"WELL, YOU DID GET SEVENTH . . ."

- Despite her obvious beauty and other feminine features, it's plain that Miss Thompsonville, above, has a deep and realistic knowledge of Life. . . .

In some contests, being second or worse is almost the same as not being present!

Out here in Iowa, for instance, the authoritative 1942 Iowa Radio Audience Survey lists 14 radio stations as "listened to most" (nighttime). But the Summers-Whan Survey proves that no less than 60.4% of all radio families "listen most" to one station—WHO! The remaining 39.6% divide their listening time among the other 13 stations!

And if you think that's something of an eye-opener, wait 'til you see some of the other disclosures in the 1942 Survey! Such as: the effects of movie attendance on radio listening; network program preferences; who writes to radio stations, and why; percentages of the audience listening at specific hours; and so on for 80 pages!

A copy of this scientific study, covering nearly 10,000 representative Iowa families, is yours for the asking. Send for it today.
The merits of graphite and its desirability as an anode material were recognized by Amperex more than a decade ago.

Through the years . . . despite the insistence and claims of other tube manufacturers in regard to the superiority of various rare and semi-precious metals . . . Amperex has consistently held to its conviction that graphite was the preferred material for anodes in high vacuum tubes.

We have demonstrated, during that period, the superiority of our anodes by developing almost 100 types of transmitting tubes that have found favor in commercial broadcasting, aviation and electro-medical fields, as well as tubes for applications in the high and hyper-high frequency range for the armed services of the United States and the United Nations.

With our country in dire need of the rare and semi-precious metals employed as anodes by other manufacturers . . . and with the demand for “military purpose” tubes climbing to staggering quantities . . . Amperex is proud of the fact that its perseverance in developing graphite as an anode substance releases strategically necessary metals for other and equally important War efforts.
In Times Like These — you need
STANDARD'S TAILORED
TRANSCRIPTION SERVICE

Would you like a Library Service that is made to fit your station?
A service smart in its talent lines, richly styled in its variety, and
proportioned to your budget?

A good many stations, in addition to those taking our full Library
Service, find that Standard's "take-what-you-need service" fits
their exact needs in both talent-variety and expenditure.

How about you? May we present a customized version of the
Standard Radio Program Library ... tailored just for you? Just
ask us, and we'll whip out the old tape-measure—without
obligation, of course!

* Standard Radio

360 N. MICHIGAN AVENUE
CHICAGO, ILLINOIS

6404 HOLLYWOOD BOULEVARD
HOLLYWOOD, CAL.
Watchers in Waltham...

Sales for you right here...

You get both with:

WWL
NEW ORLEANS

50,000 watts - - clear channel

When Waltham, Mass., isn't turning out watch dials it turns to radio dials. Every so often some semester tunes in on—and writes to—WWL, New Orleans. Our files fatten with mail from fans at every point of the compass.

But the mainspring of WWL popularity with results-wise advertisers is our Deep South leadership. Here in the New Orleans market area, the power and prestige of WWL makes it unquestionably:

The greatest selling POWER in the South's greatest city

CBS Affiliate — Nat'l Representatives, The Katz Agency, Inc.

BROADCASTING
Vol. 24 • No. 9 • August 31, 1942

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Subscription $5.00 a Year • Canadian and Foreign, $6.00
Published every Monday, 53rd issue (Yearbook Number) Published in February

A better buy is KFAB. This station is practically a fixture in farm radio homes throughout Nebraska and her neighboring states. People like KFAB, and buy the things it recommends—which is why there are no growlers in KFAB's long list of advertisers. You need KFAB, to do a thorough job in this area. So better call us now, while you have a good choice of availabilities.

DON SEARLE—Gen'Mgr.

KFAB
LINCOLN
THE GRAVEYARD OF FORGOTTEN NAMES

FOUR hundred years ago the immortal bard of Avon asked, "What's in a name?" Want to find the answer? Then visit the Graveyard of Forgotten Names and read the grim inscriptions. Brace yourself, you're in for a shock. See that tombstone over there? "Pearline" it reads, "worth $8,000,000 at one time. Stopped advertising and in a few short years company, plant, equipment, and all sold for $12,000."

Can You Afford Not to Advertise?

Here's another. "The Segal Lock Co. Enjoyed 60% of America's padlock business, before World War I. Finding government contracts lucrative they forgot the consumer and the consumer in turn forgot them. They were buried years ago.

Can You Afford Not to Advertise?

Now do you know what's in a name? Are those grave and silent slabs enough to impress upon you that every dollar you've spent, every man - you've hired, every piece of machinery you've bought, every man-hour worked since you sold your first piece of merchandise...all are in your brand name? Let your plants burn down...you can quickly rebuild. Destroy your stock...you can make more. But take your name away from the public's mind, and it will become an epitaph in the Graveyard of Forgotten Names.

Rejoice, then, that this war is halting only your production and not your reputation. For as long as the war lasts, you can preserve that reputation by echoing your brand name throughout 55,000,000 radio homes every hour or every day, or every week...at a very cheap cost compared to losing it.

WSM, a part of the great Fifth Estate, is proud that so many war industries and priority stock manufacturers are using WSM to keep their brand names alive for the duration...and after it.

HARRY L. STONE, Gen'l. Mgr.
NASHVILLE, TENNESSEE
CBS PLACED FIRST AGAIN
In 1941, for the seventh straight year, CBS was first choice among the 100 leading advertisers of the United States.

... 21 per cent more of the 100 leading advertisers used CBS than the next most popular network.*

... CBS had 73% more exclusive advertisers than any other network.*

... And in 1941, for the second year in a row, the 100 leading advertisers bought more "time" on CBS than on any other network.*

But the trend is not to CBS alone—the trend is to radio.

Because for the first time, the 100 leading advertisers bought more network radio than any other form of national advertising.*

COLUMBIA BROADCASTING SYSTEM

* Based on actual expenditures for 1941 as reported by: Bureau of Advertising, ANPA; Publishers' Information Bureau; and CBS Research Department.
LIKE Napoleon and a lot of other pretty important people, C. T. (Swanee) Hagman is "big stuff in a small package". Big in heart and big in personality, Swanee is also big in capacity, as proven every day by the way he manages WTCN. Aply enough, WTCN itself is another case of the same general sort. It's a regional station, in competition with a couple of 50,000-watters—but under Swanee's direction, it does a really gigantic job for its dozens of happy advertisers.

Mere size, in other words, is no index of quality in either a man or a radio outlet. Here at F&P we long ago learned what every time-buyer knows. The comparative value of stations cannot be determined solely by power, frequency, network affiliations, or costs. In radio as in no other medium, quality can only be determined by an accurate knowledge of the stations themselves. And, always, it's management that makes the greatest difference.

Perhaps it sounds like mere sales-talk, but it's nevertheless true that every station we represent is a well-managed station. They're all the sort of outlets you yourself would choose to work with—that we are proud to work with, here in this group of pioneer radio-station representatives.
Senate Probe Into Pettillo Power Asked

Clark’s Resolution Cites Abuses Of Czar

THE WRATH of Congress, as well as the courts, has descended upon Music Czar James Caesar Petrillo and his American Federation of Musicians, and a full-scale investigation of “Petrilloism”, its effect on public morale and the war effort is in the immediate offing.

Plainly disturbed over the effect of the Pettillo action preventing the 140,000 AFM members from recording for transcriptions or other non-public use, Senator D. Worth Clark (D-Idaho), one of the most effective prosecutors in Congress, last Thursday introduced an all-inclusive resolution (SRes-286) for an inquiry into the entire music situation. It was promptly referred to the Senate Interstate Commerce Committee, and appointment of a small subcommittee—of three to five members—is expected this week.

Passage Seen

Immediate reaction in the Senate was decidedly favorable to the Clark proposal. Prominent members on both sides of the chamber predicted the resolution, with sufficient funds to carry on the investigation, would be voted overwhelmingly after favorable action by the Senate Interstate Commerce Committee.

Senator Vandenberg (R. Mich.), one of the minority stalwarts vigorously supported the resolution on the floor and cited the Interlochen, Mich., high school orchestra ban over NBC ordered by Pettillo as “the most significant guide to an intolerant tyranny as I have ever known in my life.”

After introduction of his resolution, Senator Clark told the Senate he merely asked at this time that the Interstate Commerce Committee or a subcommittee be authorized to investigate “this whole nefarious racket in the interest of national unity, in the interest of our war effort, and in the interest of everything that is decent and right.” He said he intended within the next few days to press for action, with the hope that it will be brought back to the floor.

In all likelihood, Senator Clark will be named chairman of this sub-committee by Senator Wheeler (D-Mont.). The Idahoan was chairman of the sub-committee that investigated purported movie propaganda last year. This inquiry, however, suddenly was terminated with the Pearl Harbor incident and the war’s outbreak.

Two Courses

Procedure by the Interstate Commerce Committee could take one of two courses. The full committee could ask the subcommittee to inquire into the need for such an investigation in the national interest. In that event, the subcommittee could proceed without further action and call witnesses to testify on the urgency of the situation precipitated by the Pettillo bans, actions and threats. On the other hand, the committee could report the resolution favorably to the Senate and call for a vote. If that course were taken, a special fund would be made available and a staff retained.

Under the resolution, the sub-committee would be authorized to conduct its investigation anywhere in the United States and at any time. Moreover, it would be authorized to subpoena into the need for such facts as other Government agencies may have and to secure the assistance of other Government agencies in the investigation. Directly concerned would be the anti-trust division, by virtue of the preliminary investigation it already has made in connection with its anti-trust suit, and the FCC, which has gone deep into the whole subject.

While Senator Clark could not dictate procedure until the subcommittee actually is named, it was felt certain Pettillo himself probably would be one of the first witnesses called. More than likely the committee will hear such figures as Assistant Attorney General Thurman Arnold, who personally is handling the anti-trust law prosecution of AFM and its executive, and FCC-BWC Chairman James Lawrence Fly, who likewise has instituted an inquiry into AFM to determine the effect of the bans upon broadcast station operations, particularly during the war emergency.

Plana Legislation

Either way, the inquiry could cover a broad field. Congressional committees have generally automatic subpoena powers. Moreover, because of the overwhelming public reaction against Pettillo’s moves, it was thought that probably representatives of the industries affected, as well as many public and musical organizations which have protested the Pettillo bans, would seek opportunity to appear.

Senator Clark made it clear in his resolution that he proposes to conduct the inquiry for the purpose of “considering appropriate legislation” to foreclose repetition of the Pettillo methods. His resolution covers every phase of music operations. Even such matters as union plugging and payment of “honorariums” to musicians are included. The Interlochen incident, wherein Pettillo ordered NBC to cancel the high school orchestra concerts from the Michigan summer school, also is brought in specifically.

Pettillo’s flat refusal to accede to the appeal of Elmer Davis, director of the Office of War Information, to withdraw his transcription-record ban was emphasized in the resolution. It brought out that Pettillo last December had pledged AFM “to do everything possible to aid in the fight for freedom” and that Mr. Davis, on July 28, had requested the AFM head on behalf of the Government and its milli-
tary services to "consider it your patriotic duty to stand by your pledge of Dec. 27, 1941 and withdraw your ultimatum of June 25, 1942."

Chairman Wheeler was away from Washington when the resolution was introduced. It is understood, however, that he is familiar with its scope and purpose and was favorably disposed. The committee will get to work, according to Senator Clark, as soon as his personnel is named.

There was some speculation as to makeup of the committee. Senator Clark was seen as the logical chairman, as author of the resolution. If a three-man committee is named, the second majority member might be a legislator of the calibre of Senator Lister Hill, of Alabama, who has been active in committee work, or Edwin C. Johnson, of Colorado, another active committee member.

The Republican normally would be Wallace H. White Jr., of Maine, ranking minority member, the Senate's foremost authority on radio matters. But he has been pre-occupied with his election campaign. Senator Chan Gurney, of South Dakota, former operator of WNAX, Yankton, and well-versed in practical phases of broadcast operation, was regarded as a logical second choice. Also mentioned was Senator Charles W. Tobey, of New Hampshire, who likewise has been active in radio matters.

Meanwhile, there was no change in the status of the Government's anti-trust suit against AFM and its officers, scheduled for argument on objections to proceedings Sept. 16 in Chicago. There had been reports, as yet unverified, that AFM would seek a postponement because of the absence from the courtroom of its attorney, A. Petrella, chief counsel for AFM, who is reported in London attending a British labor conference.

Legal Plans Moving

Assistant Attorney General Arnold and Holmes Baldridge, chief of the litigation section of the anti-trust division, were working on plans for presentation of the case, seeking to enjoin AFM because of its recording ban. Affidavits sought by the anti-trust division from various industrial groups already are being drawn up. A case to be filed in the case, NAB's head counsel, Sydney M. Kaye, was reported drafting the intervention petition in behalf of the industry, to be filed among the curiae (as a friend of the court).

At the FCC it was stated that replies to its detailed questionnaire on use of music and music programming had been received in substantial volume and that these are being tabulated and analyzed. They will be used as the basis of evidence to be presented before the Government in the Chicago proceedings.

Otherwise, hardly a wheel turned in the music controversy. Strike talk of a fortnight ago appeared to have abated considerably. It was presumed that the public reaction against Petriello's tactics reflected in newspaper editorials and, last week, in the Gallup poll which showed a 9-to-1 vote against the AFM position [see story in this issue] has tended to put the quietus on further AFM pronouncements.

In addressing the chamber, Senator Clark said he wanted to explain briefly what he considered "a most vital and a most timely resolution which I have every hope will materialize shortly into an investigation and remedial legislation." The Senator did not attack organized labor as a whole but, conversely, contended that it had conducted itself during the war with commendable sense. Generally, he said, labor is competitively led.

"An Ugly Note"

"An ugly note has reared its head," Senator Clark contended, "which is not only going to cause and is causing great disunity in our war effort, but is actually going to impede the effort itself. That ugly note is a gentleman by the name of James Caesar Petriello. James Caesar—the middle name is strongly ironic and was unquestionably given him by people who foresaw his future."

Alluding to the recording ban, Senator Clark said that its effect is the first step of production of every phonograph record and every transcription in the United States. "The result of the order, if it is permitted to stand," he asserted, "will be, as soon as the present records wear out, and in any event since no new music of that type can be obtained, to destroy homes, in small business houses, in the small restaurants and in other places in this country every vestige of phonographic music."

Small Stations

Referring to the effect of the ban on radio, Senator Clark said the large networks will be able to take care of themselves. But the small stations which must rely for the most part on recordings will be seriously affected. These stations are already "beginning to feel the pinch of war as advertising falls off," he said. The same goes for the smaller restaurants and entertainment centers which are not able to hire orchestras. Also deprived of mechanical performance of music are the recreation centers at Army camps, he said.

"And yet," the Idahoan asserted, "there steps upon the scene one man and by virtue of his power, by virtue of his gangster acts, if you please, undertakes to put out of business a whole industry and deprive people working in that industry from making a livelihood."

He said he was thinking of the "tens of millions of radios in the homes of the country, and of phonographs, which the children of the family and the adults depend on for their musical entertainment."

In interrupting his colleague, Senator Vandenberg charged that Petriello attacked "for purely blind and selfish reasons" the Intercontinental broadcasts over NBC. He contended that the union head was not supported by one out of 200 of his own men in that instance because musicians of the country recognized the fact that Interlachen is a great inspiration and incentive to cultural music.

Resuming his extemporaneous comments, Senator Clark said that he had introduced his resolution to show the "terrific extent to which this man's power if left unchecked, will go, and to show that the broadcast industry will not work without phonographs, millions of dollars worth of property made, active, and amateur talent all over the country destroyed."

Quiet on the Surface

While in industry circles there were hints of much "behind the scenes" planning and preparation for any and all eventualities by broadcasters and recording companies, all was serene on the surface last week. The consensus of the industry seemed to be that any overt action before the Sept. 16 hearing of the Government petition for a temporary restraining order against Petriello would be pointless.

If the court issues such an order, the reasoning ran, the union musicians will go back to work while the case is fought through the courts. Included in the Supreme Court of the United States, which will provide for at least a year of recordings.

If the court upholds the right of the AFM president to forbid his men to work for recording companies, then some action will probably be taken, and it is against such a contingency that present planning is chiefly devoted.

Already a couple of stations have notified their local AFM unions that they consider the curtailment in the supply of recordings a violation of their contracts with the unions (Broadcasting, Aug. 24), but industry leaders are bending every effort to avoid any controversy which might lead to a nationwide musicians' strike against the broadcasting industry at this time.

