use laboratory test instruments and supervise production testing of radio parts and electronic equipment. Will consider men with amateur radio experience. Call in person or write stating age, education, experience. Availability certificate required. Personnel Office. FEDERAL MANUFACTURING & ENGINEERING CORP. 199 Steuben St. Brooklyn

## PACIFIC COAST PROGRAM NOTES

### Safeway Stores are first. Who's going to be next?

As the first advertising for its Busy Baker soda crackers, Safeway has purchased the first three quarter-hour participations in Pacific Blue's "What's Doin', Ladies?"

Safeway thereby staked the first claim in the program Pacific Blue created last April as a successor to its successful but sold-out "Breakfast at Sardi's."



Like "Sardi's," "What's Doin'" pivots on a personality. A husky, handsome guy named Art Linkletter. Picture due north.

You may know Mr. L. as ringmaster of Brown and Williamson's "People Are Funny." But on the Coast he is known for a half-dozen other successes; now conducts San Francisco's two most popular local programs.

"What's Doin', Ladies?" is simply Linkletter, his unerring ad lib and his trusty mike loose in a studio full of women.



The program's loaded with gimmicks—quizzes, contests, prizes, interviews, celebrities—everything that adds up to a gay party. There's even a beauty expert who turns up weekly to redesign the plain and plumpish.

In five months this program tripled Pacific Blue's hold on the 2:00-2:30 P.M. audience where only one Coast network offers any commercial opposition.

Better get a presentation from Blue Spot Sales or the

## PACIFIC BLUE NETWORK



## Columbia Questioned Re Affiliate Contracts

(Continued from Page 1)

lations." Stations involved include WPAD, Paducah, Ky., WHOP, Hopkinsville, Ky., KEYS, Corpus Christi, Texas, KGBS, Harlingen, Tex. and perhaps others, the Commission said.

The Commission also has demanded an explanation of a circular letter sent all CBS affiliates, which "appears to set up a time schedule not in compliance with the requirements of the regulation, which specifies that a chain may not option more than three hours of a station's time in any one of the four segments of the broadcast day." At least some of the net's affiliates appear to have accepted this schedule, said the Commission, pointing out that in so doing they may be in violation of the chain broadcasting rules.

### Letter to CBS

The letter to CBS follows:

The Commission is informed that since the effective date of the chain broadcasting regulations, you have entered into new affiliation agreements with stations WPAD, WHOP, KEYS, KGBS, and perhaps others containing such clauses as the following:

"Columbia will continue the station as the exclusive Columbia outlet in the present standard broadcast band in which the station is located and will so publicize the station, and will not furnish its exclusive network programs to any other stations in the present standard broadcast band in that city, except in case of public emergency.

"The station will operate as the exclusive Columbia outlet in the present standard broadcast band in such city and will so publicize itself, and will not join for broadcasting purposes any other formally organized or regularly constituted group of broadcasting stations. The station shall be free to join occasional local, statewide or regional hook-ups to broadcast special events of public importance.

"The station will broadcast all network sponsored programs furnished to it by Columbia during the time when the station is licensed to operate; provided, however, that except in connection with occasional sponsored programs of special events (such as world series broadcasts) during periods of not more than two weeks each, the station need not in any week broadcast network sponsored programs totaling more than 50 'converted hours' (as defined below, but for this purpose computed during the entire term of this agreement on the basis of the differences in rates at different hours specified in Columbia's rate card No. 23) the station may require Columbia to give not less than 28 days prior notice of the commencement of sponsored programs for new accounts."

Attached to the contracts in question are riders or "schedules" containing certain "saving clauses." No question is raised at this time concerning these "saving clauses" with

## CBS Says FCC Approved New Contract Provisions

The Columbia Broadcasting System, upon learning the contents of the Federal Communications Commission letter concerning station affiliation contracts, yesterday sent the following telegram to its affiliated stations:

"We have today learned of letter which FCC is sending us criticizing our affiliation contracts as amended to conform with the rules and further criticizing Akerberg's June 8 letter to you concerning time periods in which we would seek no clearance for network programs. We have also seen copy of Commission press release charging that affiliation contracts violate three Commission regulations and stating Commission is sending duplicate letter to all CBS affiliates.

"This will inform you that language of amended contracts was discussed with Commission's chief counsel Denny in August when Denny agreed same fully complied with Commission rules from legal standpoint. We are therefore amazed at sudden public attack without warning threatening license renewals of stations in connection with phrasing of new contracts despite full legal compliance with Commission rules.

"In criticizing June 8 letter the Commission apparently refers to helpful information from us advising you of certain time periods in which we would not seek clearance for network programs and misconstrues this as an option to us on your part on all other time periods. This completely ignores our telegram of May 29 which officially specified option time under the rules and which Mr. Fly approved personally in advance. The Commission's letter also ignores the express desire of many affiliated stations for more than the three hours of sponsored programs covered by network options in each time segment.

"You will see from the above that we have made every reasonable effort to protect our affiliates from any claim of non-compliance with the rules. If as a result of further conference with the Commission it confirms its desire to extend its jurisdiction into the field of phrasing of contracts as distinct from their legal content or effect, we will of course, in view of the present state of the law, have no alternative but to comply. If the Commission also finds that its jurisdiction applies to non-legal but purely informative letters from us to our affiliates we will do our best to handle these in a manner satisfactory to the Commission."

respect to contracts effective prior to the effective date of the regulations, since the Commission desired to achieve a transition to operation under the regulations with minimum delay and without requiring a re-drafting of all existing network affiliation contracts. However, the entering into of new contracts containing the very clauses which the Commission has found not to be in the public interest raises a very serious question under the chain broadcasting regulations, even though the objectionable clauses may be limited by other clauses in a schedule attached to the contract. Such contracts would appear to hinder, if not to prevent, a station from exercising the degree of freedom specified in the chain broadcasting regulations.

In addition to the above, your attention is called to that portion of regulation 3.104 which provides:

"No license shall be granted to a standard broadcast station which options for network programs... more time than a total of three hours within each of the four segments of the broadcast day, as herein described."

Under date of June 7, 1943, the Columbia Broadcasting System, Inc., addressed a circular letter to its affiliates, a copy of which was supplied to the Commission in response to a Commission request dated Sep-

tember 3, 1943. It appears that this letter sets up a time schedule which does not comply with the requirements of regulation 3.104. With respect to the afternoon segment, it specifies 4½ hours rather than the three hours specified in the regulations and with respect to the evening segment, it specifies 4¼ hours rather than the three hours specified in regulation 3.104.

In the CBS letter dated June 7, 1943, the time schedule in question is described as "certain time periods in which we would make no effort to resell the time once present advertisers give it up, and thus give a green light, from our standpoint, to future guaranteed spot or local sales in these periods." The time periods in question are further described as "the times in which you are perfectly safe in making future sales on a guaranteed basis, after the time has opened up..." The letter further emphasizes the desirability of the station "retaining their freedom to move local and sponsored accounts in order to accommodate network business in times other than those listed above..." It is thus clear that the time schedule specified in the CBS letter of June 7, 1943, is in fact an option time schedule.

At least some CBS affiliates appear specifically by letter to have accepted the time schedule set forth in the letter of June 7, 1943, thus entering into an express agree-

## Select Witnesses For Wash. Hearings

Washington Bureau, RADIO DAILY  
Washington—Today may see drawing up of a list of witnesses to be invited to testify before Senate Interstate Commerce Committee when it begins its hearings next Wednesday on the Wheeler bill to reorganize the FCC and curb its powers. The com-

### Fly First Witness

Washington—It was announced late yesterday that James Lawrence Fly, chairman of the FCC, will be the first witness to be heard at the hearings on the Wheeler bill. The session will open before the Senate Interstate Commerce Committee next Wednesday.

clerk was hopeful yesterday the full list of witnesses to be called on the basis of requests to appear would be checked today by committee chairman Burton K. Wheeler.

Requests for time to testify received last spring from NAB, clear channel group and the FCC Association. In addition to formal requests, it is believed NBC and CBS had both asked formally for time, during conversations between Wheeler and the work officers. This week has receipt of a request for time from Sydney Kaye, New York attorney, representing the newspaper ownership group.

### McVeigh Commission

James McVeigh, former commander for KYA, San Francisco, has his first lieutenant's bars in Army Air Corps.

ment or understanding with the Columbia Broadcasting System which violates regulation 3.104. Thus the Orlando Broadcasting Company, Inc., licensee of station WFLA, wrote to CBS on June 10, 1943:

"The periods of safety time for future sales on a guaranteed basis are excellent will of course, carefully and exactly be served by us."

The Miami Broadcasting Company, Inc., licensee of WQAM, similarly wrote:

"We here at WQAM are completely in accord with the ideas as expressed and want you to know that Columbia can continue to have the same one hundred percent co-operation that we hope we have been able to extend to you in the past. The clearance as shown in the letter I enclosed will serve our needs very adequately and should certainly facilitate the handling of certain local accounts without confusion in the future."

"It further appears that a large number of CBS affiliates may have in fact agreed to sell time to others on a guaranteed basis only during the periods set forth in the CBS letter of June 7 and have refused to sell time on a guaranteed basis during other periods, thus evidencing their compliance with the arrangement or understanding set forth in the CBS letter."

"Your comments concerning both written contracts which contain clauses in violation of regulations 3.101, 3.102, 3.104 and concerning the agreement or understanding, express or implied, in violation of regulation 3.104 are invited at this date in order that they may be considered in connection with applications for the renewal of licenses of stations having such contracts or such arrangements or understandings with the Columbia Broadcasting System."