Meanwhile, RCA-Victor has informed the music publishers that this company wants the publishers to continue to present their new tunes to recording officials just as they have done in the past. Walter G. Douglas, chairman of the board of Music Publishers Protective Assn., reported that at a meeting with Paul W. Walker, head of RCA's recording department, and Leonard Joy, in charge of Victor recording, he was told that RCA does not intend to stop receiving the result of the Petriello edict and that any publishers desiring to present their new numbers to RCA should consult Mr. Joy in the usual way. He said that Mr. Walker had ex-
FOLLOWING is the full text of the resolution (SRs-286) to investigate James C. Petrillo and the American Federation of Musicians, introduced in the Senate Aug. 27 by Senator Clark (D-Iowa) and referred to the Joint Interstate Commerce Committee:

WHEREAS, The American Federation of Musicians, through its president, James C. Petrillo, on June 25, 1942, forbade musicians who are members of the American Federation of Musicians to play or contract for recordings, transcriptions, or any other form of mechanical reproduction of music; and

WHEREAS, James C. Petrillo, as the President of the United States, on Dec. 27, 1941, recognized that "to do everything possible to aid in the fight for those basic rights"; and

WHEREAS, on July 28, 1942, Elmer Davis, Head of the Office of War Information, requested James C. Petrillo, on behalf of the people of the United States, and on behalf of the War Dept., the Navy Dept., the Marine Corps, the Coast Guard, and the Army Dept., the Office of War Information, to "be prepared to stand your pledge of Dec. 27, 1941, and withdraw your ultimatum at once and said request was refused; and

WHEREAS, The mechanical reproduction of music by phonograph and coin operated phonographs located in hotels, restaurants, and amusement establishments which are patronized by the general public, including members of the Armed Forces of the United States, and affords the principal means of musical entertainment and recreation for millions of thinking citizens and the only regular musical entertainment, other than radio, available to the members of the Armed Forces in their recreation centers; and

WHEREAS, The radio broadcast stations which are adversely affected by the said prohibition are principally the smaller stations which are financially able to afford station orchestras and which serve millions of American customers in small towns, rural areas, and smaller communities in and around these stations;

WHEREAS, The actions of the American Federation of Musicians and its president, James C. Petrillo, will deprive millions of radio listeners from hearing musical recordings, jeopardize the national defense, and imperil the freedom of the American citizens to listen to music in their homes, during the present great emergency, and imperil the services and existence of hundreds of radio stations in the United States; and

WHEREAS, The American Federation of Musicians, in operating those facilities which are solely controlled by the American Federation of Musicians, virtually controls the freedom of action of the majority of all musicians in the United States;

WHEREAS, The American Federation of Musicians, through its president, James C. Petrillo, herebefore set forth, are of such serious nature as to warrant suit in equity against the American Federation of Musicians and James C. Petrillo, and its other officers, agents, and representatives, for the Sherman antitrust law;

WHEREAS, The free American system, with which the American people are vitally concerned and for the preservation of which they are spending their lives and substance in a great war, demands the elimination of any such abuses and controls which are contrary to our national interests;

THEREFORE BE IT RESOLVED by the Senate that consideration be given to suitable legislation to be enacted by the Congress with respect to the aforesaid facts.

Senator Clark submitted a committee on Interstate Commerce, or any duly authorized subcommittee thereof, is authorized and directed to make, and to report to the Senate the results of its investigation and complete its investigation of acts, practices, methods, and conspiracies to act, by persons, partnerships, associations, corporations and other entities in interstate and foreign commerce, and of conditions in interstate and foreign commerce, which may or do interfere with, or obstruct the national welfare, the public morals, or affect the public good originating from or as a result of the actions of the American Federation of Musicians and its president, James C. Petrillo, in depriving members of the American Federation of Musicians the right to perform music for recordings and transmissions destined to be placed for reproduction by radio stations and coin operated phonographs including among other things:

(1) Restraints of trade by foreign or domestic persons, partnerships, associations, corporations, or other entities, whether through monopolies or otherwise affecting the manufacture and sale of phonographs, phonograph records, musical recordings, and the control of musical recordings and the control of the music and music producers of the United States.

The Committee on Interstate Commerce, or any duly authorized subcommittee thereof, is authorized and directed to obtain such facts as other Government agencies may have and to secure the assistance of other Government agencies in the investigation hereby authorized.

MUELLER TO PLACE BIGGEST CAMPAIGN

C. F. MUELLER Co., Jersey City (macaroni), will launch the most extensive network advertising in its nine-year history, as sponsor of Isabel Manning Hewson's "Morning Market Basket on BLUE, starting Sept. 7 with a series of 10 radio spots on 20 BLUE stations, Wednesday through Friday, 10-10:15 a.m. Company is considering the addition of a Saturday special.

Subjects of interest to the home maker are to be featured on the program, previously broad cast on KANE, New York. Miss Hewson presents stories of places and people, interviews, and advice on cooking and other matters of interest to and subjects of feminine interest. Series starts on a sustaining basis Sept. 7 and will run in sustaining program on Monday and Tuesday when Mueller takes over the program for the remaining three days of the week.

Company will continue its thrice-weekly noontime newscasts by Don Gardner of WOR and is planning a campaign of transcribed spot announcements on a more extensive basis than last year in the Eastern area, as done by Duane Jones Co., New York.

Several Agencies Offering Programs For Sponsorship By Pabst Brewing Co.

WITH Pabst Brewing Co., Chicago (beer), as the prospective sponsor, battle of the agencies is under way to find a Hollywood originating network show that will please executives of that firm. In a pitch for the account, at least a dozen New York agency executives have trekked to the West Coast within the last 10 days seeking a show and talent that will fill the bill.

Dick Mack, Hollywood producer of McKee & Albright on the NBC Rudy Vallee Show, sponsored by Sealtest Inc., supervised the production as a personal favor to Groucho Marx, who is featured on the proposed series. H. P. and J. R. Warwick, president and vice-president of the firm, have been looking over proposals of Wallingford, executive of Warwick & Legler were in Hollywood for the transcription cutting.

S. J. Andrews, radio executive of Lennen & Mitchell, was also to audition a couple proposed programs. Lord & Thomas, currently handling the account, sent Mitchell Benson of its Chicago office to the Coast for a similar purpose. Dick Marvin, New York radio manager of Wm. Esty & Co., currently in Hollywood ostensibly to line up talent for the new Abbott & Costello Show starting on NBC in October under sponsorship of R. J. Reynolds Tobacco Co. (Camel cigarettes), declaimed interest in the beer account. Despite this, it is generally believed that his agency too will propose a variety program. Hal Hackett, radio director of Music Corp. of America, has a package show which features Jack Benny and is planning a program for the New York talent representative, with Louella Parsons, Hearst columnist under contract, is interested in making a deal. Other agencies, whose names have not been revealed, are also reported as working under cover.

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Men Under 50 Likely to Face Service With Few Exceptions

Selective Service and WMC Indicate Possible Realignment of Essential Occupations

A BARRAGE of press releases, strongly warning that few men in the country under 50 years of age will be able to escape military service, were issued from both Selective Service Headquarters and the War Manpower Commission last week—portending pertinent plans for these agencies, with regard to essential activities and occupations (broadcasting and communications included), may be entirely changed within a short time.

Maj. Gen. Lewis B. Hershey, Selective Service chief, sounded an ominous warning last Friday when he declared that "things are moving so fast now" in the mobilization of draft men "that we may have to operate ahead of the rules" and added "continued deferment of men on occupational grounds must be considered in the light of how the whole plan will work. Those jobs, compared to others with dependents who, are called."

Also affecting stations to some degree was the pronouncement last Friday by WMC Chairman Paul V. McNutt that all male college students are designated for the armed services. When effective this will no doubt cut down on students available for part and full time work at studios.

Indications from statements of both agencies are that actual shortages in essential occupations may be the key to future draft deferments and the mere inclusion of a man's occupation as essential will not guarantee him special consideration by draft boards. Under the broad discretionary powers given Selective Service boards broadcasting and communications employes, in seeking deferments, may find a comparison made by the boards of the shortages in their particular areas and areas all over the country. Surveyed made by the U. S. Emploument Service may serve as the index for these comparisons.

Personnel Swaps Hinted

In such case, it was hinted, if a draft board finds that another comparable area can maintain its broadcasting and communications with less manpower a levelling off process will follow; the boards will draft such employes until its ratio of men to the area ratios in other areas.

Meanwhile, WMC continues with its studies of essential activities and occupations. Last week, it was said, "The Commission's Inter-Agency committee had covered enough occupations in other fields to forecast that broadcasting and communications jobs would be reached in either the Sept. 10 or Sept. 15 meeting of the committee."

Communications Categorized

The USES, engaged in defining and categorizing communications employes along with those of all other fields, last week sent to the Board of War Communications lists of employes for re-study—42 stations. The WMC will study the lists, check titles and definitions for accuracy and furnish further job descriptions.

WMC last week also sent out its station questionnaires which call for an estimate of critical occupations shortages up to the end of this year. The results from this survey are slated for quick machine tabulation, so they will be in the hands of WMC as soon as possible.

In other sectors, study of the broadcasting personnel problem continues. NAB, which has closely collaborated with WBC and other war agencies in studies of the broadcasting manpower situation, has sent letters to its member stations asking for reports on the manner in which local draft boards handle their employes. These letters point out that Selective Service has classified broadcasting as essential. "This being the case," declares a letter from John E. Fetzer, owner-operator of WKZO, Kalamazoo, Mich. and NAB director for the 8th district, "draft boards have full authority to place key broadcasting personnel who are in A in the B classification."

The letter then requests information "if in your experience the draft boards have already done this and, if so, whether you were required to file the conventional Form 42-A."

Marjorie Mills Hour First Contract Signed by New England Regional Chain

THE Marjorie Mills Hour, cooperatively sponsored domestic science program which has been on the air in New England since 1933, will move Sept. 27 to the newly-organized New England Regional Network [BROADCASTING, Aug. 24]. Paul T. Morency, general manager of WTIC, Hartford, and chairman of the NERN operating committee, announced last Thursday following a meeting of the committee at the Waldorf-Astoria, New York.

First commercial program to be signed up by the new regional, the Marjorie Mills Hour will be broadcast from 12:30 to 1:00 p.m., Monday through Friday, for 52 weeks on the basic NERN hookup consisting WTIC, Hartford; WBZ, Boston; WJAR, Providence; WCHS, Portland, Me., and WLZB, Bangor. Contract signed with Broadcast Advertising Inc., Boston agency in charge of the program, amounts to more than $100,000, Mr. Morency stated.

Operating and promotional plans for the network, which includes WRDO, Augusta, Me., and WFEA, Manchester, N. H., as supplementary outlets in addition to the five basic stations were the chief items of discussion of the meeting. Four members of the operating committee attended: Mr. Morency; Lee Walles, manager of broadcasting for the New England Mfg. & Mfg. Co., operator of WBZ; William H. Rines, general manager of WCHS; John J. Boyle, general manager of WJAR. The fifth committee member, Mr. McDermott, station manager of WLZB, did not attend. Also present were Walter Johnson, commercial manager, WTIC; and J. J. Weed, president, Weed & Co., national representatives of the network.

One of the oldest women's programs, the Marjorie Mills Hour has been broadcast consistently throughout New England for nearly 10 years, first on the old New England Network and when that broke up moving to the Yankee Network, where it has remained to the present. During its stay on the Yankee Network, the program has grown from three quarter-hours a week to five half-hours. Bought as a unit by Broadcast Adv. Inc., the program has been available to advertisers on a participatory basis and during 1941 was used by more than 40 clients, chiefly in the food field.

Fall, Winter Campaign Planned by O'Sullivan

O'SULLIVAN RUBBER Co., Winchester, Va. (heels), will launch a 10-week fall and winter campaign of transcribed announcements on a national basis Nov. 21. Firm will use 40 stations, with spots varying from three to 42 to stress the importance of walking, in order to conserve transportation facilities, and will emphasize that the heels are made of "non-vital materials".

Appropriation and number of stations used is somewhat larger than last spring or fall drives. Agency is Birmingham, Castlemian & Pierce, N. Y.

Taylor for Lewis

GLENNY H. TAYLOR, for the last seven years on the Hollywood staff of Young & Rubicam, as writer, producer and director, has been appointed general manager of that office. He succeeded Tom Lewis, who resigned several months ago to join the Army as major in the radio section, Office of Special Services, Washington. Mr. Taylor was director of the Silver Theatre series and more recently produced the Burns & Allen program. Carroll O'Mara continues as business manager of the agency's Hollywood branch.

Jewell Appointed


JOHN F. ROYAL, NBC vice-president in charge of international broadcasting, and Leonora Corbett, noted English actress now appearing in "By the Bow," current Broadway success, were married last Saturday in New York by Judge Ferdinand Pecora.
Foreign Policy and the Shortwaves

INTERNATIONAL broadcasting is coming into its own with a rush. True, the growing pains are so great as to be quite audible, but it seems nothing can stop broadcasters when they decide something has to be done.

Thus, here are a few hints which, if followed, might save many a stubbed toe. The principles behind the suggestions are well known to every commercial radio man. The application is merely international, not sectional in the sense that we might use the word when dealing with a national account.

A Matter of Policy

Also, when these suggestions are used in connection with international commercial broadcasting, they must be superimposed upon the normal commercial considerations involved. If they are not, it is safe to say that not only will the goods stay on the shelves, but Uncle Sam will ask questions.

1. Make certain you understand the application of American foreign policy to the particular broadcast under consideration.

Nations are usually accused of having a confused foreign policy because those who make the accusation are incapable of understanding that policy. A nation may have a policy with which you disagree, but it is not necessarily confused. The only way for one not thoroughly schooled in foreign policy application to stay out of hot water is to check each instance which arises with some responsible authority.

Not all programs produced in the United States for foreign consumption involve foreign policy, of course, but it is safe to assume that all programs which deal with any action of what is called international national government should be checked for policy. It would be one thing, for example, to publish an editorial in a newspaper in the United States differing sharply with the present attitude of the U. S. Government toward Vichy France, and quite another to broadcast such a statement by shortwave to Europe.

Voice of Uncle Sam

To listeners in Europe, our shortwave statement as a U. S. Government. One may think Chile very shortsighted in her present policy toward the Axis nations, but if we put a speaker or a drama on the shortwaves to South America saying that—or coming anywhere near saying that—that is the United States Government speaking so far as the Chilean listener is concerned. It is not that we may not want to say that to Chile. We might as a Government want to say just that. But it is the sort of point which arises constantly in international broadcasting which are the attention of a responsible diplomatic mind. It is courting danger to move without checking such a case.

2. Make certain you understand the internal politics of the nation you address.

Dramatizations of life in another country offer the widest opportunities for trouble in international broadcasting. It is to easy to violate national pride, or to look ridiculous. Personally, I was amused—some might have been angry—when I heard another country identify the "Star Spangled Banner" as "one of the many important airs of America" and describe it as written at "a fort during "a war by "a patriot".

One of the prime sources of trouble, too, is the refugee field or, indeed, the putting on the air of any national to speak to his home country. Each of these speakers must be thoroughly checked before being invited to speak. His or her political reputation must be anything but sensible in his home country. It is well to remember that, whereas we in America are very used to hearing the opposition's side of things, this form is not generally the case in other countries. That's true no matter how much any country may brag about its free speech.

3. Use acceptable accents.

It will be insisted here are two sides to this question, but if you will consider yourself the listener, the right answer will come up. We Americans all have a feeling of re-union when we hear perfectly good English coming out of Berlin. British listeners shudder when they hear a good British Southern accent coming from the German capital. But those decisions are easy to make. (I still can't understand how the Germans can be so thick-headed.) Anything these spokesmen say is certain to be taken as an untruth. On the other hand, English spoken with a German accent is more likely to impress an English-speaking listener than the other type. This means that we should speak to our enemies consistently with American-accented tongues.

But in speaking to our friends, the reverse is not necessarily true. The situation clears a little when you remember that shortwave signals represent the United States to foreign listeners. Thus it should carry the stamp of the United States, an American accent. That is a harder line to follow generally than one as can get. But, there will certainly be many times when it will be a compliment to another nation to use a national of that country as the spokesman. The type program involved often offers opportunities for individual solution.

Explain U. S.

4. It is always best to assume that the nation to which you are speaking knows absolutely nothing about the United States.

This is more of a script problem than anything else. Jokes based on locations in America, like Niagara Falls, fall flat abroad; no one knows that Niagara Falls is where honey-moonsers go. In this same category comes the problem of different words for things. For example, in the United States you go to the movies, in England you go to the cinema or the flicks, and in South Africa you go to the bioscope. It behoves all program men to become familiar with as many of these differences as is possible. Any tough one can be checked. It may do Mr. Dewey an injustice, but there is no meaning abroad in a sentence saying "Thomas E. Dewey, of New York State, is planning a tour of South America." You have to explain who Dewey is—or most of your audience will look slightly blank.

Probably this point should be carried to the extreme of identifying the Star Spangled Banner as "The National Of The United States Of America" instead of just playing it. (Imagine my own feelings at the Labour Party Conference in London when, after standing at attention and singing a song I did not identify but which I thought must be the Belgian national an-

(Continued on page 48)
OPA Price Ceiling To Allow Normal Advertising Programs

Henderson Says Promotion Will Be Considered Component of Cost; Denies ‘Squeeze’ Coming

POSITIVE and formal assurance that the Office of Price Administration will not disturb “normal advertising expenditures” in its investigation of dealing with price adjustments on last week from Director Leonard Henderson.

Setting at rest misgivings repeatedly whispered in advertising and trade circles that some “squeeze” would come as the economic picture tightened, Mr. Henderson reaffirmed his previous statements that advertising would not be molested. Mr. Henderson told an emergency meeting of advertisers last fall that he would not use price control as a device in curtailing normal advertising expenditures, but since the issuance of the General Maximum Price Regulations some questions have arisen as to whether OPA would suggest curtailment of advertising to absorb price “squeezes” in individual cases.

Fulmer Raises Issue

The suggestion that advertising might be hampered came from Chairman Fulmer, (D-S.C.) of the House Agriculture Committee, and Mr. Henderson promptly deflected normal expenditures in a letter to the chairman. Chairman Fulmer had written Mr. Henderson charging that soap companies were forcing OPA to roll back prices on tallow, fats, and greases “so that they would be able to make their usual large profits, which would enable them not only in peacetime but during this great emergency when we are spending billions in trying to win this war, to advertise in the press, over the radio, and by other means whereby they might be increased their sales and their cash surpluses.”

In his reply, Mr. Henderson pointed out that the large soap manufacturers voluntarily had rescinded price increases announced in February, but had presented data on the impact of tallow, fat and grease prices on the price of soaps. He asserted this data resulted in the OPA investigation.

Normal Layouts OK

“In line with our previously announced policy,” Mr. Henderson advised the Congressman, “normal advertising layouts were considered as costs in this investigation. Any other policy with respect to advertising might well result in the destruction of the entire advertising industry, an end that is beyond our control or the authority of this Office. May I point out, however, that extra extraordinary layouts for promotional campaigns, such as the recent campaign advertising ‘Weekend Swaps,’ were not considered as costs in our margin investigation.”

Mr. Henderson’s statement was viewed as removing the last vestige of doubt about government policy on advertising expenditures. Reports that the Internal Revenue Service would read the rule that advertising expenditures could not be charged to overhead as “ordinary and necessary” likewise largely have been dispelled.

The action taken by the soap price case establishes a precedent. Hereforfore, the OPA head has announced policy, but had never had occasion to invoke it.

‘Time’ in Collaboration With Cigarette Newscasts

BENSON & HEDGES, New York, will launch new series known as Period on WQXR, New York, five nights weekly, beginning Sept. 14 for Virginia. The daily features are a half-hour news period, which will be titled World Wide News Review, is broadcast by Albert Grobe and the script is prepared by the station’s news staff in collaboration with Frank Norris, managing editor of the New York Times.

Much of the material used on the broadcasts comes from correspondents and editors of Time, which recently completed an arrangement with WQXR for experiments in radio journalism. In New York, Aug. 17. The nightly news casts are said to be the first results of this collaboration. Sponsorship was arranged by Duane Jones Co., New York.

Goldwyn Discs

SAMUEL GOLDWYN, Inc., New York, is releasing and 15-minute special for radio, for approximately 100 distributors in various markets throughout the country in connection with the national. Re-runs of the film, “Pride of the Yankees,” Discs, for placement on local stations, were cut by Thomas J. Valentino Co., New York. Firm used spots of five stations in connection with the world premiere of the show in New York in July. Agency is Donahue & Coe, New York.

General Foods Strip

GENERAL FOODS Corp., starts Youngstown, Ohio, a special period on NBC for Post Bran Flakes on a five-weekly basis, Aug. 31. The show continues as an afternoon feature on CBS for Post Toasties. Serial started on NBC-BLUE in Nov., 1939, shifting to CBS in April, 1940. Benton & Bowles, New York, is agency.

ALBERTO MIRANDA, director of telegraphic and radio communications in the Republic of Bolivia, was in New York last week to discuss relations between Bolivian stations and NBC with John L. Emery of NBC. He is in charge of international relations. Mr. Miranda came to obtain priorities for vital communications equipment needed in Bolivia.

Knodel a P

J. WILLIAM KNODEL, for five years the Chicago sales chief of Sales & Peters, station representatives, has been elected a vice-president of the company and sales manager of the Chicago office at a recent meeting of the board of directors. Well known in agency and industry circles, Mr. Knodel was advising the advertising staff of the Omaha Bee Press before the union the Omaha World Herald before joining Free & Peters in January, 1938.

Mr. Knodel of the Omaha Bee Press before the union the Omaha World Herald before joining Free & Peters in January, 1938.

WLAC To Dedicate New 50 kw. Plant

Nashville Station Formally Boosts Power Sept. 11

SUCCESSFULLY negotiating an endless maze of priorities and other obstacles occasioned by the war, WLAC, Nashville, on Sept. 11, will dedicate its new 50,000-watt transmitter. After a lapse of nearly a year, half coming from the breaking of ground, J. Truman Ward, owner of WLAC, announced that installation is completed. The new WLAC transmitter has been on 50,000-watt daytime program tests since Aug. 10, and reports reaching the station from all directions, according to Mr. Ward, indicate greatly increased coverage. The new plant, Eastern and Western, was installed at an overall cost, including building and appurtenances, of approximately $175,000.

Gala Premiere Planned

P. C. Sowell, general manager of WLAC, has recruited big talent for the inaugural program. It is being exploited with spreads in 20 newspapers throughout the station’s primary and secondary areas. Especially transcribed greetings for the station’s premiere have been arranged by such CBS personalities as Cecil B. DeMille, Guy Lombardo, Bill Perry, Jess Warranty, Edward G. Robinson, Glenn Miller, Bob Burns, Penny Singleton and Arthur Blake, and Joe, Gene Autry, Amos ‘n Andy and Ginnie Simms.

In addition to gala program, the broadcasts will open and close with patriotic renditions by the 130th Infantry Band at Camp Forrest. WLAC began operation in 1926 with 1,000 watts as a time-sharing station. In 1930 it was operating fulltime with 5,000 watts as a CBS outlet. The station was acquired by Mr. Ward in 1936. It operates on 1510 kc.

Licenses Granted For Defense Radio

Akrorn and Lawrence First To Set Up Local Units

FIRST LICENSES for the War Emergency Radio Service of the Office of Civilian Defense were granted last Monday by the FCC to civilian defense units of Akron, O., and Lawrence, Mass.

Creation of the WERS was announced jointly by OCD and FCC June 13 [Broadcasting, June 16]. No new equipment is necessary for the units, which will utilize transmitting frequencies and 25 watts limited power in a relay system which will take over when normal communications break off. In event of such communications cut-off, the WEC said last week, the emergency radio setup will be available to coordinate rescue and repair work.

Use ‘Walkie-Talkies’ Under New Plan

Under the new plan adopted last week Akron will have a two-way low-powered system of 16 receiver-transmitters. Some of these, it was said, will be in fixed locations while others will be mobile. These “walkie-talkies” will also be used. The city of Lawrence received a license for a system of 11 two-way radios.

The FCC announced that applications of many other cities are pending before the Commission. Requests vary according to local conditions, it was said. It was also said that some applications were being returned to communities because the forms fail to indicate what arrangements exist for liaison with local civil defense commanders for silencing the radio emergency units when conditions dictate. The OCD previously had warned that all cities asking for permits a set of a number of sets should furnish proof to the FCC that all transmitters within the area could be instantly silenced upon order of a single order from the district OCD warning center [Broadcasting, June 22].

Meanwhile the American Radio Relay League, made up of amateurs who for the most part will man the WERS units, last week announced the hams are being successful in constructing sets from discarded parts of receivers. It was said the parts, in original form, cannot be utilized for shortwave transmitters and receivers but the metal and wiring required can be obtained from these old sets.

Movie Trailer Discs

GOSSIP of Hollywood and preview scenes from the latest movies are featured in a five-minute trailer disc made, according to J. Valentino Inc. New York. The discs have been prepared for the use of radio stations in the presence of the station’s or exhibitors of the films reviewed, or may carry them as sponsors. Already 100 stations have signed for the series, on a 15-week basis, according to Mr. Valentino.
Here's a new broadcasting philosophy and a new radio operation in the heart of a new market for Chicago radio advertisers.

It's WJWC of Hammond-Chicago. A few months ago we were nothing more than an idea in the minds of a few Chicagoans who knew that things were changing in the Chicago market—that a whole new class of important citizens and consumers permanently had entered Chicago's economic pattern—and that these millions of new people were being inadequately served by the existing radio stations.

We knew that an honored place was awaiting any new radio enterprise in the Chicago area which could do an honest, inspired job of broadcasting—beamed to the minds, to the hearts, and to the pocketbooks of the millions of new-wealthy industrial workers whose skill and sweat and muscles are making a new world in the heavy-industry neighborhoods around Chicago.

News, 19 times daily (on the half-hour every hour)—prepared by a special staff of fifteen top-flight correspondents, writers and announcers, from the reports of the United Press, Press Association and Chicago Sun reporters, edited by the famed Clifton Utley—is one of the many services we are bringing to the Janes and Joes in the "Calumet Corner".

But space is running short, and we haven't told the story as yet. We'll try to tell you more in this same space, next week.

WJWC
HAMMOND-CHICAGO
Supercharged Coverage of Chicago's New Wealth—the Working People!

General Offices: 165 N. Michigan Avenue, Chicago

FREE & PETERS, INC.
Exclusive National Representatives
Drug Industry Asked to Give 5% of Ad Budget to War Bonds

Manufacturers' Plan Receives Treasury Approval
$4,000,000 May Be Realized From Drive

A PLAN calling upon the drug, cosmetic and allied industries to cooperate voluntarily with the Government in the war effort by agreeing to devote 5% of its advertising appropriation to the War Bond campaign has been submitted to members of those industries by a committee headed by Lee H. Bristol, vice-president in charge of advertising, Bristol-Myers Co.

Asked by the committee in cooperation with the Advertising Council and approved by Henry Morgenthau, Secretary of the Treasury, the plan is presented in a large mimeographed statement which is being sent to all drug and cosmetic advertisers. On the basis of 5% of expenditures of these companies for time and space, the committee is asking that approximately $4,000,000 to advertising bonds instead of their regular products.

Time or Cash

Participation may be either in "kind," with the advertiser donating time on the air or publication space in accordance with "master schedules" worked out by the committee, or in cash, which the committee will utilize in the manner of cash in the master schedules. Large contributions from individual advertisers will be used for advertising placed by the advertiser's own agency; small contributions will be lumped together and the campaign placed by an agency selected by the committee.

Sample 12-month master schedules for magazines and network radio are included in the presentation, with the understanding that it would be impossible to work out similar schedules for advertising in newspapers, spot radio, billboards, ear cards, etc. Users of these media are asked to donate 5% of their time or space to selling War Bonds and to report details to the committee.

Suggested network schedule, one of six schedules offered, allocates two broadcasts a year of each once-a-week program to the bond drive, five broadcasts of the twice-weekly shows, seven broadcasts for programs given three weeks a time, 10 broadcasts for the four-times-a-week programs and 13 broadcasts for the five-a-weekers. Programs to be voted on, in the opinion of War Bond officials, are spaced as evenly possible throughout the year in each advertiser's schedule, with allotments staggered from schedule to schedule to make sure the War Bond effort is maintained and a continuing effect be given to this campaign.

Four types of radio participation are suggested: "1. Entire scripts built around the War Bond drive subject to programs of the type of Easy Ace. 2. Full commercial time — not just 'hit-and-hope' announcements — devoted to War Bond commercials. Our drive needs selling power, not the more 'reminder' announcements (Suited to programs of the type of Mr. District Attorney). 3. Direct appeal by star of show (Suited to programs of the type of Bob Hope Show). 4. Interviews with, or direct appeal by Government Officers (Suited to programs of the type of Walter Winchell or newscasters)."

Advice Available

Book also states that "a staff of radio consultants who have worked under the Traction has all Advertising Council are thoroughly familiar with the needs of this War Bond Drive will be available to help participants make the most effective use of the programs they devote to this drive." Agencies representing companies in the drug, cosmetic and allied industries will meet with the committee to learn of the aims and methods of the drive, each agency to place the advertising of its own client.

Petrollo's Ban on Recording of Music Stalls Music Publishers, Says Miller

THE PETRILLO ban on recorded music, in its first full month, has resulted in a virtual cessation of music publishing, Neville Miller, NAB president, stated Sunday. The ban has adversely affected not only the recording industry and its affiliated businesses, but the public in general as well, he said.

Despite the quantities of music recorded prior to Aug. 1, when the ban took effect, Mr. Miller declared that the publisher is today unable to accept and properly exploit fresh works, even those of a patriotic nature.

"So far as can be ascertained, not a single work completed after the recording ban went into effect, has been published, and such works as have been accepted are being held back in the hope that the order will be rescinded. Consequently, the publishers are today feeling the first impacts of the ban. As for the union musicians, those of them who looked to the making of recordings for all or a part of their income have during August been deprived of this source of income."

"The detrimental effect upon the art of music and upon radio will not be measured or calculated. Moreover, if Mr. Petrollo persists in hisavored determination to prevent union musicians from making phonograph records and other recordings, whether for popular, patriotic or classical music, the absence of freshly recorded music will impair the ability of radio stations to serve their communities. It will also impair the tremendous investment which the American public has in home phonographs."

Big Coast Grid Series Planned by Associated

ALL MAJOR intercollegiate football games as well as a large schedule of other events of the armed forces on the Pacific Coast will be broadcast under sponsorship of Tide Water Associated Oil Co., Associated Division, San Francisco, during the 1942 season. The coast gridiron season will start Sept. 2.

Associated will advertise its gasoline, motor oils and auto check-up stations, Harold D. Deering, general promotion and advertising director of Associated, is working out a complete plan of getting up sportscasters and outlining a promotion campaign.

Paley in London

WILLIAM S. PALEY, president of CBS, arrived in London Friday by plane, according to word received in New York Friday. Network officials said that the purpose of Mr. Paley's visit to the British capital, where he is expected to remain for several weeks, is to confer with British officials and with the London staff of CBS.

Oil Firms Merge In Drive for Coal Radio Announcements Push Heater Unit Conversion

NINE MAJOR oil companies, all radio advertisers, have agreed to cooperate in a joint campaign's program for the conversion of East Coast plants and home heating units from fuel oil to coal, in what appears at first glance to be a strange paradox, and at closer view, sound public relations, and an example of unity of purpose in solving the nation's wartime problem.

With few coal companies using radio, the oil firms, who have either network shows or extensive spot schedules, have taken on the unusual assignment of urging the public to change over to coal.

Special Spots

This is being done through inclusion of spot announcements, prepared and distributed by the Petroleum War Industry Council, a group of representatives of the oil industry, and is part of a program which is being conducted by the council in various media, including the use of local distributors to circulate material on the subject of conversion.

An insight into how and why an oil company goes about promoting a rival product is found in spots prepared by Marschalk & Pratt, New York, agency for Standard Oil Co., and sponsored by Esso Reporter on Eastern stations. While stressing the various economies which can be made in the home to conserve fuel oil consumption, announcements include such statements as the following:

"Some, who can do so, are installing grates in their furnaces and ovenilted with 12 or coke. No petroleum refiner enjoys losing , even temporarily . . . a large number of valued customers.

And the petroleum industry would be less than candid were the present outlook made to appear less serious than it seems today."