# OWI Defends OWI Operating Policy

(Continued from Page 1)  
 with a review of some of his experiences and praised his great effort in the war as that of the U. S. Army. "Someone," he said, "is doing a hell of a good job." This was in reference to the fine equipment and training received by the army before overseas as well as other important factors being carried out successfully in the war effort. "Maybe" Elmer Reynolds, "it is Elmer

**Cites "Fantasy" Reports**  
 did not wish that much credit be given generally at first and then to the "fantasy" angles relative to the OWI. These were varied anecdotes, stories that were unverified and a great many stories of that were distorted and sought credit for the organization. These were illustrated with concrete examples that anti-administrative and anti-OWI newspapers and papers played up the distorted and next day gave a line or two of correction. Some papers he usually made a to-do over some shortcomings in the OWI at the same time gave scant credit to the Russian recapture of

**Describes Bureaus**  
 the factual side of the case broadly outlined the workings of the Domestic and Foreign Bureaus of OWI revealing to what extent he was aiding in the field service through the medium of psychological warfare and similar front services, in support of military operations. He cited praise from General Eisenhower, proof that attacks on the bureau were not founded when Eisenhower was alluded to.

also mentioned facts and figures relative to the cut in the appropriation asked for the operation of the Domestic Bureau. The service formerly done by the OWI is now done by other government agencies each working separately and consequently at no economy to the government. He intimated that the monies asked for the Domestic Bureau are being exceeded by other agencies now forced to do the same work. At the close he asked several questions from various members present.

**Plenty of Radio Shows**  
 speaking of entertainment for listeners overseas, Reynolds earlier stated that new films are shown many times weekly and many times as close to the front as is permitted. That radio follows the OWI in the fields who have available many entertaining programs of their own request from 6 a.m. to midnight and these include boredom relievers in the form of a Jack Benny, McGee and Molly and many comedy programs, which have previously been recorded.

ing commentators present either

# ★ PROMOTION ★

## Welcome To Newcomers

New promotion angle at WTMJ, Milwaukee, Wisconsin, is a letter of welcome to new residents of Milwaukee. Mailing piece tells them of the many outstanding civic features in the city and winds up with an invitation to visit Milwaukee's Radio City and witness "Heinie and His Grenadiers," variety show. Guests who accept the invitation are brought up before the microphone and introduced to the listening audience. Idea is to assist them in meeting people who are from their home town. Milwaukee Association of Commerce is assisting in the promotion.

## Interwoven Commercials

Feeling the need for reaching new buyers since most of the young men, who are usually the big purchasers of men's clothing, are in the armed services, Furbilt Clothes has inaugurated a new show on KDYL, Salt Lake City, Utah. Aimed to appeal to older men, the program is titled "Here's the Latest" and features the newest in sports, news, music, movies, books and other timely topics of interest to men. Commercials are worked into the continuity of the program as news items on the latest men's fashions. Sponsor's store window displays a mannequin standing before a KDYL mike with a news

## Cowan Reveals Progress Of U. S. Shortwave Units

(Continued from Page 1)  
 luncheon of The Pulse of New York, a research organization.

In the face of overwhelming odds from the established and highly developed skills of the Nazi propagandists, he pointed out, phenomenal strides were made by the shortwave airings of the co-ordinated "Voice of America," which came into being a year ago when domestic broadcasters leased their facilities to the Government. He limited his discussion to the working details of the Atlantic operations of the OWI overseas branch, excluding policy, which is determined by Elmer Davis and Robert E. Sherwood.

"Within the course of a year," Cowan said, "we have achieved the noteworthy figure of 2,500 broadcasts per week in 26 languages. It's a great thrill to all of us to know that we have 18 co-ordinated transmitters along the Atlantic seaboard, broadcasting 24 hours a day." A survey in an enemy-occupied country, he stated, showed that about one in every ten families heard Allied broadcasts. Clarity of reception, he indicated, was sufficient to permit the launching of a successful sabotage campaign by the underground.

as guests or members were H. V. Kaltenborn, Leland Stowe, Johannes Steel, Burnett Hershey, Bill Shirer, Henrik Willem Van Loon and others. Among those on the dais was Samuel Goldwyn, Hollywood producer.

## Service Awards

"Good Neighbor" certificates are being awarded to deserving citizens by Howard Langfitt, farm director of KRNT, Des Moines, Iowa. Certificates were created by Langfitt as a means of public recognition of "good neighbor" deeds, and County Extension directors and newspaper editors throughout the station's coverage are cooperating in calling his attention to outstanding jobs in their communities. Recipients of the first certificates were 13 business men of Gilmore City, who shucked 92 acres of oats in Humboldt County after business hours, when it was impossible to find regular farm labor.

## Promotes News Staff

Recently released brochure from WCCO, Minneapolis, Minnesota, is about "the most crowded room in the Northwest"—its newsroom. On the cover of the eight-page booklet seven harried looking characters with open mouths hover over a mike while news copy floats to the floor. Promotion piece contains informal pictures of the news staff with a brief biographical sketch of each, as well as a photo of the room itself.

ticker at his side and a sign which reads "Here's the Latest! Tune in KYDL Wednesdays 6:30-6:45 p.m."

## Military Post Series Starts On NBC Nov. 6

(Continued from Page 1)  
 foreign bureau heads of NBC and correspondents will produce the programs under the direction of William F. Brooks, director of the News and Special Events Department of the National Broadcasting Company.

The first broadcast originates in London, followed by pickups from Reykjavik, Iceland (Nov. 13) and Fairbanks, Alaska (Nov. 20). Stanley Richardson, head of NBC's London office will take charge of the opening program, Bjorn Bjornson, NBC correspondent in Iceland will gather talent for the Reykjavik show, and Bud Foster, manager of station KFAR, Fairbanks, will introduce the boys who will send their songs, jokes and music from the far north.

## Wedding Bells

The marriage of Joyce Hayward, dramatic actress and writer, to Corporal Edgar Hubert Kobak of the U. S. Army, son of Edgar Kobak, executive vice-president of the Blue Network, has been announced by her mother, Mrs. Alfred E. Hayward of New York. The late Mr. Hayward was a well-known Philadelphia cartoonist. Corporal Kobak and Miss Hayward were married at Sioux Falls, S. D., where he is now stationed. Before joining the Army, Corporal Kobak was in the traffic department of the international division of the National Broadcasting Co.

# ONE MINUTE COMMERCIAL



Radio is moving with the speed

of a ROCKET . . . Its turnover

in executive PERSONNEL is

terrific . . . TELEVISION is as

hot as a firecracker and both

TECHNICAL and PRODUC-

TION innovations are in the

air . . . and besides, RADIO is

playing a dynamic and com-

PELLING part in the WAR EF-

FORT . . . That's why radio

executives EVERYWHERE,

who desire to keep up-to-the-

minute on what's going on in

THEIR industry read RADIO

DAILY first thing EVERY

morning.

# RADIO DAILY



# ★ ★ ★ COAST - T O - COAST ★ ★ ★

## — PENNSYLVANIA —

**PITTSBURGH**—Harry E. Barnett, formerly of the "Pittsburgh Sun-Telegraph" editorial staff, has been named publicity director of KDKA, it was announced by Joseph E. Baudino, general manager of the station. He comes to KDKA after twelve years on local metropolitan newspapers, the last six of which have been with the "Sun-Telegraph." He succeeds John F. McMahon, who was recently named sales promotion manager.

## — MINNESOTA —

**MINNEAPOLIS**—Newsmen at KSTP recently scotched a local rumor which had housewives locking doors and windows. Rumor started when a boy told his parents he'd seen two men in striped uniforms with the letters "PW" on their backs. Knowing that international law forbids putting war prisoners in convicts' uniforms, KSTP news staff refrained from broadcasting the news until checked, while another outlet aired it twice, warning listeners to be on the lookout. Verifying that the story was untrue, KSTP used it as an example for listeners of how a rumor could spread.

## — CANADA —

**MONTREAL, QUE.**—"Organizational changes" being considered by the board of governors of the CBC include making the chairmanship of the board a full-time paid job. Under the proposed setup, the chairman would have most to do with questions of broadcasting policy, while the general manager would attend to matters of administration. Idea also being discussed is a possible reduction in the board of governors.

## — CONNECTICUT —

**HARTFORD**—Ed Begley, former WNBC announcer now on network productions, is scheduled to go into rehearsal soon for a part in a William Saroyan play. Hal Goodwin, former program director of WNBC and now a combat correspondent with the Marines, is home on furlough after an extensive stay on Guadalcanal. Piel Brothers, brewers, who sponsor Milt Berkowitz's sports roundup on WNBC nightly at 6:15, last week relinquished its commercial plugs to boost the Greater

Connecticut War Chest and Community Chest campaigns in several cities. Piel was also a generous time donor during the Third War Loan.

## — NEW HAMPSHIRE —

**PORTSMOUTH**—Correct Naval time and Navy Day salutes to officers and men aboard designated Portsmouth-built submarines were aired hourly yesterday over WHEB. Campions, Inc., Naval uniform outfitters, sponsored the 20-second time signals.

## — OHIO —

**CINCINNATI**—"Marines Today," five-minute mid-day program giving news of Marines from Greater Cincinnati area, has been inaugurated by WCKY and the Cincinnati Recruiting Station of the U. S. Marine Corps. Program, directed by Robert M. Fleming, is conducted by Sgt. Roy Madison, former local newsmen, now stationed at the recruiting office. WKRC has announced a series of seven Sunday evening broadcasts, starting October 31, designed to stimulate community interest in post-war planning. Plans which have been proposed by outstanding religious and political figures will be explained by prominent Cincinnati proponents of them. Arrangements are being made for the formation of listening groups through libraries, schools and churches so that study of the individual peace plans may be made collectively. Kenneth W. Church, general manager of WKRC, is making the broadcast idea available to other stations throughout the country in order to stir up community thought on the vital problem of the post-war world.

## — MISSOURI —

**ST. JOSEPH**—KFEQ has been concentrating on promotion of its newscasts lately. Most recent aspect of its campaign has been the printing and distribution to dealers of window cards calling attention to the frequent broadcasts on the station.

## — TEXAS —

**SAN ANTONIO**—WOAI has succumbed to the trend and now lists several women in positions held formerly only by men. Doris Daniels is the outlet's first woman announcer. She is handling station breaks and commercials on the afternoon schedule. Jeanne Searle is another recent addition. She is writing publicity for WOAI, while Emmy Hill has penetrated the sanctum sanctorum of the station—the news room—and is devoting her time exclusively to the editing of the news. Hank Wood is the newest member of KABC's mike staff, coming there from KXYZ, Houston. "World in A Nutshell" is the title of a new series of five-minute newscasts sponsored five times daily by the Zale Jewelry Co. utilizing UP news flashes on KABC. Leona Bender, one of the first women newscasters in the Southwest, is now being heard over KMAC daily, sponsored by Mrs. Ragsdales Products Co. She is also public relations director for the station.

## — NEW YORK —

**ROCHESTER**—Stromberg-Carlson Co. launched a new show over WHAM yesterday. Entitled "Mission Accomplished," the show originates from Sampson Naval Training Station in upstate New York. Actual happenings behind the events which have made, and are making, our Naval heroes is the theme of each broadcast. Cast is made up entirely of personnel at the base. WAVES attached to the base take the female parts. Show is being produced under the direction of Jack Lee and script is prepared by George Redman of McCann-Erickson Advertising Agency. Series is aired every Wednesday night at 7:15 p.m.

## — NORTH CAROLINA —

**NEW BERN**—Camp Davis-Camp LeJeune football games will be exclusively broadcast by WHIT this Saturday, originating from LeJeune, New River, N. C., one of the largest Marine Bases. Eddie Burwell, WHIT sports director will cover the game.

## — WASHINGTON —

**SEATTLE**—KIRO got the news of Italy's declaration of war on Germany to students in the station's listening area shortly after the actual report from Algiers, due to the ingenuity of Kenneth Yeend, director of educational and farm programs. The "American School of the Air" is transcribed in the morning for release over KIRO on its "New Horizons" program at 1:30 p.m. Disk was carefully cut and a transcribed rebroadcast of the report from Algiers was inserted, giving students and teachers tuning in a glimpse of history in the making.

## — TEXAS —

**FORT WORTH**—Bewley Mills, for many years sponsors of "Bewley's Chuck Wagon Gang," have renewed their quarter-hour show over KGKO and the Lone Star Chain for another year. Programs are heard daily seven days a week. H. J. Justin & Sons have renewed their 15-minute Sunday news commentary by Boyce House for 52 weeks on KGKO. Plough, Inc. have placed a heavy schedule of spot announcements on KGKO for Penetro Nose Drops and St. Joseph Aspirin. Hal-tom's, local diamond firm and sponsors of "Haltom's Headlines" newscast each Sunday over KGKO, celebrated their fiftieth anniversary with a special 60-minute show from the outlet's studios.

## — CALIFORNIA —

**OAKLAND**—Completed arrangements have been announced by Philip G. Lasky, manager of KROW, for a tieup between the station and four Kaiser shipyards. Under the plan, John K. Chapel, KROW newsmen, edits and produces a special newscast which is produced over a closed circuit to the radio control room at one of the main yards, where it is recorded and then played over the public address systems of all yards

during the staggered lunch. Feature of the plan is the inclusion into the newscast of personal about shipyard employees, in tional bulletins and local in which is furnished to Chapel by shipyard public relations office. "Lest We Forget—Our Naval Shrines," is a new Sunday show KROW which is designed to home to listeners the greatest fought for in the past and today. Americans. Dramatic episodes interpret the meaning of various symbols of democracy in the light of the present struggle and future peace. Series is prepared and presented by Institute of Oral and Visual Education.

## — WISCONSIN —

**MILWAUKEE**—For the first time in history, WISN broadcast a religious program with two archbishops as principal guests early this month. Occasion was the centenary of the Milwaukee Catholic diocese. By transcription the outlet rebroadcast a 90-minute high Mass which was held in a cathedral earlier that day, with the church dignitaries conducting the service. Following day WISN carried a half-hour round table discussion in connection with the centenary, with the early history of Wisconsin as the subject.

## — INDIANA —

**VINCENNES**—Arrangements for the broadcast of Santa Claus to the children in the area over WAOV. Feature, to run for four weeks preceding Christmas, will be offered, as in the past, under joint sponsorship of the Saiter Manufacturing Co., hardware and farm implement dealers, and the Vincennes Chamber of Commerce. High school basketball will again be broadcast play-by-play over WAOV, which will carry all home and road games played by the local school team. Station manager Vic Lund and staff announcer Neal Van Ellis will preside at the mike.

## GUEST-ING

PHIL SILVERS, comedian, on the "Dinah Shore Program," today (WABC-CBS, 9:30 p.m.).

ED "ARCHIE" GARDNER, on the "Kraft Music Hall" today (WEAF-NBC, 9 p.m.).

BRIG. GEN. JOHN C. ARROW SMITH and COL. CHARLES GLENN on the Gracie Fields show, today (WOR-Mutual, 9:15 p.m.).

MARY SMALL, star of "Early Bed," on the "Keep Ahead" variety program, tomorrow (WOR-Mutual, 7:30 p.m.).

HAPPY BIRTHDAY TO YOU

October 28

Herbert Butterfield Lou Bring  
Mario Cozzi Eli Dantzig  
Sydney B. Gaynor Joe Hasel  
Madeline Lee Michael A. Romano



# Census Reports On Radio

## NAB Hearings Mon. AFM-3 Disk Firms

Three remaining petitioners before War Labor Board in the record-dispute with the American Federation of Musicians will have hearings scheduled Monday at 10:30 a.m. in the offices of the New York State Media-Board at 250 West 57th Street. The tri-partite panel will sit, composed of Chairman Arthur S. Meyer, Zaritzky and Gilbert Fuller. Zaritzky represents labor on the AFM and Fuller industry.

Companies concerned are RCA Victor and Columbia.

(Continued on Page 2)

## Canadian RCA Exec. Talks On Post-War Radios

Montreal—Despite some popular opinion that a wondrous new post-war radio, first radios to be issued after the war will be practically the same as those being made when production stopped in 1943, according to F. Madellife, vice-president RCA Victor Co. Montreal.

Speaking only for his own company, he said possibly only cabinet radio changes are predicted. He said the Electrical Appliance Dealers Association is working on a new design.

(Continued on Page 2)

## Winifred Law Appointed CBS Casting Director

Appointment of Winifred Law as casting director was announced yesterday by Douglas Coulter, director of broadcasts for the network. Law has been in charge of casting at NBC for the past three and a half years. At Columbia she replaces Norman, who has resigned.

## Saxe Appeal

On the night of November 6, Shep Fields and his orchestra will pay tribute to the 129th anniversary of the birth of Adolph Saxe, inventor of the saxophone. It is appropriate that Shep should be the band to play the tributary program for his is the only big name band in the country which uses all reeds, no brass. The program is scheduled over the Blue.

## Convenient

Actress Jean McCoy's friends were shocked when she snubbed them upon her arrival at WOR yesterday for her daily stint in "Chick Carter—Boy Detective." But it wasn't Jean. It was Joanne McCoy, Jean's sister, who will appear in the series while Jean is in Boston with the "Winged Victory" troupe. Joanne, who makes her radio bow, and sister Jean are look-alikes and talk-alikes.

## OWI Seeks Support Of French Canadians

Montreal—Hope that citizens and institutions throughout Canada, in particular in French Canada, would assist in providing information bearing on Canada's war effort for short-wave propaganda broadcasts to France and other countries, was expressed here by Pierre Lazareff chief of the French section of the U. S. Office of War Information.

Mr. Lazareff revealed that the OWI is now beaming to France and other countries.

(Continued on Page 6)

## Named Research Director For WNAC & Yankee Net

Boston—Arthur E. Lathrop, Jr., has been named director of research at WNAC and the Yankee Network, it was announced by Linus Travers, executive vice-president. An advertising man, Lathrop was formerly production manager of Cory Snow, Inc.

## Gilbert Seldes Speaks On "How To Listen To Radio"

### Blue Sets New Biz On West Coast Shows

Los Angeles—New business at the Blue Network includes a 13-week campaign by Barron Gray Packing Co. in behalf of "Here's Health," vegetable juice cocktail. Account has scheduled a 15-minute participation on the Saturday edition of "Breakfast at Sardi's," beginning Nov. 6 at 10:30 a.m.

(Continued on Page 2)

## Figures Issued For 1940 Show 26,665 Men And Women Listed In Industry; Advertising Field Total Is 79,035

### CBS O & O Mgr. Meet Ends Two-Day Session

Two-day roundtable discussion by general managers and sales representatives of CBS owned and operated stations, the first such meeting exclusive of confabs held during NAB conventions, resulted in a decision to hold similar conferences at least twice each year. Meet which was held in New York on Monday and Tuesday.

(Continued on Page 6)

### Radio and Broadway Folk Attend Ben Bernie Rites

More than 1,500 mourners attended the funeral services yesterday of Ben Bernie who died last week in Beverly Hills after playing a series of Army camps despite his doctor's orders. He had been ill previously for some time.

(Continued on Page 3)

### Editorial In Collier's Backs CBS In News Row

CBS' controversy relative to "opinionated news" receives backing in favor of the network in the current issue of Collier's which has an editorial explaining that radio is just a medium.

(Continued on Page 5)

Washington Bureau, RADIO DAILY  
Washington—A total of 26,665 workers were registered in radio, according to the 1940 census, the United States Census Bureau has revealed, with 24,585 of these employed by the industry at that time, 340 working on government projects and 1,740 seeking work. In the advertising field covering all forms of advertising, 79,035 working were registered, 71,515 working for the industry, 1,060 for government and 6,460 seeking work.