Other radio advertisers who have agreed to use the FWIC material are: Burmah-Ceylon, Inc., Consolidated, Consolidated Oil, Southland Grumm Swam, BLUE; Sinclair Oil Co., Sinclair Melodies, transcriptions; Cities Service Co., Cities Service Concerts; NBC, Richard L. Bentson; Sun Oil Co., Lowell Thomas; BLUE; Texas Co., Texas State Theater, CBS; Gulf Oil Co., We the People, CBS; and Atlantic Refining Co., baseball broadcasts, 55 Eastern stations.

DON WILSON, Hollywood announcer, has been signed as narrator of the Twenty-first Century-Fox, Rap series, "Springtime in the Rockies." Knox Manning, CBS commentator, has been signed as narrator of the Warner underwood short "The Manikiller."
Sincere thanks, America!
...from
Western Electric
ARSENAL OF COMMUNICATIONS

Last week the new combined Army-Navy E Flag was presented to Western Electric for "exceptional performance" in producing radio and other communications equipment for the armed forces.

We are grateful for this award. And we like to think of it as coming from all the people of America—whose battle for survival depends so much on quick, dependable communications.

Western Electric men and women will do their utmost to live up to their E Flag by pushing production records ever higher till Victory is won. When that day comes, count on Western Electric for continued leadership in equipment for Better Broadcasting.
Rockefeller Field Force Mustered

Latin Radio Campaign Is Surging Rapidly Toward Peak

ITS FIELD STAFF largely mustered and making ready to take various posts in Latin America, the Radio Division of the Office of the Coordinator of Inter-American Affairs (the Rockefeller Committee) during September will swing into peak distribution of American radio programs designed to cement Good Neighbor relationship between the United States and the rest of the Americas.

Directed by Coordinator Nelson A. Rockefeller to tell the true story of the United States and its war effort via radio, the Radio Division, headed by Don Francisco, former president of Lord & Thomas, has embarked on an ambitious program of coordination for the available radio media, using shortwaves, point-to-point, transcriptions, rebroadcasts and locally-produced programs in the various Central and South American countries.

Shift in Emphasis

Latterly, according to Mr. Francisco, the emphasis has gradually shifted toward rebroadcasting locally-produced programs, although a new agreement has just been concluded with CBS for cooperation with the Rockefeller Committee looking to wider dissemination via the CBS Latin American Network, of agreed-upon programs. NBC's Latin American network, also includes rebroadcasts, for some months has been working in close cooperation with the Radio Division. Between them the two major American networks have more than 200 stations in Latin America.

The field force will comprise nine men, headed by Paul Kruming, formerly president of Export Advertising, New York agency, who has been transferred from the New York office of the OCIAA to Washington to direct the men who will shortly be dispatched to Central and South America. First to leave will be Francis McArdle, recently with the Brazilian section of the Radio Division in New York and formerly head of the Brazilian office of J. Walter Thompson Co. He will shortly leave for Rio de Janeiro.

Some other field men selected, all of them with Latin American experience, will be sent to various posts within the next three months. They are: Cy Nathan, formerly radio supervisor with Lord & Thomas, who was raised in Mexico; Frank Linder, formerly with the radio department of BBDO; Stuart Ayres, freelance writer who won a Rockefeller Foundation scholarship for his study of radio in Latin America; F. A. Rankin, recently with the Dept. of Agri-

culture; Herbert Cerwin, former newspaper and public relations counsel on the Pacific Coast, recently representing the Del Monte properties; John Wiggin, producer and writer formerly with NBC.

Two more field men remain to be selected, and they will be announced shortly. The task of the field men is to contact broadcast officials and station operators in the various countries to which they are assigned, and to make sure that American-produced transcription and programs, a network which also feeds via shortwaves, are rebroadcast, and that proper publicity is given these shows. They will also scout for Latin American shows suitable for broadcasting in this country, and they will give aid to Latin American stations in the production of local shows.

Ogilvie on Tour

Preparatory to the full functioning of the field force, Mr. Francisco's chief assistant, John W. G. Ogilvie, left recently for an extended tour of South America. He will be gone another month. Sydney (Faty) Weaver, former advertising manager of American Tobacco Co. who has been in charge of the Rockefeller Committee's New York office but who has been called up for Navy service, does not have to report for military duty until the end of September. Meanwhile, he is in California checking up on Hollywood and San Francisco activities. His place as director of the New York radio office will be taken by William Hillpot, former program manager of the BLUE [Broadcasting, Aug. 17].

Also now en route to South America, having left Aug. 26, are Coordinator Nelson A. Rockefeller, his first assistant, Charles Jamieson, and Gen. Dunham, chief of health and sanitation.

In placing greater emphasis on on-the-spot radio in the other Americas, the Rockefeller Committee is submitting scripts, prepared in its Radio Division, for transcription as well as transcriptions to the various Latin American stations equipped to put them into production. The field men will act essentially as combination liaison men, time-buyers and program scouts. Each man will be assigned one or more countries as his territory.

40 Programs Per Week

Already the Radio Division is interested, in a consultatory or supervisory capacity, in more than 40 programs a week broadcast from the United States to Latin America. This number is rapidly increasing and the programs cover a wide range from dramatic to news commentaries. Most of them are in Spanish, some in Portuguese, the latter largely for Brazilian distribution. Among the more elaborate dramatic programs are:

- La Marcha del Tiempo (March of Time), a documentary treatment of outstanding personalities, localities or service branches in the week's war news, shortwaved via NBC facilities to some 30 Latin American countries.

- Estamos En Guerra (This Is War), originally an adaptation of the Norman Corwin plays, now reviewed as a weekly dramatization of war news and carried over a CBS Latin American network.

- Teatro Inter-Americanos (Inter-American Theatre), based on the Arch Obler NBC series, shortwaved and rebroadcast by 23 stations.

In cases, efforts are being made to build listening audiences through adequate advertising and publicity. Among the "personality" or interview-types of program are: Arenas of Freedom, a weekly visit to American S. war plants and Americana Today, a five-week program in which famous people of all the Americas are interviewed. The former is broadcast through CBS affiliated stations and the latter via NBC. Others of this type include a Sports Review, telling of American sports and athletes from the other American networks.

News Comments

In the news commentary field, the Radio Division's sole interest, according to Mr. Francisco, is to get the widest distribution possible of acceptable, independent commentators. Among these are Robert Unanne, who does daily Argentine radio programs via CBS and is additionally transmitted point-to-point to a network of 14 stations in Argentina, Uruguay and Bolivia; Alejandro Sux, whose three-weekly series of commentaries is carried via NBC shortwaves and rebroadcast over six stations; Dr. J. Barata, well-known Brazilian radio and newspaperman, heard on the Brazilian Radio Government program carried on 99 stations in Brazil; R. Magalhaes, correspondent of A Noite de Rio de Janeiro.

In a schedule of regular, prearranged programs, the Radio Division special events supervises from three to five special programs weekly. Examples are reciprocal exchange of news with Rio and U. S. files at Mitchell Field, which were recorded, broadcast over MBS and then sent point-to-point to a Brazilian network, and the ceremonies attending Queen Wilhelmina's acceptance of this country's gift of a subchaser, also recorded and transmitted point-to-point to Brazil.

Two new series of transcription programs were completed during August. The first released was U. S. In Industry, a dramatized program in which the American way of life is seen through the eyes of a Latin American. The second was El Canto de America (The Song of America), a dramatic program in which the ardent democratic poems of Walt Whitman are done against a background of modern North American composers' work as played by symphonic orchestras.

These transcribed shows, high in entertainment value, are distributed by groups of persons friendly to Pan American solidarity. Each group places the programs to radio stations in English and Spanish, and with specified stations in the territory in which it resides.

Truth as Propaganda

In these programs, as in all other programs in which the Rockefeller Committee is interested, the main emphasis is on entertainment and information. As stated by Mr. Rockefeller: "The sole propaganda element is in the truth, told as well and as often as possible."

The most ambitious of the transcribed programs is the Baseball Broadcasters' recently met in Kansas City for their annual convention, Harry McTigue, of WLOL, Minneapolis (seated, center) was elected president, succeeding Walt Lochman (right, standing) of KMBI, Kansas City. Others seated are Bert Wilson, WIBC, Indianapolis, and George Higgins, WTON, St. Paul, standing, Roger Bacon, WTLQ, Toledo, and Joe Hill, WCOL, Columbus.

(Continued on page 18)
For six consecutive years Fred Jeske has been the biggest single factor in building ARPEAKO sales in Syracuse. This cheerful, talented radio man—Central New York's best-known, longest-known and most widely listened-to entertainer—started his Timekeeper Program way back in August, 1936. (It's a morning participating program with non-competitive sponsors.) Since then both he and the sales of Arpeako meat products have gone steadily onward and upward against constant lower-priced competition. Fred Jeske is typical of the high-grade, experienced cooperation you get from WSYR—proof that our extra care and extra effort will sell your products better.

"The Perfect Combination"—5000 Watts at 570 kc

WSYR SYRACUSE, N. Y. H. C. Wilder, Pres.
BASIC NBC RED NETWORK STATION
Vicky Clamps Down

DEATH is now the penalty for persons caught operating secret radios in Vichy France, and life imprisonment at hard labor will be imposed on those possessing such equipment. Joseph Barcheley, Justice minister in the regime of Pierre Lavau, approved the law, fixing the penalties for using radio "contrary to the national interest." A 15-year limit has been fixed to allow persons to declare or turn in equipment.

LARRY ELLIOTT, freelance announcer, has signed by Universal News as narrator on a short film on the activities of the Canadian Patrol.

ARMY NOW USING GAS PIPE UNITS

 Experimenting With Low Power Transmitters

Hooked Up With Camps' Power Lines

UNDER supervision of Martin Work, former radio consultant of the National Catholic Community Service, agency of the USO now acting as a special radio consultant for the War Dept., a number of portable radio units was set up in various Army camps for experimental purposes, it was learned last week.

Equipment for a unit, it was said, consists of a low-powered transmitter which is hooked into power lines of the camp. Radiation is limited to within 200 or 300 yards and a frequency is selected on which there are no frequencies of stations in nearby towns. It was said no conversion of receivers is necessary under the setup. The units are now being used to deliver lectures as well as camp news and other information. In some cases the units are utilized for entertainment.

Mr. Work is now in California, Army officials said, where he is conducting further experiments with units at camps there. Upon his return to Washington he is expected to review within the next two weeks, it was said final determination may be made to install units in all camps throughout the country.

Two Lever Shows

LEVER BROS., Cambridge, Mass., will use the full CBS network for the two half-hour shows scheduled to occupy the 9-10 p.m. period of Wednesday, Oct. 7 [Broadcasting, July 13, Aug. 14]. Firm will start Bob Burns in The Arkansas Traveler in the first half-hour of Life-Buoy, and a show which may be titled The Mayor of Our Town from 9:30-10 p.m. for Rinso on all 114 CBS stations. Lever also signed for the full CBS network in resuming Burns & Allen for Swan Soap. Agency is Ruthefrau & Ryan, New York.
Sales Despite Regulations

That radio can help you maintain your sales volume despite drastic regulation growing out of war needs is a fact worth knowing. Do you have problems arising from regulation plus a sales quota to make in the New York market?

Call WEAF for a program suggestion... one that may help you meet that situation. Make it WEAF because...

Why Reid's Expiration Didn’t Expire

Mr. Harry C. Welch, Advertising Manager of Reid's Ice Cream, discusses ice cream sales with WEAF newscaster, George Putnam.

50,000 WATTS
660 KILOCYCLES
NBC NETWORK

WEAF TALKS SALES IN NEW YORK

PUTNAM: This mike is dead, Mr. Welch, so you can speak freely.

MR. WELCH: Well, when it's turned on and you're broadcasting for Reid's it sure does a job for us.

PUTNAM: Great stuff...but how do you know?

MR. WELCH: Dealer response. And comments from people in our own organization. I can't remember any radio program that's gotten a bigger hand.

PUTNAM: But sales...how about sales?

MR. WELCH: Well, you know what we're up against this year...flavors reduced, the mileage of our trucks cut 25% minimum, with no special deliveries, no special deliveries...and yet, despite all that, sales have been very satisfactory.

PUTNAM: Say, government regulations have affected you, haven't they?

MR. WELCH: Sure they have. And that's one reason we're going to try right ahead with our three-day-a-week news program with you on WEAF. We know at a time like this advertising supports sales...and we've got to keep right on advertising to get 'em.
Washington Office Is Opened by BBC
To Maintain Liaison With Government

WITH opening of a new branch office of the British Broadcasting Corp. in Washington last week, Capt. Cecil F. A. Perrott, general of the BBC, visited the capital for five days and conferred with officials on international radio programs. He granted no interviews and made no public appearances, asking to be excused because of the pressure of war duties, but on Aug. 28 he attended an off-the-record luncheon of Overseas Writers, Washington newspaper and radio correspondents who have served abroad.

Capt. Cecil was accompanied by Lindsay Wellington, North American director of BBC, who is directing head of the new Washington office, though he maintains headquarters in New York. Resident manager of the office, located at 1150 Connecticut Ave., NW, is Annette Ebsen, for six years with the BBC's New York office.

Capital Liaison

A graduate of Sandhurst, Britain's West Point, Capt. Graves joined the Royal Air Force in 1911 and served with the BEF in France at the outbreak of World War I in 1914. He was taken prisoner in an early engagement. He served with the Intelligence Branch of the War Office from 1919 to 1925 after which he joined BBC. Becoming its assistant director of programs in 1925, he rose to director of the Empire Service, responsible for developing BBC's world-wide short-wave service. He was deputy director general from April, 1938, until appointed joint director general and director general of the wave service.

The Washington office of BBC will maintain liaison with Government agencies dealing with radio, particularly the Office of War Information which has just established a London office dealing largely with radio matters. Considerable material is being beamed daily from England for rebroadcast over BBC and its Empire Service, made up of it on the other end for suitable timing. A large staff is maintained in New York under S. W. Martin, manager.

BBC has lined up its London news commentators in a regular six-week series airing 8:15-8:30 p.m. with repeat at 12:15 a.m. Now on consecutive Sundays, starting Sunday are: L. W. Brockington; George Gibson, former president, Trades Union Council in Great Britain; Vernon Bartlett, M.P. alternating with Frederick Kuh, war correspondent; William Holt, journalist; MacDonald Hastings, editor, Variety Post; and Stanley Maxted.

War Cuts Schedule

As a measure of war-time power and equipment conservation, CHNS, Halifax, N. S., on Aug. 24 curtailed its daily operating schedule from 11 a.m.-11 p.m. to midnight. Bill William C. Borret, manager, took paid space in the local newspapers to announce the change, and added that only on occasions of programs for the national war effort will the schedule be extended.

INAUGURATING a policy of international exchange of features of the "NFO Inter-American University of the Air," CBC will produce a program on the lands of the free Aug. 31 under the title of Mission Status. Herefore the University of the Air historical plays that have been produced in NBC's New York studio. The Aug. 31 broadcast is the first attempt to bring to the radio a feature not hitherto broadcast in Canada. [BROADCASTING, July 6, 1942].

WOWO-WGL, Fort Wayne, Ind., is starting the fall season by training a class of 20 in the rudiments of radio drama. With Clair Weidenaar, WOWO production manager in charge, the class are held for an hour and a half each Wednesday night. Mr. Weidenaar believes that in two months, WOWO will have producing new talent for its stock company.

WWNY, Watertown, N. Y., has broadcast a round table discussion of recent maneuvers at Pine Camp, N. Y., and should appear on the air within a few weeks to be given a rough field drill. Army officials and newsmen and photographers covering the event participated.

WGN, Chicago, has broadcast since Jan. 1 a total of 907 programs and 707 announcements devoted entirely to selling War Bonds and Stamps. A number of Bond Wagon programs have been broadcast on WGN from booths in Chicago's Loop where celebrities appear to sell bonds. The station plans to start remote broadcasts from outlying shopping areas and suburbs where WGN talent will appear on special War Savings shows.

THROUGH the efforts of WPAT, Paterson, N. J., workers in all five plants of the Wright Aircraft Corp. in the Paterson area were able to participate in the Army-Navy "E" ceremony last Tuesday. The program, presented from the yard of Plant I in Paterson, was heard by workers in the other plants so that they could award the "E" pennant simultaneously at each plant, all having received it for excellence of production. Steve Ellis, WPAT special events announcer, was host.

WJJD, Chicago, and WIND, Gary, have 100% of 85 of their 114 staff members in the Ten Per Cent Club for purchase of War Bonds through payroll allotment.

WSB, Atlanta, Ga., is promoting Victory Bank, a project which urges Georgia farmers and landowners to select and work their most productive land as an asset dedicated to Victory. "Rededicated on These Farm Hours" by Bill Pruss, station director, has been warmly received, and station officials believe state civic organizations, and federal and state soil conservation agencies will cooperate.

WKBH, La Crosse, Wis., recently staged an Army-Navy Night to help raise funds for the local Blackhawk Baseball team. Nearby camps dispatched several dozen bombers to Copeland Park, scene of the event. Oaths of allegiance were administered to new service recruits during the broadcast.

CPCP, Montreal, reports that of pre-war male staff of 39 persons, the station is now represented with six members in the Royal Canadian Air Force, the Royal Canadian Navy, two in the Army, and two with the Ferry Command.

KOA, Denver, has contracted to carry exclusive broadcast rights to all home games of the U. of Colorado. Bill Welsh will announce.

SHORTAGE of radio technicians has forced KMED, Melford, Ore., to discontinue live broadcasts on Sundays.

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WOWO-WGL, Fort Wayne, Ind., is building new offices for Tom Wheel-er, farm director and chief of the management, anduitural music library. Work on the station's FM studio and control rooms on the third floor is progressing.

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CONTRACT SETTING for 54-week signing of the Regal Divi-
division, Inc., of New York, Cincinn-

ate's. Signing is William F. Hol-

Land, president of the Cincinnati agency and former ACM, with L. E. Wilson (center), president and general manager of WCKY, and George Moore (1), station account executive as spectators.
WLAC
NASHVILLE, TENNESSEE
NOW OPERATING WITH
50,000 WATTS

COLUMBIA'S NASHVILLE OUTLET ♠ U P NEWS
J. T. WARD, OWNER • F. C. SOWELL, MANAGER
PAUL H. RAYMER CO., NATIONAL REPRESENTATIVES
Sigma Delta Chi Opens '42 Award Nominations

NOMINATIONS for 1942 Sigma Delta Chi Awards are now being received for work done by Americans during the period of July 1, 1941 and June 30, 1942. Awards cover the following fields—radio newsmaking, general reporting, editorial writing, cartooning, Washington correspondence, foreign correspondence, research in journalism and courage in journalism.

Radio's award last year went to Cecil Brown, CBS news commentator, who recently replaced Elmer Davis when the latter became OWI chief. Nominations close Sept. 1, 1942 and all nominations and accompanying material must be sent to Professional Awards Committee, Sigma Delta Chi, Suite 1178, 35 East Wacker Drive, Chicago.

We last week mailed out a folder entitled "Petrillo and the Press", including reprints of 29 editorial comments on the recent edicts of the AFM president.

WEAF, NBC’s key station in New York, was off the air for nearly two hours last Tuesday because of a failure in the Long Island Lighting Co.'s power supply to the station’s transmitter at Port Washington, Long Island, a breakdown which also deprived Suffolk County and most of Nassau County of electricity from about 11:45 a.m. until early afternoon, when service was restored through a switch to the Far Rockaway plant of the Queensborough Gas & Electric Co.

Off Again, On Again

WGBB, Freeport, L. I., was also forced off the air by the power break, which the electric company attributed to trouble at its Glenwood Landing plant, where workmen are establishing additional circuits. Radios and electric appliances in homes throughout the two counties stopped operating and many factories in the affected area, including a number of war manufacturing plants, were brought to a standstill by lack of power.

First trouble at WEAF occurred at 11:42 a.m., when the power faded out, leaving the station silent until 10:46 a.m. A few minutes later the incident was repeated, putting WEAF off the air from 10:53 until 10:58. The final power failure silenced WEAF at 11:02, keeping the station out of service until 12:45 p.m. The rest of the NBC network was not affected.

Commercial programs on WEAF which were affected by the interrupention of power included five network serials, a local news program and a time signal. The time signal, sponsored by Gruen Watch Co. at 12:50 p.m., will be replaced, WEAF reported, and the station will rebroadcast approximately $1475 less discounts to the other advertisers.

Programs affected include: The last 30 minutes of "Helpmate," sponsored by Cudahy Packing Co. for Old Dutch Cleanser, 10:30-10:45 a.m.; four Procter & Gamble Co. shows, on the network from 10:45 to 11:46, as follows, Lone Journey for Dreft, Road of Life for Duiz, Vic and Sade for Crisco, Against the Storm for Ivory Soap; David Harum, sponsored by B. T. Babbit Inc. for Bab-O, 11:45 a.m. to noon, and Don Goddard's news cast on WEAF only, 12:12-12:15 p.m., sponsored by C. P. Mueller Co.

"Gildersleeve" Returns

KRAFT CHEESE Co., Chicago (Parkay Margarine), through BBDO, Louis & Borby, that city, after an eight-week summer hiatus, on Aug. 30 resumed "The Great Gildersleeve" on 64 NBC stations, including West Coast repeat 8-8:30 p.m. (PWT). Hal Peary continues to be starred in the title role. Supporting cast includes Lawrence Tuttle, Walter Tetley, Earl Ross and Lilyan Randolph. Billy Mills is musical director, with John F. Whedon writing the show. Cecil Underwood is agency producer.

ALL-GIRL ORCHESTRA, feature of the "Bosom of Carm" on NBC under the direction of Phil Spitalny, will take part in the filming of a Universal picture titled "When Johnny Comes Marching Home" and will move from New York to Hollywood for four September broadcasts during production of the movie. Show is sponsored by General Electric Co., Cleveland for G-E lamps, and handled by BBDO, Cleveland.

WSGN

Alabama

The Powerful Advertising Influence of the Southwest

50,000 Watts Clear Channel Affiliate NBC Member TQN

We are Located in Birmingham, Alabama, and are Associated with Mutual and Blue Network

BROADCASTING - Broadcast Advertising
Mr. Kettler, who has been managing director of WHIZ, Zanesville, Ohio, another Fort Industry station, succeeds Jay Kelchner, who resigned to take over management of WIBC, Indianapolis.

Mr. Kettler, prior to his appointment at WHIZ, for three years was a member of the commercial staff of WWVA, Wheeling, and is familiar with the West Virginia market.

Haid Heads WHIZ

Mr. Storer also announced appointment of Allen Haid as general manager of the Zanesville station and J. Robert Kerns as commercial manager. Mr. Haid was elevated from program director after three years with the station. Prior to that he was a member of the WWVA production staff. Mr. Kerns has been on the commercial staff of WHIZ for the last three years.

Fort Industry stations in addition to WWVA, WMMN and WHIZ are WSPD, Toledo; WAGA, Atlanta, and WLOK, Lima.

Tokar New 'Henry'

NORMAN TOKAR, formerly heard on the Aldrich Family as "Willie" has succeeded Ezra Stone as "Henry" on the NBC show sponsored by General Foods (Postum). Stone, now an Army sergeant, was withdrawn from the show following the War Department ruling that radio performers would have to forego their private radio contracts and devote time to service. Tokar was at one time Stone's understudy in a Broadway production. Young & Rubicam, New York, is the agency.

Sheaffer News

W. A. SHEAFFER PEN Co., Fort Madison, Ia., on Sept. 20 starts sponsoring the weekly quarter-hour commentary "WORLD NEWS PARADE," with Upton Close on 125 NBC stations, Sunday, 3:15:30 p.m. (EWT). Contract is for 52 weeks. Russell M. Seeds, Chicago, has the account.

NEW FACES at CKBI, Prince Albert, Sask., include Margaret Herren, formerly of OFAC, Calgary, in the traffic department; Earl Ferguson, transferred from the program department to continuity; Wilfred Smith, added to the announcing staff; and Martha Keeney, formerly of CKPR, Fort William, in continuity.

There's Smoke Over the Prairies Now!

There's smoke over the prairies, now--and it's not from the burning of buffalo grass! The rich farming lands of Western Iowa, Eastern Nebraska and bordering states, producing more "Food for Freedom" than ever before, are now dotted with tremendous industrial plants, many of which are here to stay.

WOW-LAND

WOW-LAND is our name for the 279 rich counties within a radius of 150 miles from Omaha, covered adequately by WOW at a cost less than any combination of stations.

The Only NBC Station in Nebraska

The Only NBC Station in Nebraska

590 Kilocycles

5000 Watts Day and Night

RADIO STATION

OMAHA

WOW-LAND industrial workers are receiving unprecedented high wages. WOW-LAND farmers are now enjoying bumper crops, at ceilingless prices. Here is a market in which to invest advertising dollars for a quick return. Here is a market more than ever worth breaking into and staying in. You can DOMINATE it, using WOW ALONE!
To increase understanding between the people of China and the United States, NBC Radio Recording Division is transcribing plays written by Pearl S. Buck, author, and translated into Chinese, by the OWI for short-waving to China via KGEI, Belmont, Cal., General Electric station. Chinese students in this country enact the plays, which are to be eight in number, bearing the overall title America Speaks to China.

Health Toast
HEALTH in wartime is the subject of A Toast to Your Health, new public service feature presented on WTAC, Worcester, Mass., under auspices of the Worcester Health Dept., with Dr. Viado A. Getting, city health commissioner, as m.c. Seeking to inform the public about food, sanitation and dental hygiene, the program features interviews, commentary and round table discussions with health inspectors, house economists and nutritionists.

Production
PROBLEMS of wartime production are treated in a new Canadian Broadcasting Corp. weekly series Step It Up. Such topics as absenteeism, women in industry, nursery schools, trade schools, labor hoarding, and other topics are discussed in the quarter-hour broadcasts by Tom W. Tweed.

Cadet Questions
TO PROMOTE interest in the Army Air Forces, WLAC, Nash-ville, is currently presenting Stamp the Cadet, featuring air cadets who participate in the program. With Army approval, broadcast lines were established "somewhere" on the grounds of the camp outside Nashville.

Meet Johnny Doughboy
SALUTE to individual employees in the armed services is broadcast by the Meek Lumber Co. on Lumberjacks, tri-weekly program on KWTQ-KGBX, Springfield, Mo. Program consists of minute biographies of the men, descriptions of their part in the war effort, and assurances that their jobs await them. Families of men saluted are notified in advance, and after the salute, the former employee's favorite tune is played.

Buyers of the Day
VICTORY FIRST, a nightly broadcast which names local War Bond purchasers that day, has been inaugurated on ROY, Phoenix.

Democracy Teacher
DESIGNED for the American family in wartime, The Schoolroom for Democracy makes its debut on BLUE this week as a regular part of the Little Blue Playhouse broadcasts for children. Principles of democracy will be taught, as well as the usual classroom material, through the original songs, to be contributed by famous songwriters. Vincent Price, weekday star, will m.c. the shows as the "school teacher".

Soldier Salute
SALUTE to an American City is featured on Fort Dagg Radio, the post's weekly half-hour recorded show on WPTF, Raleigh. Produced by Corp. Peter Witt, the show salutes cities of the United States. Names of participating soldiers are included so the local station may inform relatives of the scheduled broadcast.

Two Voices
A DOUBLE VOICE news commentary series has been started on KQW, San Francisco, being presented five times weekly at 11:45 a.m. The show is presented by Don Pryor, CBS special events director in San Francisco and Carroll Hansen, manager of the KQW news bureau. It is an informal discussion of the news of the day conversational.

Spook Stuff
WEIRD TALES of the occult and the supernatural are told in dramatic form in a series on WOR, New York, titled The Day of Destiny. Stories are based on the premise that "There are lives foredoomed from the beginning. There are souls born beneath dark stars who must travel by strange and terrible roads to meet their destinies."

Aid for Aspirants
TO LEND a helping hand to the aspiring radio performer, NBC has started Air Breaks, twice-weekly series which presents two singers selected from a group of 40 or 50 applicants each week. It is expected the program will be of interest to producers, directors, agents and aspiring executives looking for new talent.

The ears of 678,400 farm homes in Kansas and adjoining states listen regularly to WIBW. It's their station . . . speaking their language . . . singing their songs. The result is a listener loyalty and whole-hearted response that amazes first-time users of WIBW.

Surrounding these homes are bumper fields of corn—worth $69,815,200 according to U. S. estimates. Added to an already swollen farm income, this will put WIBW listeners among America's top-flight spenders during the coming months.

We have the ear of these listeners. They ACT on our recommendations. That's why WIBW gets faster, lower-cost RESULTS!
First Nighters
RETURNING to WMCA, New York, with their reviews of Broadway first night performances, Ethel and Julius Colby, drama critics, have added a new feature, consisting of additional programs devoted to reviews of motion pictures presented on Broadway's tidbit Mr. and Mrs. Go to the Theater, the broadcasts will present the Colbys each night they have attended a first night performance in either legitimate stage or movie theater.

War Exchange
TO AVOID war waste of usable articles, Mr. and Mrs. Hamilton, Ont., has started Let's Save weekly. The program invites listeners to send in lists of articles they wish to trade, the list is reviewed on the air, and interested listeners are told where to apply for swaps. One day is reserved for rural commodities, another for rural articles.

Music for Children
MUSIC especially for children is heard on Music & the Child, new Tuesday morning educational series on WFPS, White Plains, N. Y. Leon Bloom, pianist, and former CBS conductor in Chicago directs the program with the theory that appreciation of wholesome music may be inculcated in children at an early age.

Streamliner
UTILIZING a train atmosphere, War Worker's Streamliner, is a new program of streamlined news, sports, and music especially designed for war-workers, heard four-times weekly on WGL, Fort Wayne, Ind. Action occurs on an imaginary railroad train, with appropriate sound effects, and with Mary Conn acting as conductor.

LEA'S REFLECTION DECLARED CERTAIN
WINNING both the Democratic and Republican nominations, Rep. Clarence F. Lea, chairman of the House Interstate & Foreign Commerce Committee, charged with radio legislation, is a candidate in the election next November as Congressman from the 1st California District. He has served continuously since 1919 and a dozen times has been the nominee of both parties, though he is a registered Democrat.

With the House in quasi-recess, no steps have been taken toward appointment of a subcommittee to rewrite the Sanders bill (S 497), hearings on which were concluded July 2. According to House attaches, there is little likelihood of action prior to Sept. 15, when the House formally reconvenes.

It has been indicated that a five-man subcommittee would be named to rewrite the measure, in the hope of getting legislation through at this session. The bill would revamp the FCC, setting up separate autonomous divisions, one handling broadcasting and related services and the others in pertinent suits. It also would limit FCC functions in certain fields and revise appellate and other legal procedures.

NEWS MAKES SALES HEADLINES
Chicago Clother Expands Business Through
Appeal Slanted to War Workers

By MILTON LEWIS
President, William A. Lewis Clothing Co., Chicago

DUBIOUS whether a store such as ours, located out of the downtown Chicago buying area could support a quarter-hour broadcast five days a week, we were naturally skeptical. Our only previous radio promotion had been foreign-language broadcasts some years back. Frankly, we were more than backward, a little over two months ago when Ed Gourfain of the Gourfain-Cobb Adv. Agency, suggested sponsorship of Breaking The News, a quarter-hour news broadcast every weekday at 6:45 10 p.m. on WGN, Chicago.

The program is aggressively merchandised through labor union channels. Once a week, a war worker, selected by ballot in his shop or trade union, appears on the program and tells what his company is doing in war production, within the limits of censorship. Announcement of each guest's appearance is publicized in bulletins to the city's various unions.

Human Angles
Louis (Studs) Turkel, a network radio actor and attorney, writes and announces the program. He elaborates on the outstanding news items of the day in a style punctuated with slang for color and with emphasis on human interest angles.

When we first sponsored the program, the agency wrote letters to all unions in Chicago announcing the start of a program prepared specifically for working people, keeping in mind their preferences and interests, and presenting outstanding union workers. Commendatory letters poured in from the unions and their members.

Actual sales appeal of the program has been tested on two occasions. The first, a sale of summer dresses and zipper housecoats, was only advertised on the air and on but two programs preceding the date of the sale. In the next three evenings over 2,200 units of this merchandise were sold in purchases directly linked to the radio announcements. The second test was a successful June sale of fall coats, long before regular August coat sales.

For years we have advertised as "the store that brings Michigan Avenue to Chicago's South Side." But since the program has been on the air it seems that thousands of Chicago war workers from all over the city have come to us for their clothing needs. Although the program has been on the air, a little more than two months, we have gained our largest business volume for any comparable period in the firm's history.

51,000 RAZOR BLADES SELL IN ONE DAY!