Of the radio total, 21,273 were men, 5,392 were women.

(Continued on Page 3)

## NBC 'Roundup' Co-Op Sold On 54 Stations

Five more NBC stations, making a total of 54, have signed contracts to carry the web's "World News Roundup," with W. W. Chaplin as commentator, it was made known yesterday by E. B. Lyford of the network's Stations Department. Twenty-three of the outlets are presenting sponsored news periods.

Added five stations and their respective programs.

(Continued on Page 3)

## Ticket Demand For Show Exceeds Studio Capacity

Chicago—Due to the overwhelming demand for tickets to WGN's Saturday night "Chicago Theater of the Air" program, broadcast from the studio.

(Continued on Page 2)

## Busy Bee

Just so he doesn't get mixed up with 32 other characters or the two fellows from Buffalo, actor James Monks carries a notebook tipping him off on himself. Monks who knows 33 dialects and plays more character parts than he can readily list, keeps the notebook mostly so he doesn't wander into a Treasury Dept. ET with an Othello script.





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JOHN W. ALICOATE : : : Publisher

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

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# FINANCIAL

(Thursday, October 28)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel & Tel.	156 3/4	156 3/4	156 7/8	+ 1/4
CBS A	23 1/2	23	23	
Crosley Corp.	20 3/8	19 1/2	19 1/2	- 7/8
Gen. Electric	37 1/8	36 7/8	37	+ 1/8
Philco	23 1/8	23	23	- 1/8
RCA Common	10 3/8	10 1/4	10 3/8	+ 1/4
RCA First Pfd	70 3/8	70	70	
Stewart-Warner	12 1/2	12	12	
Westinghouse	95 1/8	95 1/4	95 1/4	- 5/8
Zenith Radio	34 1/2	34	34 1/8	+ 3/8

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	8 3/4	9 1/8
Stromberg-Carlson	10 5/8	11 3/8
WCAO (Baltimore)	21	23
WJR (Detroit)	29	

### Saerchinger At Earlier Time

Cesar Saerchinger and "The Story Behind the Headlines," heard every Sunday night at 11:15 p.m., EWT, will be heard Saturdays at 5:30 p.m., EWT, starting Nov. 6.

## 20 YEARS AGO TODAY

(October 29, 1923)

Sam Ross, program manager of WFAF, hired Phillips Carlin as a part-time announcer. . . It was announced that Woodrow Wilson would break a long silence to broadcast a message on Nov. 10th, entitled, "The Significance of Armistice Day" . . . Graham McNamee slated to broadcast the annual Army-Navy game. . . New York newspapers carry programs of PWY, Havana; WFAA, Dallas and KHJ, Los Angeles.

### RADIO SERVICE MEN

In Brooklyn war plant. Must be able to use test equipment, to set up and use laboratory test instruments and supervise production testing of radio parts and electronic equipment. Will consider men with amateur radio experience. Call in person or write stating age, education, experience. Availability certificate required. Personnel Office, FEDERAL MANUFACTURING & ENGINEERING CORP., 199 Steuben St. Brooklyn

# Coming and Going

JOHN McKAY, manager of press relations at NBC, in Washington yesterday for the luncheon given Tom Knode, newly appointed as the network's press representative in the Capital.

GILBERT SELDFS, CBS director of television programs, and GEORGE CRANDALL, director of press information for the network, are back from Cleveland, where Seldas addressed the third regional conference held by the Radio Conference of Greater Cleveland on "How to Listen to Radio."

RUSS HODGES, sportscaster on WOL-Mutual, leaves Washington, D. C., today for Philadelphia, where he will broadcast over MBS a play-by-play description of the Penn-Army game tomorrow.

ARTHUR J. DALY, radio field representative for the CIAA, has returned from the Argentine, having completed a six-months assignment for the Rockefeller committee.

PAUL WHITE, Columbia's director of news broadcasting, and CHARLES COLLINGWOOD, overseas reporter of the network, left yesterday on a jaunt to Bridgeport.

DEWEY LONG, manager of WELI, Blue Network affiliate in New Haven, a visitor yesterday at the Rockefeller Center offices.

A. N. ARMSTRONG, JR., general manager of WCOB, Boston, on a brief visit to New York.

TED HUSING and JIMMY DOLAN off tonight for Cleveland, where tomorrow they will broadcast over CBS the vital pigskin contest between Navy and Notre Dame.

## Blue Sets New Biz On West Coast Shows

(Continued from Page 1)

9:45 a.m., PWT, through the Long ad agency.

A year's time has been engaged by J. Walter Thompson Co. on the nine outlets of the California Blue Network for the first 15 minutes of "What's Doin', Ladies" three times weekly commencing Monday, Nov. 15. Sponsor will be announced later. Program will continue to be heard in its usual spot, Monday to Friday, 2-2:30 p.m., PWT, over the entire West Coast Blue chain.

## Ticket Demand For Show Exceeds Studio Capacity

(Continued from Page 1)

station's main audience studio, the production is being moved to Medinah Temple. The broadcast of Nov. 6, is featuring Sigmund Romberg's "The Desert Song." Medinah has a seating capacity of 4,000, as compared to the 900-seat capacity of WGN's studio. Present plans are for the broadcasts of Nov. 6, 13, 20, 27 also Dec. 11 and 12 to originate from Medinah Temple.

## Wilbur Stark Inducted

Wilbur Stark, ace salesman for WMCA, was inducted into the Army yesterday. Stark was with the station for eight years during which time he handled some of the leading accounts, including the two largest spot advertisers such as Crawford Clothes and Modern Industrial Bank.

RICHARD W. DAVIS, general manager of WNBC, Hartford, in town yesterday for a visit at the offices of the Blue Network and for conferences with the New York representatives of the station.

HI, LO, JACK and the DAME off for Chicago for their opening at the Oriental Theater, with subsequent engagements scheduled at Milwaukee, Columbus and Cleveland.

CHARLES ROEDER, assistant manager of WCBM, Baltimore outlet of the Blue Network, spending a few days in New York on business.

CLAIRE and MERNA BARRY, singing duo heard on WHN, have returned from Camp Patrick Henry, Va., where they entertained the servicemen.

KENYON BROWN, station manager of KOMA, the CBS affiliate in Oklahoma City, is in town for a short stay on network business.

GEORGE OLSON is in Toledo for tonight's broadcast of the "Spotlight Bands" program on the Blue Network.

BOB HOWARD, comedian heard on WHN is back from Ft. Meade, Md., where he made his 100th appearance for the entertainment of soldiers.

HAROLD H. MEYER, station manager of WSRB, came in from Stamford yesterday. Paid a brief call at the Blue Network headquarters.

CHARLIE BARNET and the members of his orchestra open a week's engagement today at Fay's Theater in Philadelphia.

JIMMY LYTELL, Blue Network bandleader, leaves on Sunday for Philadelphia, where on Monday he will play for the "Johnny Morgan" show.

## Canadian RCA Exec. Talks On Post-War Radios

(Continued from Page 1)

Association convening at the Royal York Hotel, Toronto that too much publicity was being given post-war automobiles plastic-topped and sleek as silk airplanes that handle like a baby carriage; refrigerators good-looking enough to grace a living-room, washing machines that do everything but sing a lullaby and radio receivers that do everything but think.

# WLB Hearings Monday Re AFM-3 Disk Firm

(Continued from Page 1)

tor, Columbia Recording Corp. and the NBC Radio Recording Division which makes library and commercial transcriptions. Representing Victor and NBC will be Lawrence Morri and Robert Myer, attorneys for RCA Victor. For CRC will be Ralph Colin.

AFM will have on hand some of its officials including attorneys Joseph A. Padway and Henry A. Friedman.

From all indications a spirited battle will be fought by the recording companies against the principle of direct payments to the union above the regular musician scale.

## WNEW To Pick Up Opening

WNEW will broadcast the inaugural program from the Newspaper Guild Canteen at 40 East 40th Street this evening, 9:45 to 10:15 p.m. and another session at 11:35 to 12:00 midnight. Program will mark the opening of the new canteen, and among those who will appear on the radio presentation will be Ed Sullivan, Jerry Lester, Barry Wood, Mary Small, Barry Sisters, Maurice Rocco, Ella Fitzgerald, The Holidays, Hazel Scott, Danny Thomas, Quentin Reynolds, Elsa Maxwell and Perry Como.

## Wedding Bells

Brad Reynolds, tenor on the new "Fun With Dunn" comedy-variety show heard on the Columbia network, will marry Gita Fry, Conover model, tomorrow. The ceremony will take place in York, Pa., home town of the bride-to-be.

**CKLW**  
BEST RADIO BUY in the DETROIT AREA  
5,000 WATTS DAY and NIGHT 800 Kc. MUTUAL SYSTEM

**1st Advertiser Now Biggest!**

The current largest advertiser on W-I-T-H was the first advertiser on this station when we went on the air two years ago.

W-I-T-H delivers the goods . . . consistently. Try it. See for yourself.

**W-I-T-H**  
IN BALTIMORE  
TOM TINSLEY, President  
REPRESENTED BY HEADLEY-REED



## Census Bur. Reports in Radio-Advertising

(Continued from Page 1)

19,493 employed in radio or television, 320 on government projects and 1,460 unemployed. Only 300 of 5,392 women listed as radio workers were not working for the industry—20 being on government projects and 280 unemployed.

The census figures are not sufficiently detailed to permit breaking them down to reveal how many workers registered for specific industry jobs. Among actors and actresses, for instance, 19,232 were registered, but this includes legitimate, motion picture, vaudeville and other actors as well as radio. It probably includes announcers, since there is no separate listing of them. The figures do not reveal, for instance, the number of program managers, commentators, vice-presidents, etc.