ANOTHER WMMN RECORD

WMMN (MM-More Mail) in Fairmont, W. Va., is still setting sales records, with the able assistance of the postman. In one day, WMMN sold 51,000 razor blades, representing 510 individual orders (cash in the envelope). And this sort of thing has been going on for years. WMMN's listeners are "repeat" customers because they've learned to respect the advertisers on their favorite radio stations, and to have faith in the advertising messages they hear.

"THE VOICE OF THE MONONGAHELA VALLEY"
Member CBS...Blair Represents Us Nationally

BROADCASTING • Broadcast Advertising August 31, 1942 • Page 27
LUDENS CAMPAIGN
ON 116 STATIONS

LUDENS Inc., Reading, Pa., in a 26-week fall and winter campaign for Ludens Cough Drops scheduled to start Sept. 15 [BROADCASTING, June 22] will use spot announcements on the following 116 stations, with more to be added short- ly. Agency is J. M. Mathes Inc., New York. The list:

WOKO WICC WTCI WJAR WGY WTAG WDEL WGBI KGGM KVSP KTAJ KVOA KYUM KLGL KIDO KTIM KARM PFI KQW KPO KROW KIRB KIFO KDKA WBBM WHPF WJIR WYBR WYIR WJZK WMLW WAPI WJAX WQAK WALA WSFA WDBO WTCW WJDO WJO WJZ WOR WENK WMNC WJMA WBXW WDNC WFBC WICG WPTD WB36 WYRA WSJS WHF WYBR WJIM WPR KQZP WJSG WAPB WKLS WKY KVSS KXHR WOAI KDAL WDAY WCDO WMX WMT WOC WKM WOCW WACO WACD WLW WCKY WTAM WBNW WHD WSPD WREL WJLV WMBD WMOX WJRO WJZ WJZ WBBZ KGHL KDYL KGHE WOPI WCBH WDBI WPTD WNOX WHAS WCAQ WGAN WBLK WJSM WHE.

RADIO SELLS SOME MEDICINE

Use of Local Outlet Brings Enormous Sales
For ‘Old Judge’ in Carolina

EDITOR, BROADCASTING.
My radio experience has been so successful that it has been suggested that I write you concerning this set-up.

Eighteen months ago I came to WHKY, a little 250-watter here, with $21 and enough merchandise to bring me $72 at retail prices. W. T. Hix, manager of WHKY, listened to an audition and believed the program would entertain and sell. Today marks my 51st daily 15-minute spot on this station. During this time I have sold 50,000 one-dollar bottles of medicine.

Now here is the unusual part of the story, I personally manufacture, sell and deliver my products to jobbers and retailers with

in this station’s limited coverage. 92% of the retail stores in the territory and 100% of the jobbers sell it. I have no salesmen and they have never been “drummed.”

Forty years as a commercial salesman I have heard the old cry, create the demand and we’ll stock your merchandise. Out of these sales I have made 32 refunds of one dollar each, because I religiously back my guarantee.

As the program, I suppose you would call it inspirational, under the name of Through Peaceful Valley With the Old Judge. This is homespun philosophy and poems of my own composition, with transcribed music in the background.

Before Sept. 1, WHKY becomes a 5,000-watt station on 1290 kc. I am growing with the station, contracting for three 15-minute spots daily Monday through Saturday.

FRANK HAYCOX, (The Old Judge)

HOUSEWIFE LEAGUE BEGUN IN CHICAGO

CHICAGO VERSION of the highly successful West Coast participating program the Housewives Protective League originated seven years ago in KNX, Hollywood, by Fletcher Wiley, owner of the program, started Aug. 24 on WBBM, Chicago, on a sustaining basis while a local “League” of 500 housewife-listeners is selected to test products of potential sponsors.

Paul Gieb, who formerly in-duced the program in San Francisco, is m.c. of both morning and afternoon editions of the program, Starlite Salute, 6:45 a.m., Monday through Friday and 9-10 a.m. Saturdays, and the Housewives Protective League, half-hour Monday through Friday. The early morning program consists of classical recordings and comments or news of interest to war workers, and the afternoon program is a half-hour of informal talk on topics of interest to homemakers.

Advertising will be handled on the same basis as the original program, with ad-libs commercials incorporating sales copy suggested by consumers in the testing panel or “League”.

Union Buys Time

WESTERN Conference of Teamsters, Los Angeles (labor union), after a 16-time test broadcast, on Aug. 24 started for 13 weeks sponsoring a weekly half-hour dramatic show with the working title, Capt-ain America, on 33 Don Lee Mutual and 3 Arizona network stations (KOY KABC KUN), Mon-day 6:30-7 p.m. (PWT), Series was preceded by a “prologue” show on July 27 during which $100 War Bonds were offered as prizes for best names submitted for the series. Winning title and names of two persons receiving the awards will be announced on the Sept. 7 broadcast. Program is produced by Eddie Robinson with Earl Halls as script writer. Felix Mills’ orchestra provides musical background for the dramatization. Clarence E. Dunn Agencies, Los Angeles, has the account.

CKWS Opens Sept. 1

CKWS, new station of the North- ern Broadcasting Co. at Kingston, Ont., is scheduled to open Sept. 1, with Jack Davidson, formerly of CHEX, Peterboro, Ont., as man-ager. Harold Burley of CKVD, Val D’Or, Que., Roy Hoffstetter of CKGB, Timmins, Ont., and Hugo Gage, of CKSK, Sudbury, Ont., are salesmen. Bill Reid, of CKRN, Renfrew, Que., Bruce Tremper of CKGB, Orville Stone, CFCH, North Bay, Ont., Harry McCall and Charles Miller, are announcers; Jerry Koby and Marvin Stroh of CKGB, engineers; and Anne Wlasi of CKGB, traffic manager.

WHEN WAR WORKERS CAN LISTEN, THE STATION IS WGY

IN the morning on the way to work, at lunch time; in the evening, or during lunch on the Graveyard Shift—these are the times when the thousands of war workers in the WGY area have an opportunity to turn on their radio.

At these hours when war workers can listen, they tune to WGY. That is the outstanding fact uncovered by recent surveys made for WGY by the General Electric Market Research Department.

TO REACH THIS REGION’S WAR WORKERS, USE WGY

★ It’s the area’s only 50,000-watt station
★ It has the area’s lowest frequency
★ It has the area’s longest record of service.
Radio's War Aims

Radio's own war aims can be stated quite simply:

1. To exert every human effort and every physical facility toward victory over the common enemy.

2. To maintain and heighten the morale of both our fighting forces and the home front—to keep 'em smiling, even laughing, while yet impressing upon them the grim purposes and the vital realities of this war.

3. To operate plant, maintain personnel and conduct business in the best interests of country, of audience and of the American broadcasting system's social and economic integrity.

Today, nothing else matters.

—An Editorial in BROADCASTING, August 10
<table>
<thead>
<tr>
<th>Year</th>
<th>Watts</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>1924</td>
<td>200</td>
<td>First Chicago Broadcast of WBBM</td>
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<tr>
<td>1925</td>
<td>1,500</td>
<td>Early Remote Control Broadcasts Guy Lombardo, Ben Bernie Coon-Sanders Night Hawks introduced to millions</td>
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<tr>
<td>1926</td>
<td>5,000</td>
<td>CBS Affiliate WBBM Air Theatre inaugurated</td>
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<td>1928</td>
<td>10,000</td>
<td>Exclusive CBS Chicago Outlet</td>
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<td>1929</td>
<td>25,000</td>
<td>Super-Power for WBBM to blanket one of America's largest markets</td>
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<tr>
<td>1935</td>
<td>50,000</td>
<td>New Wrigley Building Studios</td>
</tr>
<tr>
<td>1936</td>
<td>50,000</td>
<td>Westinghouse 50 HG Transmitter selected for simplified low cost operation</td>
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<tr>
<td>1942</td>
<td>50,000</td>
<td>Westinghouse 50 HG Transmitter selected for simplified low cost operation</td>
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ITS LEADERSHIP BUILT ON NEW IDEAS, WBBM NATURALLY CHOSES THE...WESTINGHOUSE 50 HG TRANSMITTER

WBBM's timetable of progress speaks for itself. Always alert to new ideas, and quick to capitalize on them, this key station has built an ever-growing audience in one of America's largest markets.

This alertness to the latest developments in radio service and equipment naturally entered into WBBM's choice of a new transmitter. And it is significant that the choice was a Westinghouse 50 HG.

For this set revolutionized transmitter design. Into it went the knowledge acquired through 20 years of actual station operating experience.

Result: savings in power, simplified operation, elimination of fuses, air-cooled tubes throughout, surge-proof metal rectifiers—all pointing to the low operating cost and reduced maintenance so vital today.

That's why you'll find Westinghouse 50 HG Transmitters serving key stations from coast to coast: WBAL, Baltimore; WKBW, Buffalo; WBZ, Boston; WPTF, Raleigh; KDKA, Pittsburgh; KXEL, Waterloo...and now WBBM.

Keep an eye on these stations, as radio faces the exacting responsibilities of wartime operation.
Henderson's Ruling

SINCE the war's onset advertising folk have been jittery. Despite verbal assurances from Government officials that advertising would not be molested in the new wartime economy, advertisers, agencies and media have at times been looking under beds. Up to now there hasn't been much in the way of tangible evidence either way. Meanwhile, advertising volume in practically all media has been as good or better than in the immediate pre-war period. As far as the letup in pressure upon advertising is concerned, some attribute it to the influx of experienced advertising, media and business men in responsible Government agencies. But the advertising fraternity still was disposed to look at the overall picture with no little trepidation. They viewed with particular concern the Office of Price Administration and the Internal Revenue Bureau. OPA might cut advertising revenues by manipulating its regulations and schedules. Internal Revenue might rule that advertising expenditures are not deductible in a wartime economy as "ordinary and necessary".

The other day (as reported in this issue) Leon Henderson, OPA chief, did something really tangible and definite. He established a precedent in an actual price adjustment case. He ruled that "normal advertising expenditures" will be regarded as costs in all investigations dealing with price adjustments. Mr. Henderson acted on all fours with his promises to industry in the first test that came up.

Chairman Fulmer (D.-SC) of the House Agriculture Committee, had written the OPA chief alleging that soap companies were forcing OPA to roll back prices of ingredients "so that they would be able to continue to make their usual large profits, which would enable them not only in peacetime but during this great emergency * * * to advertise in the press, over the radio, and by other methods * * * "

Mr. Henderson answered, "In line with our previously announced policy, normal advertising layouts were considered as costs in this investigation. Any other policy with respect to advertising might well result in the destruction of the entire advertising industry, an end that is beyond either the authority or inclination of this Office."

Mr. Henderson did assert, however, that extraordinary expenditures for promotional campaigns, such as the recent campaign advertising Swan soap, which hit radio, newspapers and the magazines in one intensive exploitation, were not considered as costs in OPA's investigation.

Thus, Mr. Henderson, by action rather than word, has toppled over another bogey-man. There was no effort to squeeze advertising expenditures to keep the price of soap down. The precedent has been established. Advertising folk can forget possible OPA squeeze-plays, and now turn their undivided attention and genius toward an increasingly improved job of whipping out powerful copy geared toward victory.

The Business Picture

GRATIFYING though the showing of national network business may be [BROADCASTING, Aug. 24], and satisfying as the current national spot picture looks, not to mention the upwinding in wartime audience assured in the Hooper surveys, there is small comfort to be had in the losses of local business being suffered by many stations, mostly local low powers, due to wartime shortages and depleted retail inventories. Some of them actually produce a form of economic survival, and just about all of them now appear to be scraping, literally, for new business.

Radio's inherent healthiness as an advertising medium is manifest from the remarkable showing it is making during these days of stresses and strains. That even the locals can take advantage of the basic soundness of the medium, is being proved by the ingenuity of sales and sales promotion departments of many stations in developing new business.

There are the theatres, for example, many of them now substantial local advertisers for the first time. There are other entertainment enterprises—bowling, for example, now a highly popular sport in crowded defense areas and a natural for radio promotion. Radio stores soon won't have much stock to sell, inasmuch as deliveries from war-converted factories have all but ceased, but radio set maintenance and repair is proving to be the same backlog for surviving dealers as auto service and repair for sales plants. There are also naturals for radio. From some cities we have had reports of successful time sales, often one-time shots that lead to regular local schedules, to local defense plants wanting to promote their "E" awards, their production achievements (within military limitations, of course) and their employe morale.

Nationally, the picture looks reasonably good, but there can be no doubt that the radio industry as a whole is living on a day-to-day, or at least on a 13-week, basis. But the situation is far from doleful for the better situated stations. Brand name advertising, new packaging, foods and drugs, cigarettes—all are holding their own even better than the prophets of doom expected. Radio can be justly proud of the economic stability it has shown thus far, but it certainly cannot be smug about it.

Caesar's Dirge

JIMMY PETRILLO must now face the music in Congress as well as in the courts. He has thumbed his nose at every appeal made by the Government and industry to call off his ill-advised ban on the making of recordings for non-private use, but Congress now pitches in, not only to stop his rampages but to find ways of preventing recurrences in other fields.

Outraged over Jimmy's stubborn disdain of public reaction and the national welfare, Senator D. Worth Clark, of Idaho, has introduced an all-inclusive resolution to look into the music situation. More than likely there will be public hearings before a sub-committee of the Senate Interstate Committee. Petrillo himself, Assistant Attorney General Thurman Arnold, and representatives of the public and the industries affected should be called as witnesses.

Senator Clark, whose appreciation of the problem motivated introduction of the resolution, and who so lucidly covered the issues in his statement to the Senate last week, would make an able chairman of the subcommittee. He should have the assistance of competent special counsel, for the issue is one deeply affecting the public interest.

If proof of public sentiment were needed after literally hundreds of newspaper editorials and cartoons deprecating Jimmy's on slaughters, it certainly came in the Gallup Poll of last week. This scientific appraisal of public opinion revealed that the vote was 9 to 1 disapproving the AFM actions. And it ran about the same in favor of Government legal action to stop him. Senator Clark must have sensed this, because his resolution was introduced almost coincident with the publication of the Gallup findings.

In an editorial in our June 15 issue dealing with Petrillo's announced intention of banning recordings (published 10 days before he formally notified the affected industries and the public of it), we said: "It's clear now that Mr. Petrillo feels he can get away with almost anything. If his transcription-record ban sticks, it's a good bet that Congress, rather than the anti-trust division, will decide to take a hand in things."

Apparently we underestimated the reaction. Both Congress and the anti-trust division are now in it for keeps.
KENNETH DAVID SOBLE

A N AUTOMOBILE started Ken Soble on a career which has brought him the designation of "one of the most versatile men in Canadian radio. The automobile—or yes—Ken in his teens, picked up the director of a group of radio players one day in 1928 and gave him a lift to the studio. The director needed an extra player. Ken got a one-line part and has been in radio ever since.

Today Ken Soble's activities in radio are many and varied. He is known as Canada's broadcasting world as the "Major Bowes of Canada", following the Major by a few months with a Canadian series of amateur shows still aired weekly over a Canadian network. He also owns an advertising agency and program-producing organization, Metropolitan Broadcasting Service Ltd., Toronto, and Metropolitan Broadcasting Service Reg'd, Montreal. In addition, he operates Ken Soble's Artist Bureau, Toronto, is manager of CHML, Hamilton, Ont., and owns an Air Service.

One of the outstanding young men in Canadian radio, Ken Soble was born June 12, 1911, in Toronto. At 16 he had to leave school to support his mother and sister. He has hustled papers, sold chemicals and paints, and in the boom year, 1929, came into big money as a stock salesman. With the crash he tackled a job with a crew cleaning up Toronto's big Union Station during the night hours. From his first contact with radio in 1928, he received some more bit parts with the actor group at CKNC, now CBY, Toronto. He then switched to the former CFCA, owned by the Toronto Star, where he was given the job announcing a panel of radio players. He went on to 50 commercials per hour. Pay was five spot announcements, which he could sell.

One rainy day while hunting business for the spot announcements he met a coal dealer, sold him a series of spot announcements. Needing cash, he asked for a check, which arrived some weeks later from N. W. Ayer & Son for the account of the Ford Motor Co. The fuel dealer, unknown to Ken, was the sole distributor in Toronto for Ford's crude oil, product of Ford Motor Co. He has held the account ever since.