### Femme "Wireless Operators"

There were 11,573 professional radio and wireless operators listed, with 1,493 employed by the industry, 480 by the government and 700 unemployed. Of these, only 117 were women, and 97 of these women were employed in industry, with the other 20 unemployed. There were 680 male operators unemployed; 480 were working on public projects and 10,296 in private industry.

The figures revealed 21,953 workers employed as employed in "household appliance or radio stores," and only 920 of these were women. Employment was high, with 21,573 working in the industry, 40 for the government and 340 unemployed.

A total of 35,692, people, 3,742 of whom women, were registered as advertising agents, with 33,712 employed in that field, 220 by government and 360 unemployed.

## New Oursler Show Debuts On WOR, Nov. 15

"The People's Reporter," news question-and-answer show conducted by Milton Oursler, former "Liberty" editor and mystery novelist, will premiere under M-G-M sponsorship over WOR-Mutual, beginning Monday, Nov. 15, 8:15-8:30 p.m., EWT. Program is scheduled on a five-time weekly basis via more than 50 stations. Present plans call for a pair of announcers to pitch questions conducted by listeners to Oursler.

THIS LITTLE BUDGET  
WENT TO  
**WORL  
BOSTON  
MASS.**



## PROGRAM REVIEWS

### KATE SMITH HOUR

Jello and Sanka Coffee  
WABC-CBS

Friday, 8-8:55 p.m., EWT  
Young & Rubicam, Inc.  
Ted Collins, Director

#### FIRST LADY OF SONG.

After 14 years as radio's leading lady, Kate Smith again proves that she is queen of the airways in the singing department. The range of her voice is remarkable. Last Friday she sang "O What A Beautiful Morning" in a soft, caressing style and followed it with a rousing full-voice rendition of "I Only Have Eyes For You." There's no one else who can do justice to both styles of delivery like that. The rest of the show was a first rate production, featuring the cast of "It Pays to Be Ignorant" in a comedy spot; the Deep River Boys and a cast headed by Ralph Bellamy in a dramatic excerpt from the Universal picture "Corvette K-226." Ted Collins announced the show and, with Kate Smith, delivered the commercials in a homey, informal manner which other programs would do well to observe.

### Radio and Broadway Folk Attend Ben Bernie Rites

(Continued from Page 1)

The Old Maestro services drew the Who's Who of Broadway and radio to Temple Rodeph Sholem, New York, where the organ's farewell music was Noel Coward's "I'll See You Again." Interment was in Mt. Hebron Cemetery, Flushing, L. I. But seven cars journeyed to the family plot, the cortege containing close relatives.

Among the family were his son Pvt. Jason Bernie, accompanied by his mother (Bernie's first wife), Mrs. Rose Harris Holbein; Bernie's second wife, Dorothy; his brothers Herman, Harry, Jess and Dave and their wives; and his sisters, Mrs. Sadie Gleich, Mrs. Bertha May, and Ethel, Bessie, Lee and Rose Bernie.

List of mourners included: Walter Winchell, Dick Stabile, Lou Holtz, Milton Berle, Abel Green, Mr. and Mrs. Billy Rose, Ethel Merman, Paul Whiteman, Phil Baker, Joseph Santley, Bennie Fields, Moss Hart, George S. Kaufman, Max Gordon, Gregory Ratoff, Manny Prager, Manny Sachs, Chester Conn, Rocco Vocco, Damon Runyon, Fred Ahlert and others.

Eulogies were delivered by Rabbi Louis I. Newman and William Brandel, general manager of the Friars.

### Kostelanetz Anniversary

Andre Kostelanetz will celebrate his third anniversary on Dec. 12 as conductor of the Sunday Coca-Cola broadcast, "The Pause That Refreshes on the Air," over CBS. The Russian-born director first began to wield the baton for one of Columbia's symphony orchestras in 1932.

### Stork News

The KDKA, Pittsburgh, announcer, Johnny Boyer is a father for the fourth time. Mrs. Boyer has presented him a nine-pound boy in Mercy Hospital. A boy 15 years of age, is the oldest of the other Boyer children.

Arnold Michaelis, producer-director on the Blue Network, is the father of a second daughter, Alison.

### "FORTUNATUS' CAP"

Wednesday, Oct. 27, 1:45 to 2 p.m.

WJZ-Blue Network (sustaining)

Artists: Bert Shefter, Victor Piomonte, and Milton Kaye, pianists.

Marjorie Fisher, producer-director  
PIANISTS CREATE PICTURES.

A gay new musical show titled, "Fortunatus' Cap," featuring the artistry of three top flight pianists, excellent continuity and finished production made its debut on the Blue Network this week. Refreshingly different than the usual sustaining musical shows the new program is bright, topical and worthy of commercial sponsorship.

Themed after the mythical travels of "Fortunatus," Thomas Sekker's legendary figure who used a magic cap to transport him anywhere, the presentation creates musical pictures inspired by song titles. Last Wednesday the show was designed to musically glorify feminine beauty, charm and grace through the playing of numbers with titles such as "Diane," "Rosalie," "Mary," "My Gal Sal" and the ever popular, "Sweet Sue."

Credit for the distinctive piano arrangements goes to Bert Shefter, leader-arranger, and the talented support received from Victor Piomonte and Milton Kaye, equally accomplished pianists. This trio of pianists through their keyboard artistry blended the music of three pianos into rhythmic patterns of sparkling originality. The excellent choice of numbers and programming by Marjorie Fisher, producer-director, contributed smooth production to the show. Narration likewise was in good taste and in keeping with the spirit of the musical pictures.

Paul Whiteman, musical director of the Blue Network, was noted lending an ear and a smile of approval at the debut of the new show at the Blue studios on Wednesday. It was announced that on next Wednesday, 1:45 to 2 p.m., "Fortunatus' Cap" will do a musical tour of rivers made famous in words and lyrics.

## NBC 'Roundup' Co-Op Sold On 54 Stations

(Continued from Page 1)

pective commercials are: WHIZ, Zanesville, O., Morrison Motor Co.; WJDX, Jackson, Mich., Stein's Clothiers; WALA, Mobile, Mobile Cigar & Tobacco Co.; WSJS, Winston-Salem, Ideal Dry Goods Co.; WSAV, Savannah, B. H. Levy Department Store. The foregoing, with the exception of WSJS, are broadcasting the "Roundup" during the regular period, Monday through Saturday, 8 to 8:15 a.m., EWT. WSJS schedules the feature three times weekly.

In addition to Chaplin who speaks from New York, the news show presents NBC newsmen from key centers. Among those heard are Robert McCormick, from Washington, D. C.; John MacVane, London; Henry Cassidy, Moscow; David Anderson, Stockholm; Bjorn Bjournson, Reykjavik; Don Hollenbeck, Ralph Howard and Merrill Mueller, Algiers; Grant Parr, Cairo, and Edward Wallace and George T. Folster, Australia.

### Blue Secretary Promoted

Priscilla Lombard, former Blue Net secretary, has been appointed special announcements editor of the Blue's news and special features division effective, Nov. 1. G. W. Johnstone, director of news and special features, announced. Miss Lombard replaces Margaret Early now of CBS.

## WELCOME LEWIS

COMPLETING

Year of Success Today

IN

# SINGO

Radio's Most Original Game

Monday Thru Friday, 6:30 p.m. EWT

## WJZ

100,000 Rave Letters

Rep., PAUL ROSS—RKO Bldg., New York

## WELCOME LEWIS



LOS ANGELES

By RALPH WILK

ED GARDNER is following the guest pattern on his "Duffy's Tavern" shows which will also be used in the motion picture version, now in preparation. Ida Lupino served as his comedy foil Tuesday (26), and other names are set to follow. Gardner, in the role of "Archie," has already exchanged banter with Veronica Lake and Orson Welles on recent broadcasts.

George Barclay, formerly of KQW, San Jose, has been added to the announcing staff at KECA-KFI. Dick Crane, former night announcer on the staff has been moved up to a day spot while Phil McHugh, summer relief announcer, has been given the night berth. Announcers Ken Bennett, and Ed Colmans have left the KECA-KFI staff to assume duties in the United States Army.

Universal Microphone Co. workers have organized a couple of soft-ball teams with Margaret Palmer and Charles Roberts doing the organizing for the employees.

Paul Conlan, who authors the Judy Canova-CBS show, has been signed by Columbia Pictures to write an original story for Miss Canova.

Our Passing Show: Dennis Day, Mary Livingstone, Hal Bock, Walter Bunker, John Swallow, Carroll Nye, Captain Wes Knorpp, Robert Mucks, Minerva Pious, Bob Wachsman at the press party for Jack Benny.

"Columbia's Sport's Review," formerly heard only on KNX, will be released to the Columbia Pacific network at a new time, 5:15-5:30 p.m. The program, formerly heard Saturdays 6-6:15 p.m., is conducted by Rube Samuelson, Pasadena "Star-News" sports editor, and KNX sports-caster Tom Hanlon.

Agnes Moorehead becomes one of the busiest actresses in Hollywood with her assignment to a top role in "Dragon Seed," at M-G-M. She is now playing a featured role in "Since You Went Away," being produced by David O. Selznick. She also has two radio commitments each week, in "Mayor Of The Town," with Lionel Barrymore, and the "Blondie" series.

Bing Crosby is taking five weeks off from "Kraft Music Hall" to squeeze in a short vacation at his Nevada ranch and then head for Washington, D. C., and other eastern points on behalf of the Treasury Department. Brother Bob repeats his popular act of subbing for the absent Bing, he took over October 28. Bob will also continue his Sunday NBC program, "Bob Crosby & Company" half hour.

IS RADIO A RACKET?

Read the thrilling new mystery novel "MURDER IN THE RADIO DEPARTMENT" by ALFRED EICHLER Gold Label Books—Publishers

MAIN STREET OL' SCOOPS DAILY

Reporter At Large...