That was his first big break. On the strength of it he contracted in 1930 with CKCL, Toronto, for an hour daily and all the time signals and weather reports for a five-year period. Then he went out and sold the time. He branched out then to a number of stations, notably CFRB. In 1935 he built the first audience participation. A year later he moved to a larger studio seating 1,100. From these studios he put on the air some of Canada's leading shows of the time, and here his amateur shows started.

Ken Soble's amateurs, starting first as a locally sponsored program, were gradually sponsored by bigger advertisers until Royal Canadian Tobacco Co. put them on a coast-to-coast network. They branched out to unit shows playing at two stations, notably CFRB. In 1935 he built the first audience participation. A year later he went on to a larger studio seating 1,100. From these studios he put on the air some of Canada's leading shows of the time, and here his amateur shows started.

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ASPHALT (Ky.) AIN'T PAVED WITH SALES!

Chances are, you're not the least bit interested in the sales possibilities in Asphalt (Ky.)! Because you probably know that the main road to big business in this State is via the Louisville Trading Area — which accounts for 17.1% more retail sales than the rest of Kentucky combined! ... With WAVE, alone, you can reach every radio home in this area, and spend less than with any other medium! Shall we start paving the way for you?

LOUISVILLE'S WAVE

Editors & Publishers INC.

FREE AT ALL NEWSPAPER RESOURCES

"IT'S A CINCH!"

explains Suzy our Steno. "To ride away with sales in the Cincinnati area, put your money on the favorite — WSAI. WSAI's unique sales aids get your program off to a fast start — and keep it out in front! WSAI has proved itself hundreds of times in past performances. If you're playing to WIN ... Buy WSAI!!"

WSAI'S SALES AIDS
1. Street car and 5. Taxicab Covers
2. Neon Signs 6. Downtown Window Displays
3. Display Cards 7. House-organ
4. Newspaper Ads 8. 'Meet the Steno"

BEHIND THE MIKE

PETER TEMPLE, former announcer in Milwaukee and St. Paul, is now announcing News of the Sea on KXOK, St. Louis. Ron Gamble, announcer of the Ford Sunday Evening Hour during the past few years is now doing Meet Me at Your Bar! on the KXOK, an officers' candidate, is stationed at Jefferson Barracks, Mo.

WILLIAM WRIGHT formerly of KFAB and KFPR, Lincoln, Neb., and KOIL, Omaha, is now continuity head of WMBD, Peoria, Ill.

MURRAY KNIGHT, of WIBC, Rochester, and WDZ, Tuscola, Ill., now heads women's activities of WMBD, Peoria, Ill.

ED JANNEY, sports commentator of KQJ, Phoenix, has joined the Army Air Force as second lieutenant.

FRED HAYWOOD, producer of WBT, Charlotte, N. C., has joined the Army and is stationed at the Field Artillery Replacement Center, Fort Bragg.

SANDOR GEORGE BECKER, announcer of WBT, Charlotte, N. C., on Aug. 16 married Ruth Joyce Venable.

EDWARD HOPPER, studio supervisor of WHN, New York, has reported for duty as first lieutenant in the Army Air Transport at Officers' Training School, Miami Beach.

CHUCK THOMPSON, formerly of WEBU, Reading, Pa., has joined the announcing staff of WIBG, Philadelphia.

ELLIOTT MILLER, announcer of WDRC, Hartford, has resigned to join the Civil Air Patrol.

RUSSELL NAUGHTON, of New Britain, Conn., has joined WFSH, Hartford FM station, as announcer.

JACK WELSH, former sports editor of WSVY, Steubenville, O., has joined the announcing staff of WWVA, Wheeling.

VIRGINIA VOGEL, graduate of Valparaiso U., has joined KWK, St. Louis, as assistant news editor.

BRUCE DISQUE JR., has resigned as assistant manager of the NBC script division to report for duty as captain in the Army Air Force in Miami Sept. 8.

RALPH EDWIN SPEARS JR., formerly editor and director of the farm hour, sponsored by West Virginia U and Olgebay Institute, daily over WWVA, Wheeling, is now in the radio school at the Naval Training School, U of Wisconsin.

HENRY FARMAN, formerly a violinist in the symphony orchestra of WOR, New York, has been named concert master of the St. Louis Symphony Orchestra.

CARLOS MONTANO, Spanish announcer of KQY, Phoenix, has been transferred to KTUC, Tucson, and placed in charge of Spanish programs. Bill Lerma, new to radio, has taken over Montano's duties.

W. BANNON, formerly announcer of KF-KECA, Los Angeles, has joined KMBC, Kansas City.

RAY BUFFUM, San Francisco producer-writer, has been assigned to collaborate with Don Thompson on the weekly NBC Hawthorne House, sponsored by Wesson Oil & Soap Co.

DAVID STARLING, formerly announcer of KF-KECA, Los Angeles, who joined the Army in mid-May, has reported to Officers' Training School, Fort Benning, Ga.

GLAN HIESCH, program director of KF-KECA, Los Angeles, has resigned to join the Office of War Information in San Francisco.

GEORGE RYAN, announcer of KKL, Oakland, Cal., was inducted into the Army Sept. 1.

EVERETT CLAIBORNE, world traveler, has joined KKL, Oakland, Cal., as a news commentator.

HERB CAEN, Chronicle columnist and conductor of the weekly radio commentary "Regal Ambitions With Herb Caen" for Regal Amber Brewing (Inc., San Francisco), on KPO, that city, has been inducted into the Army.

DOROTHY BAKER

JUST recently Miss Dorothy Baker joined KOCA, Kilgore, Tex., as program director, and she is already proficient in her duties arranging programs, clearing all music and handling a woman's club of the air. She tops that hefty diet of activity with a four-hour tour of duty at the mike. In true Texas manner, KOCA boasts that Miss Baker is uninvolved among female program directors for a combination of efficiency and glamor.

HEN LAIRD, formerly of WHBY, Appleton, has joined WOSH, Oshkosh, Wis., as sports director.

MARY JANE PORTER has been appointed assistant to the director of KPO sales traffic at NBC San Francisco.

MARY BELDING SCRIBNER, formerly associate editor of News Week and manager of women's promotion for American Air Lines, has been appointed news editor of KPO, San Francisco. She succeeded Robert Harrington, who has entered government service.

HAL ATKINSON, musical director of WPTM, Trenton, N. J., has been inducted into the Army.

JOHN THOMPSON, foreign commentator of the San Francisco News, has joined KFYA, San Francisco, as foreign news analyst.

AL JASPER, announcer of WMUR, Manchester, N. H., has been inducted into the Army.
ANICE IVES, conductor of Everywoman’s Club of the Air on WFIL, Philadelphia, for the last 10 years, will be feted at a birthday party Sept. 24 at Kugler’s Restaurant by members of her “Everywoman’s Club.” The principal speaker will be Roger W. Clipp, vice-president and general manager of WFIL. Five hundred guests are expected.

HUGH FERGUSON, former announcer and manager of WCAU, Philadelphia, graduates next week from the Marine Corps Officer Training School as a second lieutenant.

HERB NEWCOMB, formerly of NBC and CBS in New York, and WITI, Hartford, has joined the announcing staff of WCAU, Philadelphia, replacing Wally Shelton, who left for the Army.

ARTHUR JACOBSON, network radio, screen and stage actor for the last 10 years under the name Henry Hunter, has joined the production department of NBC-Chicago as a director, starting Sept. 1. He will leave the roles of Wolfe Bennett in NBC Lone Journey and Ellis Smith in NBC The Guiding Light.

PVT. CYRIL. C. WAGNER, formerly publicity and special events writer of WGN, Chicago, recently graduated from weather school at Chanute Field, III., and has been selected for officer training school in the Army Air Force, Miami.

ROBERT McGINNIS, guide of NBC Chicago until his induction in the Army in June, 1941, on Aug. 29 was commissioned a second lieutenant in the Army at Ft. Benning, Ga., and on Aug. 23 became the father of a girl.

VERN BROOKS, supervisor of announcers of WGN, Chicago, is to report on Sept. 10 in Boston for training as an ensign in the Navy. He will be succeeded by Milt Newton, night studio manager.

ALLEN SCOTT, formerly newscaster of WGN, Chicago, on Aug. 31 started training at Newport R. I., as a lieutenant junior grade in the Navy.

BILkJADUSON, CBS news writer, is the father of a baby girl.

WILLIAM DAWES, producer, has joined WOXY, Cincinnati. He taught dramatic art at Schuster-Martin School of Drama.
TO PROVIDE its salesmen with "food for sales talk," BLUE is publishing a house organ titled The Blue Elephant, which includes news items and feature notes centering around the network's wartime theme for sponsors—that of not letting the public forget their products. Originally intended only for the BLUE sales staff, the bulletin, a mimeographed sheet, is also being distributed among BLUE affiliates.

Blowups of Georgia WKRC, Cincinnati, to all participating sponsors has distributed large photographic blow-ups of Georgia Gray, director of the Women's Hours program. Displays are tied in with sponsors' window advertising.

"THINGS IS SURE POPPIN' OUT HERE IN THE RED RIVER VALLEY! ESPECIALLY FOR ADVERTISERS USIN' WDAY—THE ONLY STATION REACHIN' THE WHOLE VALLEY!"

In Increase its inducements to listeners to send in questions that may "stump the experts" on Information Please, American Tobacco Co. has added a set of the "Britainica Junior" encyclopedia to the $25 War Bond given for each question used. If the experts fail to answer, the sender gets a $50 bond and sets of both the full and the junior Britannica. Program advertising Lucky Strike cigarettes, is heard Friday, 8:30-9 p.m. (EWT) on NBC.

Girl Wanted WEAF, New York, through a contest launched on its 20th Anniversary program, Sunday, Aug. 16, is seeking a girl born in August 1922, as near as possible to the station's birthday. Winner will be known as Miss WEAF, and will be given publicity and promotional buildups to help further her radio, screen or stage aspirations.

Miss WEAF will be selected for beauty, personality and background suitability to represent the station. Photogenic qualities and accomplishments will also be considered. Would-be contestants are asked to submit biography, photo and birth certificate to prove eligibility. WEAF's staff will select semi-finalists, and a board of professionals in the entertainment field will select the winner.

Raised 15% USING a raised hand to symbolize each sponsor joining the full network under its 15% discount plan, CBS has released a sixteen-page large-size brochure titled "All Those in Favor." Each sponsor is allotted a full-page snapshot taken during his show, and enclosed in an extra folder announcing latest additions to list of sponsors using the plan. Featured are the first ten firms to go full network.

Unusual Invitation NOVEL promotion produced by WSM, Nashville, is a reprint of the book cover of "Sound and Fury," by Francis Chase, containing the selection of the section of the book pertaining to the "Grand Ol' Opry" and its history on the inside. In addition, two tickets of admission are attached to the mailing piece with an invitation to attend.

Christmas Shopping WJNO, W. Palm Beach, Fla., has arranged with Palm Beach merchants whereby spot announcements include mention of buying Christmas gifts now for mailing to men in the Armed Forces. Plugs remind listeners that presents must be sent in September to reach them in time.

THE LEADING FARM STATION IN THE EAST

And we can prove it! Straight, scientific farm shows by the New York State College of Agriculture for 15 years can't go wrong. Plus $250,000 in annual retail sales, primary audience of 408,750 of which 60,000 families are farmers. And WHCU is their station where they'll listen. Want proof of performance? Write or contact any McGilvra man. Don't miss this solid bet.

BROADCASTING • Broadcast Advertising
Mystery Man
FREE theater tickets are given away each weekday night by Mystery Man, in an unusual promotion on WTTM, Trenton, N. J. Listeners are advised during 338 Club, popular record show, to listen to Mystery Man program from 6:30-6:55 p.m. The Mystery Man program tells listeners where Mystery Man will be, and what time he will be there. Listeners get the tickets when they find Mystery Man, and repeat key words spoken on the program. Personnel of the station take turns being Mystery Man, so that he cannot be easily identified.

* * *

NBC Variety Promotion
TO PROMOTE its new morning variety program The Show Without a Name, NBC has distributed to network affiliates a comedy recording by Garry Moore, m.c. of the show. Stations requested the record to promote interest in the show and title contest [BROADCASTING, Aug 17]. Show has been extended from a half-hour to an hour program on Saturdays, with the remaining five broadcasts limited to a half-hour as originally scheduled.

* * *

Backstage
STAGE, movie and night-life news is featured on a thrice-week five-minute series, Backstage On the Air, sponsored by Sarnoff-Irving hats at 5:55 p.m. on WTAG, Worcester. It is conducted by Jimmy Lee, author of "Backstage" column in the Worcester Evening Gazette, and it offers information on local and national theatrical headliners.

* * *

Convention Tipoff
KOA, Denver, broadcast special announcements twice daily for three weeks, calling attention to the 9th annual convention of the American Pharmaceutical Assn, held recently in Denver. KOA has display at convention headquarters in the Shirley Savy Hotel.

BROCHURES
KMMJ, Grand Island, Neb.—Bound, offset folder, "On Speaking Terms," providing details of coverage, market data, sales facts, rates and talent.

WTAM, Cleveland—"Get On the Band Wagon," attractively colored brochure giving various reasons advertisers should use the station.


CKOC, Hamilton, Ont.—September on CKOC covers programs for fall and winter in word and pictures.

KTSW, Emporia, Kan.—Three-page and letterhead combination in brown and white, gives coverage map data.

BLUE—Elephant symbol of BLUE's war-time theme, "Keep 'em Remembering," featured in 25-page brochure titled "Read All About II" and used Ford Motor Co.'s seven-week institutional show as a selling point for wartime advertising.

MBF—Illustrated white folder comparing the "best buy of 1929," when a rare edition of Poe, bought for $10, was sold for $35,000, and the "best buy of 1942."

Lux Back on 147
LEYER BROS., Cambridge, Mass. (Lux), after an eight-week summer layoff, on Sept. 14 resumes for the fourth consecutive season Lux Radio Theatre on 115 CBS and 32 NBC stations, Monday, 9-10 p.m. (EWT). Ceci B. DeMille continues as producer and will also handle commentary with Sanford H. Barnett as J. Walter Thompson Co.; Hollywood producer of the series. George Wells and Harry Kerr are to do radio adaptations of current film plays and also white commercials for the weekly program. Lou Silvers has re-signed as musical director, with John Kennedy announcer of the initial broadcast, Charles Forth continues in charge of sound effects. Ray Lithgow is the CBS engineer assigned to the series. Opening program of the season will have Tyrone Power and Barbara Stanwyck heading the cast in a dramatization of the 50th Century Fox film, "This Above All" based on Eric Knight's novel and currently being exhibited.

AIRCROBA for Uncle Sam's Air Force bought with money raised by the Commando Corps of WGR, Buffalo, Court of Honor program. Still growing, and still raising money, the Commando Corps paid for this $85,000 of their sales.

Utility Dimout Series
CONSOLIDATED EDISON Co. of New York, is running live spot announcements on five major New York stations daily for an indefinite period, urging the public to observe dimout rules. Announcements are aired at night and paid for this series of times on each station to avoid duplication. Campaign started Aug. 3. Stations are WABC WHN WOR WNEW WJZ. Company has used some spot advertising in the past, mainly on WJZ. BBDO handles the account.

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What is the Right Medium to Sell the Flourishing
QUINCY, ILLINOIS Area?

Here's the Answer According to the People Who'll Buy
Your Product

To help you plan the most effective selling over this entire area, detailed reports on this up-to-the-minute survey are available on request.
### War Work Area

Newburgh is busy building a new government airport costing 21 million dollars. The famous Newburgh shipyards are re-opening. The many factories are making Army and Navy clothing and other items. Our residents, old and new, are busy... their pay envelopes are bulging. They’re ready to buy what you offer. With the gasoline shortage they’re spending more and more time listening to the radio... and that means WGNY in... the Mid-Hudson valley area... 1000 watts, clear channel.

### Over 500,000 Population

More than a half-million people are in WGNY’s primary area. You have merchandise to sell to these busy-by-the-hour people. We’ll make it possible for you to contact the majority of them. Telephone Newburgh 4600, and we will be running. We’re our own National Representatives, just two hours by car from New York at all times. When it comes to “spot” broadcasting we think we’re tops... let us prove it to you. Write us for success stories, surveys, etc. ...or telephone collect, Newburgh 4600.

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**WAR WORK AREA**

Newburgh is busy building a new government airport costing 21 million dollars. The famous Newburgh shipyards are re-opening. The many factories are making Army and Navy clothing and other items. Our residents, old and new, are busy... their pay envelopes are bulging. They’re ready to buy what you offer. With the gasoline shortage they’re spending more and more time listening to the radio... and that means WGNY in the Mid-Hudson valley area... 1000 watts, clear channel.