● ● ● Nick Keesely tossed a party yesterday at Toots Shor's in honor of Wilbur Stark, WMCA's Salesman, who dons khaki today. . . . incidentally you may expect some big doings regarding Keesely's new move that won't be announced until next week. . . . Due to the enthusiastic response accorded the decision to award all prizes, at least once each week to Wounded War Vets, Welcome Lewis, femcee of the Blue Net's "Singo," (which incidentally, in the past year, received more than 100,000 letters from fans) will make this a regular feature and once each week, only wounded Vets will share the prizes. . . . Howard Lindsay had loaned a script and given permission and so the Professional Children's School will give two performances of "Arsenic and Old Lace," Dec. 12 and 19th at the Hudson Theater. . . . Tickets? See Ann Thomas. . . . The Mary Margaret McBride Hybrid Tea Rose is featured in the Macmillan Book, "Garden Flowers in Color" . . . when Mary Margaret was informed that the Rose, which took seven years to produce was to be named after her, the WEAF commentator said, "All I Hope is I'll be able to live up to it. . . . it's an awful thing going through life trying to keep up with a Rose" . . . our answer to that is, each day we see the enthusiastic reception, M.M.Mc. is accorded by her studio audience and in our opinion, she is neck and neck with the Rose.

★ ★ ★ Wes Howard, the Moe Gale protege, who just arrived on the coast has been cast into the M-G-Movie "Thirty Seconds Over Tokyo" . . . Dick Brecker of the Young & Rubicam Talent Department rates a bow for visiting local hospitals, bases, etc. and entertaining on the piano. . . . Ella Fitzgerald and her Orchestra, starts a five week theater tour next week. . . . Betty Rann, Blue Net's boogie-woogie pianiste weds Ensign H. T. Cox, U. S. Coast Guard, Dec. 9 . . . Jimmy Lytell re-signed to make more records for Beacon . . . Beatrice Kay will femcee a new show MBStarting November 6. . . . Manny Prager's orchestra and Don Reid, tenor will be featured with the 'Gay Nineties' star. . . . Newest (and plenty proud) member of the Lambs Club is David O. Alber. . . . Stan Joseloff, who left producing the Eddie Cantor program last year to join the OWI, has joined Young & Rubicam Radio Department. . . . A special RADIOKAY to Muriel Angelus, "Early To Bed" luminary, who guested last week on Kate, CBS's varieties, and donated her salary to the Stage Door Canteen. . . . Josephine Houston, thrush who opens at the Troika in Washington Nov. 18, will commute to Gotham for her "Stars From the Blue" programs Sundays. . . . The Mag "Glamour" went to town in the current issue with a two-page spread (in Pix) of women in radio, pinch-hitting for men now in Service. . . . charming Joan Lane, CBS p.a., was among the girls glamour-ized.

★ ★ ★ Decca Records will release next month a "For Whom The Bell Tolls" album, the music to be presented by a fifty-piece band under the direction of Victor Young, who composed the entire score. . . . Dorothy Ross, former George Olsen secretary, now is Paul Whiteman's gal Friday . . . incidentally there are three other Dorothy Ross' in our business. . . . one's a Praise Agent, another is a singer and the third owns a nite club . . . They won't know it till they read it here, but Radio and Broadway Columnists, will each be gifted with a Lee Hat next week. . . . Maxine Keith's WORAL show, "From Me To You" switched from 3:30 p.m. to 10:15 a.m. . . . Ralph Bellamy repeats as Jerry Lester's guest CBSunday at 8 p.m. . . . Bea Wain will questrill Monday on the "Music Goes To War" program over WNEW which will emanate from Maritime Service Training Station at Sheepshead Bay. . . . Henry Jerome and his Band return Tuesday to Pelham Heath Inn.

—Remember Pearl Harbor—

CHICAGO

By BILL IRVIN

APPOINTMENT of John Wehrhe as assistant auditor in the counting department, replacing Arnold Johnson, who was inducted into the armed forces, headed several personnel changes announced last week by John F. Whalley, business manager for the NBC Central Division. In the same department, Sally Recht was named budget officer, replacing Wehrheim, and Mary Hargan was promoted to Miss Rech's position as cashier. Freda Ewer was added to the staff as department secretary.

Walter Yust, editor of the Encyclopedia Britannica and host on WGN The Human Adventure (Thursday 7:30 to 8 p.m., CWT) gets most of his "Fan Mail" in the form of scholarly queries for more detailed information on sometimes obscure subjects. But some folks ask too much even of the Britannica. One woman wrote Yust complaining because the reference work fails to give the name of the Unknown Soldier.

Stanton Kramer, a member of the WGN press department before joining the Army more than a year ago, has returned to WGN after being honorably discharged from the service.

Karl Michael, WGN engineer, who handles the controls on the Sunday afternoon "Moose Fireside Party" sponsored by the Loyal Order of Moose (4 to 4:30 CWT), feels right at home on the program because he used to be a student at the Mooseheart, Ill., school maintained by the order. In fact, it was a Mooseheart superintendent who started Michael on his engineering career while he was at the school, from 1920 to 1927. He had studied fundamentals of electricity and had done repair work on the school's electrical equipment. Michael explained to Matthew P. Adams, former Mooseheart superintendent, that he was interested in getting into radio. Adams arranged for him to go to work as an apprentice engineer at WJJD, which then had studios at Mooseheart. As a result of his WJJD experience Michael was able to take a full time engineering job when he was graduated from the Mooseheart school.

★★★★★  
**BASCH** Tested 5 minute TRANSCRIBED SHOWS  
 "IT TAKES A WOMAN" 200 Dramatic Stories  
 "FACT OR FANTASY" 92 Thrilling Episodes  
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 Write or wire for details  
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**RADIO PRODUCTIONS**  
 17 E. 45<sup>th</sup> ST. NEW YORK



# Gilbert Seldes Speaks On "How To Listen To Radio"

(Continued from Page 1)

point of the listener and not the broadcaster.

Seldes impressed his audience with the fact that the tuning of the radio receiver was important in that in order to get the utmost out of a broadcast, the voices or music heard should be as near to the tones heard as though the voices or concert for instance were being especially presented for the particular listener twisting the dial. Thus he considered it highly important that fine tuning be a requisite to radio listening. Said Seldes: "... the same instrument that stirs us to patriotic action, lulls us to rest—and if the balance is wrong, may lead us to indifference and complacency—incidentally if the balance is wrong, it may lead up to hysterical action or panic ..."

### Types of Programs

Various types of programs were analyzed by Seldes, who, in referring to commercial shows stated even the best of the formulas were in need of changes from time to time. "The fact," said Seldes, "that radio is connected with the selling of commodities—with advertising—means that it's a very active part of the competitive system—in this case the competition in giving pleasure. Actually a rule of thumb exists by which the success of the entertainment is measured, and if it is not successful, it will be changed or supplanted. There are other programs which are not measured this way—they are measured by the known service they render the public, and that is an essential function of radio broadcasting ..."

Regarding proposed changes in the structure of American radio, the CBS tele head said in part, "... one thing ought to be kept in mind—will any suggested change lower the vital power of radio to adapt itself to the public needs and desires? Will it become less responsive or more responsive? Will it be rigid or flexible?" Seldes sought to trace back to the early days of radio in effort to find the sources of "strength and weakness in radio."

Mentioning the astounding indifference and hostile attitude writers and stage people took to radio, he said they did the same when the movies came into vogue and well known writers and actors did their stuff under assumed names, not wanting to be associated with the "vulgar."

One exception was made by Seldes in this and he stated that of all the trained minds in America, one group did take to radio. These were the educators. The only trouble was that they never took the trouble to learn the techniques of radio. Items such as these were brought forth by Seldes because he felt that the absence of good writers had delayed developments in radio.

### Radio Catches On

When radio finally caught on, Seldes pointed out that in one year the radio sets multiplied a thousand times over. In listing the facts and phases of radio listening, he set them forth as follows: 1. Amos 'n' Andy first made people aware of how much they cared for radio. 2. The influence of the depression on radio listening. 3. The ad-voiced crooners and the happy comedians. 4. The success stories and the amateur hour. 5. The daytime serials and the quizzes.

The constant basic fare of radio was listed as follows: News, drama, music (both kinds), variety and personalities.

Seldes also reminded his listeners that there is no obligation to tune in any program inasmuch as many different kinds of programs are simultaneously available and that therefore there is no ground for "protesting against any type of program on the air."

Some paragraphs were anent free speech and Seldes harked back to the days when Hitler first dominated, quoting Walter Lippmann on some phases. From there he went into the propaganda angles and illustrated how a comedian for instance could work such

stuff into his script, but admitted such would not be fair play.

"As far back as 1937," Seldes said, "William S. Paley, president of CBS said:

"We do not sell time for propaganda. By propaganda we mean any attempt to influence legislation, regulation, taxation and the like. Despite the tempting revenue we might have derived from such sales, we decided against them first of all because we believed it was part of our public obligation to provide time for the discussion of controversial issues. An even more compelling reason was the danger that the side with the most money would win the argument and often, that special interests would drown out the voice of the public."

The daytime serial came in for a sendoff, its good points being outlined carefully and at length. "A little research," the speaker revealed "has discovered that the listeners to the daytime serial resemble in every respect, and in minute detail, that other great body of womanhood, the non-listeners to daytime serials. ... in fact the only really great distinction between the two groups is that the women who do listen to daytime serials, listen more frequently to night-time radio than do their non-listening sisters."

### Radio An Abstract Freedom

Describing the various types of entertainment, some of which we like for instance but may be taboo in Fascist countries, Seldes came to the conclusion that the American people were far more likely to fight for their entertainment than for any other abstract freedom. "Tell them they can't have frivolous movies, Bob Hope, or Jimmy Durante, and they will get sore. ... we would be quite right to fight for our fun, because it is about the best on earth. It is beautifully produced, it is varied, and in the hands of great masters, it is perfect expression of the complex American outlook on life."

In conclusion Seldes said: "But so long as radio is a means of communication—which is a means of tying together all the people of the country—it has no right to sacrifice its basic popularity. It cannot serve the country by serving factions or groups, and this applies to the arts as well as to politics.

"That is radio today—giving you infinite freedom to listen and infinite freedom to criticize, provided you do not try to destroy the pleasures of others because you cannot share them.

"As for the future which, in a moment of optimism, I seem to have promised to talk about, it is full of agreeable uncertainties. William Allen White once told me that I would live to see the day—which he hoped he would not—when you would press one button and out would come a little roll of newspaper, and you would press another button and on the screen would appear the appropriate illustrations—and some serious predictions have been almost as fanciful. The only thing we know with any certainty is that the techniques of communication have jumped ahead by 20 years because of their use in the war. It may take a little time to integrate all the new developments into domestic radio and television. How long a time, will depend on many technical factors, as well as on the general condition of the country. But somewhere not too far from here, I think you can see a perfected international radio and a little nearer than the end of the rainbow, television, clear and bright in the colors of nature, in your own home, and also perhaps in the theater. When you think of how much radio has accomplished since the last war—when it had barely been invented—and when you think how important it is in our lives, you will

An exceptionally good turnout greeted the speaker. Among those present were: Miller McClintock, president of Mutual; Sterling Fischer, of NBC; Dave Baylor, WGAR; Hal Metzger, WTAM; C. M. Hunter, WHK-WCLE, and Ed Paulen, of WJW. Following the speech, officials of WGAR entertained Seldes and George Crandall, CBS director of publicity, at a cocktail party for newsmen.

## With the Colors!

DOROTHY J. CRANE, of the WIND, Gary, Indiana, program department, has been inducted into the Women's Marine Corps and reports for service the first week of November.

—VVV—

JOSE MAYOL, emcee of "Pan Americana," musical variety show on W55M, Milwaukee, is now drilling for the Army of the United States.

—VVV—

EDWARD C. CALLAHAN, former technician at KPO, San Francisco, who resigned to join the Navy, is now a Lieutenant Commander stationed in the South Pacific theater of warfare.

—VVV—

CHARLES E. SEEBECK, until recently engaged in sales, production and engineering, has been called to active duty with the Army Signal Corps and is now stationed at Daniel Field, Augusta, Ga.

—VVV—

HARRY MAUS, vice-president and copy editor for the past eight years with the Russel M. Seeds agency, Chicago, has been given a leave of absence for the duration to serve with the Coast Guard.

## Beatrice Kay Scheduled For Role In Legit Show

Beatrice Kay, recent star of the "Gay Nineties" program, has just been signed to a leading role in "Marching with Johnny," the CIO-sponsored revue which opens in Newark for a pre-New York engagement, Nov. 22. The singer has appeared in several Broadway musicals, including "Sunny," "Rose Marie," and "Sweet Adeline."

# WGCM

Voice of the  
MISSISSIPPI GULF COAST  
BLUE NETWORK  
Gulfport, Biloxi, Miss.

Populations have increased!  
Payrolls have increased!  
SPENDING has increased!! More money now in "Mississippi's No. 2 Market" than ever before.  
Prosperity Center of the Deep South.

National representatives: Sears & Ayer, Inc., Chicago and New York.



## AGENCIES

BUE NETWORK has appointed, Cornell & Newell, as its advertising agency, announced yesterday by Edgar executive vice-president of the appointment is effective.

PRESNELL, formerly of Publicam and BBD&O, has radio department of Compising, Inc. He will act as supervisor on the serial programs.

WHEN & McKIM, Cincinnati appointed to place the of the Sandy Valley company, Ashland, Ky. Radio media to be used in the Golden Dream Coffee.

BGHAM, for the past year program director of the office of the Overseas the Office of War Information assigned to return to comlio. A veteran of 17 years was formerly program radio stations WITH, Bal- and WWNC, Asheville,

S. BUECHNER, vice-Ted Bates, Inc., since its has been named assistant and chairman of the and creative board.

MASON BROWN, formic critic for the New York also for the "World-Tele- who served on Admiral ship at the invasion of be the principal speaker regular luncheon meeting of sising Club of New York be held next Wednesday house.

## In Collier's CBS In News Row

to find out what successful and newspapers found out ago. Collier's states an reporter does not neces- a good editorial writer versa. That the straight d be left to the reporter editorials to the editorial

Collier's: "Let the reporters pondents report the facts without bias or shading as possible, and let the editors and kindred opinion handle the writing of

usion, the magazine edi- "We'll be hearing from dreds or thousands of that we're helping radio eedom of speech in this vertheless, we think CBS ly right in this matter of in the air, and it will do long-suffering radio pub- by sticking to its guns."



## OWI Seeks Support Of French Canadians

(Continued from Page 1)

French-speaking areas three 15-minute programs a week devoted especially to aspects of Canada's war effort and post-war preparations. These are in addition, he emphasized, to the allusions to Canada, her production records, and activities of her fighting forces included in new bulletins and other programs broadcast by the French section of OWI.

Since the Allies landed in North Africa, he explained, the OWI had been broadcasting in French 24 hours a day, seven days a week, over more than 20 shortwave transmitters and in cooperation with U. S. radio chains and the BBC. The official station and program of the U. S. Government is known as La Voix de l'Amerique, he said, and there is increasing evidence that it is heard not only in France itself but also in North and Central Africa, the Near East, French Pacific colonies and Indo-China.

### Visited Ottawa

While in Canada, Mr. Lazareff also visited Ottawa to consult with officials of the War-time Information Board, with which the OWI works closely in developing material for broadcasting in both French and English. At the same time, he said, he was hopeful that sources of supplementary information could be developed apart from the WIB especially in French Canada so that phases of the war effort in Quebec could continue to be featured in shortwave broadcasts. Mr. Lazareff reported that arrangements have been made between the OWI and WIB for development of an "elaborate program" to give Canada and her war effort a prominent place in the broadcasts of "La Voix de l'Amerique. Purpose of this, he said, was to let people of France know importance and standing of Canada.

## Col. Ayling, Geyer Exec., Killed In Action Abroad

Col. John G. Ayling, formerly associated with the Geyer, Cornell & Newell agency in an executive capacity, was killed in action with the Army Air Forces in the Mediterranean area, the War Department reported. He was 50 years old.

A veteran of World War I, Col. Ayling held aviation ratings as pilot, observer, dirigible pilot, balloon observer and seaplane pilot. He rejoined the Army following the attack on Pearl Harbor, and went overseas with the Eighth Air Force in June, 1942. He was later assigned to the North African headquarters.

## Bennett Returns To WOR

Composer-conductor Russell Bennett returns to WOR as maestro of "Music for an Hour" heard Sunday at 1:30 p.m. Program, a recent addition to the Bamberger outlet's schedule, was introduced by Alfred Wallenstein, now on leave to direct the Los Angeles Symphony Orchestra.

# NEW BUSINESS

**WFIL, Philadelphia:** General Baking Company, N. Y. C. (bread), 11 transcribed spot announcements weekly for 13 weeks, through Ivey & Livingston, Philadelphia; Harry Krouse, Philadelphia (used cars), 11 spot announcements weekly for 13 weeks through Samuel Taubman Adv. Agency, Philadelphia; Walker's Auslex Chili Company, Austin, Texas (chili), two participations weekly for 10 weeks, through Crook Advertising Agency, Dallas, Texas; Mentholatum Co., Wilmington, Del. (Mentholatum), three spot announcements weekly for 52 weeks, through J. Walter Thompson, N. Y. C.; Vick Chemical Co., N. Y. C. (All products of Vick Chemical and affiliated companies), six spot announcements weekly for 13 weeks, through Morse International Inc., N. Y. C.; Piel Bros., Brooklyn, N. Y. (beer), three transcribed 15-minute programs weekly for 17 weeks, through Sherman K. Ellis & Co., Inc., N. Y. C.; Philadelphia Certified Milk Producers Assn., Philadelphia, one studio program weekly for 13 weeks, through The Clements Company, Philadelphia; Admiracion Shampoo, Harrison, N. J. (shampoo), five announcements per week for 26 weeks, through Charles Dallas Reach, Newark, N. J.; Bell Telephone Company of Penna., Philadelphia (telephone service), eight announcements weekly for 13 weeks, through Gray & Rogers Advertising, Philadelphia; Allcock's Plaster, Ossining, N. Y. (Allcock's Plaster), three transcribed announcements weekly for 26 weeks, through Small & Seiffer Inc., N. Y. C.; Lichteys, Philadelphia (jewelry), six ten-minute transcribed programs weekly for 26 weeks, through Stewart-Jordan Co., Philadelphia; Dr. Algase, Philadelphia (dental service), 11 spot announcements weekly for 52 weeks, through Cox & Tanz, Philadelphia; Waste Paper Consuming Industries, St. Louis, Mo. (waste paper campaign), three spot announcements weekly for indefinite period, through

## 'Quiz Kids' Televised By W9XBK In Chicago

Chicago—The Quiz Kids televised a 45-minute show over station W9XBK, the Balaban & Katz experimental station, recently, and their reaction to television was that it was a wonderful invention. In fact, the Kids, scheduled to do a 30-minute program, went on for 15 minutes more and almost became dehydrated from the strong lights, so fascinated were they by the cameras and other studio paraphernalia. Station W9XBK televises six shows a week and reaches nearly 1,500 persons in this area.

## Bill Stern For Army-N.D.

Bill Stern, NBC director of sports, will broadcast a play-by-play account of the Army-Notre Dame contest Saturday, Nov. 6 (1:45 p.m., EWT), from the Yankee Stadium.

**WOAI, San Antonio:** RKO Radio Pictures, 64 one-minute anns.; Morton's Salt, 10 one-minute ET's per week starting Nov. 1; Joske Bros., one live 100-word announcement; Grove Laboratories, 15-min. live newscast, one per week; Chamberlain Lotions, three ET's per week, starting Oct. 30, for indefinite period; George C. Hoskins Associates (The Voice of Prophecy Inc.) 52 times, 30-minute ET program, one per week; Johnson & Johnson (Texcel Cellophane Tape), one-minute announcements, starting Nov. 1; Southwest Bell Telephone Co., six one-minute ET anns. per week.

**KABC, San Antonio:** Calpini (Photo Shop), 13 anns., per week for one year; Borden Co. Dairy Products, Treasury Star Parade 15-minute program 22 times; Dailys Budget Shop, five spot announcements daily; Polyanna Beauty Shop, one spot per week for one year; Frosted Milk Corp. one spot per week, 156 times; Mangies Store (Ready to Wear), four spots per week; Menter & Seymours (Clothing Stores), five spot announcements per day six days per week; Borden Co. (Dairy Products), two announcements per day, through Condo Agency; Turks (Night Club), six spot announcements per week; Pinex Co. (Medicine), five-minute news five per week, Texas State Network; Shadowland Night Club, 15-min. program nightly; Coronet Magazine, 15 one-minute ET's per week; Don & Ben's Wine House, two spot announcements weekly; National Bank of Commerce, one spot six per week.

**Olian Adv. Company, St. Louis:** Standard Brands Inc., N. Y. C. (Stams), three transcribed announcements weekly for 13 weeks through Ted Bates, Inc., N. Y. C.; Seek & Kade Inc., N. Y. C. (Pertussin), five transcribed announcements weekly for 26 weeks, through Erwin, Wasey & Co., Inc., N. Y. C.

## WOW Management Seeks State Court Affirmation

Omaha—Two briefs were filed in state supreme court in Lincoln by the Woodmen of the World Life Insurance Society, its officers and by radio station WOW asking the court to affirm a district court decision rendered in Douglas county in regard to the leasing of the society's station.

Dr. Homer H. Johnson earlier had appealed the district court decision which said there was no evidence of fraud in the leasing of the station.

One brief filed was by defendants, John J. Gillin, Jr. and the station, the other by the remainder of the defendants, who include D. E. Bradshaw, T. E. Patterson, Farrar Newberry, William Ruess, W. C. Barden, R. E. Miller, Sterling C. Holston and Woodmen of the World Life Insurance Society.

## CBS O & O Mgr. M Ends Two-Day Se

(Continued from Page 1)

was attended by high network and among the items up for discussion were factors of station operation affected by the war such as finance and personnel problems. CBS' program and sales Managers also reviewed Columbia-owned station promotion plans for 1944. A presentation of the Radio Index, to which CBS subscription was given.

Speaker at the first-day luncheon was Peabody-award winner Collingwood, CBS foreign correspondent recently returned from Europe. Network President William S. Paley and executive Vice-president J. Kesten attended the second-day luncheon. Paley spoke on CBS' programming plans.

### Executive Roster Impressive

Frank Stanton, vice-president in charge of the C-O station network, host to the Columbia-owned stations, present were Carl J. Burdette, WTOP, Washington, D. C.; Arthur Fellows, WEEL, Boston; Arthur Hayes, WABC, New York; Jones, KMOX, St. Louis; A. F. Cely, WCCO, Minneapolis-St. Paul; D. W. Thornburgh, KNX, Los Angeles; J. L. Van Volkenburg, WBBM, Chicago, and A. D. Willard, Jr., Charlotte.

Ed Norton, chairman of the network, and Thad Holt, President-CO Manager, of "the voice of Alabama" station WAPI, Birmingham, also present at the discussions. WOW is represented by CBS Radio Sales Manager, New York, and J. A. Morton, Sales Manager of KNX, Los Angeles.

Officials of Radio Sales, the sales division of CBS attending the meeting were J. Kelly Smith, General Sales Manager, WBBM, Chicago; Howard S. Meighan, Eastern Manager, New York, and J. A. Morton, Sales Manager of KNX, Los Angeles.

## Paul Kesten To Address REC Luncheon Meeting

Paul Kesten, executive vice-president of the Columbia Broadcasting System will be the guest speaker at the Radio Executives Club of New York next Thursday, November 4.

His topic will be "Radio's Responsibilities" which should be of particular significance in view of the discussion throughout the trade the subject of "opinionated" commentators.

Other networks will be represented at the speakers' table in the person of William Brooks of the National Broadcasting Company, W. G. Johnston of the Blue Network Company, John Whitmore of the Mutual Broadcasting System, and Paul White of Columbia Broadcasting System.

The club's luncheons start at 12 p.m. and are held in the Coliseum Lounge of the Shelton Hotel, 4th Street and Lexington Avenue. Will Evans, star of "Mexican Hayride" will sing the National Anthem.



★ ★ COAST-TO-COAST ★ ★ ★

—FLORIDA—
ORLANDO—Paul Helms, former chief engineer at WDBO, Orlando, has announced staff of WJHP...

—CONNECTICUT—
HARTFORD—Fred King is taking over as chief engineer at WELL. He is also chief engineer at WELH...

—LOUISIANA—
MONROE—When That Day is the title of the specially prepared Day program presented this week in cooperation with the current drive for WAVES...

—CALIFORNIA—
SAN FRANCISCO—Anne Director, sales manager of KQW, was awarded the award for doing "most complete" job on "Your Home Front Report"...

Happy Birthday To You
October 29
Clark John de Russy
Dilworth Arthur Kohl
Marantz Jack Pearl
Hers Eliza Schallert
Bill Smythe
October 30
Ray Dooley
Carl Warren
November 1
Francis White
October 31
Carpenter Douglas Hope
Hess Mary McCoy
Ari Peck

on controversial subjects... Louise Taber, western pioneer and historical authority, has been named education director of KQW...

—COLORADO—
DENVER—"Klam-Bake in Khaki," an original satire on radio commercials and soap operas, was presented recently by Fitzsimons General Hospital in this city on KOA's "Music Center" show...

—MASSACHUSETTS—
BOSTON—Adele McCarty has joined the production department of WNAC as producer and writer of the "Yankee House Party," half-hour variety show...

—OREGON—
LE GRANDE—Walter H. Garvin, formerly commercial manager of KOOS, Mashfield, has been appointed manager of KLBW...

—MARYLAND—
CUMBERLAND—Angela Ryland has joined the WTBO crew as bookkeeper and office manager, replacing Ina Lee Eichner who has joined the WACS...

—TEXAS—
SAN ANTONIO—Cy Baker has joined the news announcing staff of WOAI, following an honorable medical discharge from the Army...

entering the service, Baker was affiliated with WJRD, Tuscaloosa, and WKBC, Birmingham, Alabama... "Army on the Air" is a new quarter-hour show being aired over WOAI...

—OHIO—
DAYTON—Josephine Andrews, head of WING's continuity department, has left the station to become the wife of Capt. Bob Dickinson, Medical Corps... White Villa Co., local wholesale grocers, have purchased the "Musical Menu," 15-minute daily, Monday through Saturday...

—WEST VIRGINIA—
FAIRMONT—Frank Lee, formerly chief announcer at WKST, New Castle, and WJPA, Washington, Pa., and more recently with WAKR, Akron, Ohio, has joined the staff of WMMN as newscaster and staff announcer...

—NEW YORK—
NEW YORK—Lenore Lonergan, one of the leads in Broadway play "Junior Miss," will be guest star of a program produced by the AWVS Junior Auxiliary on behalf of the National War Fund over WOV tomorrow at 6:30 p.m. Judith Allen will emcee the show, which is being directed by Alice Winslow of the AWVS...

consultant for WQXR, and Elie Siegmeister, conductor of the American Ballad Singers, a "chorale" announcement was devised. And now listeners hear Adler Elevators plugged in dulcet tones in the style of old English madrigals!

—MISSOURI—
ST. LOUIS—Venida Jones, organist, recently celebrated the second anniversary of her weekly program, "Sing, America, Sing," on KMOX in a broadcast from the major USO center of the city in the Municipal Auditorium... France Laux, KMOX sportscaster, has expanded his activities to include the sponsorship and management of a bowling team...

—NORTH CAROLINA—
NEW BERN—Arrangements are being made by WHIT for a special program originating at Camp Lejeune, major Marine Base, commemorating the 186th anniversary of the Marine Corps on November 10. Entire show will be written by Marine personnel who were formerly in radio...

—UTAH—
SALT LAKE CITY—Luncheon to inaugurate the new Intermountain Radio Council was held here recently with Dorothy Lewis of the NAB as guest speaker. George Provol, program director of KDYL, was seated at the head table "doodling" with a pencil and piece of paper, and found himself appointed secretary of the Council because the President thought he was taking notes during the course of the meeting...

—NEW JERSEY—
JERSEY CITY—Fritz Von Unruh, internationally known poet, was a recent guest on Martha Ley's "Personality Parade" over WHOM. Occasion was a tribute to Romain Rolland, famous French author.

WLS Devoted 203 Hours To War Effort Recently

Chicago—During July and August, WLS devoted 203 hours and 23 minutes to war programs and announcements, according to a summary of the station's feature broadcast for those months, as announced by Glenn Snyder, WLS manager. The WLS schedule for July and August also included 157 hours of news broadcasts, 32 hours devoted to religious programs and 73 hours to agricultural programs. A total of 237 speakers were heard on the station during those two months, and 63 various organizations, clubs and groups were represented on WLS programs.



# AMOS 'n' ANDY

NBC RED NETWORK

**KFI**

EVERY FRIDAY 10:00 P.M. EWT  
7:00 P.M. PWT



*♪* *♪* *♪*  
**RIN-SO  
WHITE**  
*♪*