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NEW YORK MADE 'EM LOVES 'EM LISTENS TO 'EM ON WNEW 24 hours a day—7 days a week!

From Ann to Zeke—They Hold the Key to World's Richest Market!

These artist-salesmen talk the language of the city. They are warm friends to New York's millions—nursed, doted upon, accepted as very special proteges. No wonder—when these entertainers tell of your products over WNEW—your goods move fast at lowest cost of any station in the metropolitan trading area!

WNEW's Vast Listening Audience
Independent surveys prove that—in and around New York more people listen to WNEW than any other independent station. Additional proof indeed, that: WNEW is your best bet in the world's richest market!

1130 on Your Dial WNEW New York
MR. RADIO EXECUTIVE:

Your time is valuable while you're in New York. That's why we want you to stay with us at the Roosevelt.

You'll be only a few steps from your representative, your network and the radio agencies. Our private passageway from Grand Central Station leads right to the lobby where you can register for a comfortable room and bath from $4.50.

Our Men's Bar is radio-famous and the meals are delicious whether you eat in the Grill, the Colonial Room or the Coffee Shop. There is dancing in the Grill every evening except Sunday.

HOTEL ROOSEVELT

MADISON AVE. AT 45h ST., NEW YORK

BERNARD G. HINES, Managing Director

William C. Karbach, formerly account executive of Lord & Thomas, and radio manager of Erwin-Wasey & Co., on the West Coast, and recently of Chicago, has been commissioned a captain in the Army Air Force, to report Sept. 2 in Miami, Fla.


Samuel A. Alter, formerly advertising and sales manager of Horlick's Malted Milk Corp., Racine, Wis., on Aug. 17 joined Needham, Louis & Brorby, Chicago, as an account executive.

Alfred N. Steele, formerly assistant to Felix Costo, vice-president in charge of the New York office of D'Arcy Adv., New York, and radio director of the agency, will take over the duties of Costo, who will resign to join Coca-Cola Co., Atlanta, Sept. 1. Coca-Cola is a D'Arcy account.

A. E. Nelson Co., founded by A. Nelson, former assistant vice-president of NBC and manager of KGO and KGO, opened in San Francisco Aug. 25. The agency's headquarters are at 300 Montgomery St.; telephone, Yukon 2767.

Herschel Williams, formerly radio director of Rutherford & Ryan, Hollywood, has received his commission as captain in the Army.

Bertram Reidel, Adv. Agency, Chicago, has moved to 30 West Hubbard St., telephone, Superior 5182.

Schullinger To Army

Karl Schullinger, formerly director of the radio department of the New York office of Lord & Thomas, has joined the Army Air Forces as a captain last week. Ed Cashman, who has been handling the Kay Kyser program for Luckies for L&F, has taken over all radio advertising for Luckies, previously handled by Schullinger.

Agency Changes Name

COINCIDENT with a shift from corporation to partnership operation Sept. 1, Marschall & Pratt, New York, will be known as Marshall & Pratt Co., according to an announcement by Harry C. Marshall, president. There will be no change in personnel or policies.

Kenneth S. Pratt, former account executive of Rutherford & Ryan, New York, has been commissioned first lieutenant in the Army Air Force, and has been detailed for temporary duty at Miami Beach.

Richard F. Gibson has been appointed assistant to Nate Tuttle, Hollywood radio manager of Rutherford & Ryan.

Mel Williamson, formerly production manager of Russell M. Seeds Co., Hollywood, has been commissioned a captain in the Air Force, stationed at Langley Field, Va. He was a lieutenant in the Army Air Forces during World War II.

A. N. Chaney, account executive of Carson Brantley Adv., Salisbury, N.C., is the father of a baby son.

Robert G. Jennings has resigned as director of H. W. Killborn & Son, Chicago, to enter the armed forces. [Broadcasting, Aug. 31], has been commissioned a first lieutenant in the Army Air Force and is now stationed in Florida.

Harry M. Savage, of Harry E. Post Agencies, Toronto, has received a commission in the administrative section of the Royal Canadian Air Force.

Crawford U. Hall, radio director of Locke, Johnson & Co., Toronto, has joined the Royal Canadian Air Force.

Stanley J. Fishel, secretary-treasurer and account executive of Jasper, Lynch & Fishel, New York, has taken a leave of absence to serve with the Civilian Conservation Corps. No replacement will be made for the time being.

Dorothy Roberts, in the budget planning department of Bluebell-Stanley Advertising, Motley-Hummert, Chicago, on the Oxdyl account for the past year, on Aug. 31 joined Montgomery Ward & Co., Chicago, as assistant to A. T. Scott, advertising director of the retail section.

James S. Montgomery, copywriter for McKee and Albright Inc., Philadelphia, has been commissioned a captain in the Army Air Force and left Aug. 27 for active duty in Miami Beach.

William E. Betts, formerly advertising executive of Rutherford & Ryan Inc., has joined the administrative department in Los Angeles, as manager. Virginia Marie Cooke continues as radio director of the agency.

Joe Donohue, one time West Coast manager of William Eddy & Co., has been appointed Hollywood radio director of Myron Selznick & Co., talent service. Bruce Powell is the firm's New York radio director.

Tomlinson's S. A. Tour

Edward Tomlinson, Latin American authority of BLUE, has revised his traveling plans for his tour of the northern countries of Latin America as a result of Brazil's entrance into the war. Tomlinson will make Rio de Janeiro the first stop on his itinerary, which will carry him to Bolivia, Peru, Panama, Central America and Mexico. First four foreign broadcasts on his regular twice-weekly programs on FNUB will be aired from the Brazilian capital.

ACRF Winnipeg Office

ALL-CANADA Radio Facilities, national radio sales organization, has opened offices in Winnipeg, it was announced last week. In charge will be P. H. Gayner, located at 802 Winnipeg Electric Railway Chambers.

Maxon Names Dean

Louis Dean, who recently completed a special assignment for the Rockefeller Committee, has been appointed radio director of Maxon, a newly created post, effective Sept. 1. Dean will continue his association with the Committee in an advisory capacity. Formerly with Arthur Kudner and previously with Campbell-Ewald as radio director, Dean has served with both NBC and CBS as announcer producer. He entered radio service under Kolin Hager, manager of WGY, GE station in Schenectady.

HOK-HP5K

MAXON NAMES

Mr. Dean

Agencies

Here's the spot where dollars will grow this Fall

WHBQ MEMPHIS NEWS every hour on the hour

14,894 Coincidental Calls

Mon. thru Fri. 8:00-12:00 Morning

Mon. thru Fri. 12:00-6:00 Afternoon

Sun thru Sat. 6:00-10:30 Night

Station "A" Network 31.3 24.2 40.0

Station "B" Network 40.3 50.1 60.0

WHBQ Independent 17.1 40.0 60.0

Station "D" Network 11.0 9.6 10.7

Listening Index, June-July, 1942

Note the latest Hooper Station

OST YOUR SALES

Advertise over Central America's
most modern stations

190,000 AMERICANS

of the Canal Zone

BUY AMERICAN

BROADCASTING • Broadcast Advertising
Two ‘E’ Factories Buy Time on Blue

Electric Boat, Scovill Air Ceremonies for Awards

WAR PLANTS receiving the Army-Navy "E" award for excellence in production continue to sign for broadcasts of award ceremonies, with two companies, both newcomers to commercial radio, using time on BLUE last week.

The Elco Navy Division of the Electric Boat Co., New York, used four stations for 1/2 hour Aug. 26, and Scovill Mfg. Co., Waterbury, Conn., broadcast an OCD Blue time on the same day earlier in the afternoon for a 45-minute period.

Elco's commercial broadcast follows two sustaining programs presented on BLUE last spring and in April of the previous year, both in connection with boat-launching ceremonies. Electric Boat Co., parent firm, celebrated the launching of a submarine with a sponsored show July 22 on 127 BLUE stations. Elco's broadcast last week also marked the launching of another of the company's PT mosquito boats. Agency is Paris & Peart, New York.

Lowell Thomas, BLUE commentator, was the announcer at the Scovill ceremony and George Hicks, another BLUE commentator, handled announcements on the Elco program. Both broadcasts featured company and local and state officials. Agency for Scovill is McCann-Erickson, New York. Firms are the seventh and eighth to buy time on BLUE for this purpose [Broadcasting, Aug. 24].

Musterole on 105

MUSTEROLE Co., Cleveland, will use live spot announcements on 105 U.S. stations and about 15 Canadian outlets in its fall and winter campaign for Musterole, a cold remedy. Campaign is similar to last year's, lasting 26 weeks and running largely in major markets. Starting date will be some time in October, and announcements will be aired in general on a five-weekly basis. Agency is Erwin Wasey & Co., New York.

ATLANTIC OFFERS SEVERAL PROGRAMS

ATLANTIC COAST Network last week launched a variety of programs to be offered to its affiliates from WWDG, Washington key station. Included in the lineup of shows, ranging from news and politics to a quiz show and band music, are twice-weekly reports from Otis T. Wingo, Washington commentator, on the President's press conferences. Title is News From the White House.

Other features offered by the network are Science on the News, weekly broadcasts on the scientific side of the war as presented by Science Service, popular science institution; and Uncle Sam's Questions Box, bringing official answers to questions submitted most frequently to Government information centers.

Congressmen from the Atlantic coast area are featured in The Voice of Capitol Hill, weekly series of talks on headline news. In cooperation with the Ass'n of American Railroads, the network presents news of the war efforts of the nation's railways in another weekly show Lines Behind the Lines. A noted foreign correspondent is featured each week on Foreign Observer.

WIBG Donates Hall

WIBG, Philadelphia, has donated use of its floor auditorium in the station's new Walnut St. building to the Navy League for the Philadelphia district. The Navy League will make the building its headquarters for the duration, moving in about Sept. 1.

"All this"

IN CKCL's PRIMARY AREA

Eleven important Canadian Cities

Thirty-six thriving towns

44.39% of Ontario's Population

372,725 Radio Homes

National Income 1941 $1,003,950,000
Retail Sales 1940 584,336,450
Farm Income 1940 102,000,000
Salaries and Wages 1940 597,850,000

Figures compiled by Elliott-Haynes

"And...Now: MUTUAL TOO"

Commencing September first CKCL becomes a full time Mutual Broad-casting System outlet.

We will also continue to carry some NBC Commercial and Sustaining programs.

HENRY S. GOODERHAM, President

1000 WATTS CKCL 580 K.C.
TORONTO, CANADA

U. S. Representatives — Joseph Hershey McGillvra • Montreal — Radio Representatives
The Business of Broadcasting

Station Accounts

- Studio programs
- News programs
- Spot announcements
- Transcriptions

WABC, New York
Musterco Co., Cleveland (proprietory), 2 as weekly, thru Erwin Wasey & Co., New York.
Manhattan Soap Co., New York (Sweet Emotions, 1 as weekly, thru Franklin Bruck Adv., N. Y.)
Smith Bros., Poughkeepsie (cough drops), 6 as weekly, thru H. T. Turner Co., N. Y.
Vicks Chemical Co., New York (cough drops), 3 as weekly, thru Morse-International, N. Y.
Quaker Oats Co., Chicago (Aunt Jemima pancake flour), 1 as weekly, thru Sherma K. Elle & Co., N. Y.
V. La Rosa & Sons, New York (Maracron products), 2 as weekly, thru M. H. Hackett, N. Y.
O'Sullivan Rubber Co., Winchester, Va. (rubber beets), 2 as weekly, thru Birmingham, Castleman & Pierce, N. Y.
N. Y. State Bureau of Milk Publicity, 2 as weekly, thru J. M. Mathes, N. Y.
Mallex Cereals Co., Burlington, Vt. 2 as weekly, thru Samuel C. Croot Co., N. Y.

KSFQ, San Francisco
Golden State Co., San Francisco (Golden V-Vitamin milk), 6 as thru Ruthrauff & Ryan, San Francisco.
Dairy Belle Dairies, San Francisco (milk), 6 as thru Briarich, Davis & Staff, San Francisco.
Weinstein Co., San Francisco (department store chain), 18 as thru Butford, Constantine & Gardner, San Francisco.
Union Sugar Co., San Francisco (sugar), thru Cari W. Keckel, San Francisco.
Pete Thomas Co., San Francisco (telephone service), as weekly, thru Samuel M. Galvin Co., San Francisco.
Samuel Massey, San Francisco, 3 as weekly, thru Briarich, Davis & Staff, San Francisco.
Latone Record Exchange, San Francisco (gift shop), thru Western Ad. Agency, San Francisco.

WKZO, Kalamazoo
Michigan Bell Telephone Co., Detroit, 10 as, 4 weeks, thru N. W. Ayer & Son, Detroit.
F. H. DeSoto Brewing, Chicago, 18 to 4 weeks thru Schwimmer & Scott, Chicago.

WMAQ, Chicago
Kamco Insurance Co., South Bend, 3 as weekly, 18 weeks, thru MacDonald-Cook Co., Chicago.
Rit Products Co., Chicago (dyes), 526 as, thru Eakle Lodgin Inc., Chicago.
Maryland Pharmaceutical Co., Baltimore (Rem and Rel), 300 as, thru Joseph Katz Co., Baltimore.
Johnson & Johnson, New Brunswick, N. J. (Fert & Emu products), 86 as, thru Young & Rubicam, N. Y.
O'Sullivan Rubber Co., Winchester, Va. (rubber beets), 20 as, thru Birmingham, Castleman & Pierce, N. Y.
KPO, San Francisco
American Industries Salvage Committee, 72 as, thru McCann-Erickson, N. Y.
Golden State Co., San Francisco (Golden V-Vitamin milk), 5 t weekly thru Ruthrauff & Ryan, San Francisco.
Curtis Pub. Co., Philadelphia (Sat Eve) post 1 as weekly, thru BRID, N. Y.
Acme Bakers, San Francisco, 3 t weekly, thru Briarich, Davis & Staff, San Francisco.
Frost Corp., Hollywood (blotch), 3 as weekly thru Lord & Thomas, Hollywood.
National Aeronautics Council, New York, 11 as weekly thru tomatoes.
긋 Pacific Telephone & Telegraph Co., San Francisco 2 as, direct.

WBBM, Chicago
Chicago Sun, Chicago (newspaper), 7 as weekly thru Wad Adv. Agency, Chicago.

WIND, Gary, Ind.
American Cigarette & Candy Co., New York (Fall Mall cigarettes), 4 t weekly, weekly thru Ruthrauff & Ryan, N. Y.
Cook Country Distributors, Chicago (used cars), thru Bennett Adves. Agency, Chicago.

WRC, Washington
Lever Bros., Cambridge (Rinso), 120 as, thru Ruthrauff & Ryan, H. Y.

KOY, Phoenix, Ariz.
Groves Labs., St. Louis (Bromo-Seltzer), 5 t weekly, thru Russel M. Seeds Co., Chicago.

WEAF, New York
American Cigarette & Candy Co., New York (Fall Mall cigarettes), 4 t weekly thru Ruthrauff & Ryan, N. Y.
Johnson & Johnson, New Brunswick, N. J. (surgical dressing), 6 as weekly, thru Young & Rubicam, N. Y.
P. W. Minor & Son, Batavia, N. Y. (Treadeasy shoes), 4 t weekly, thru Stewart, Hartford & Casler, Rochester.
Lever Bros., Cambridge (Rinso), 12 t weekly thru Ruthrauff & Ryan, N. Y.
Consolidated Edison Co., New York (New-York Gas), 2 as weekly, thru BRID, N. Y.

KRLD, Telephone Co., New York (Western Union), 7 as weekly, thru BRID, N. Y.

RKO, Radio (News), 1 weekly thru BRID, N. Y.

Beechnut Packing Co., Canajoharie, N. Y., 4 as weekly, thru Newell-Emmet Co., N. Y.

Planters Nut & Chocolate Co., Wilkes-Barre, Pa. (Planters Nut), 2 as weekly, thru J. Walter Thompson Co., N. Y.

WOR, New York
O'Cedar Corp., Chicago (soaps), 5 as weekly, 12 weeks, thru Aubrey, Moore & Moore, Chicago.
Pure Food Co., Mamaroneck, N. Y. (Herb-Ox bouillon cubes), 1 as weekly, 8 weeks thru J. M. Mathes Inc., N. Y.
Anderson-Fahlo Tobacco Co., Louisville (Twenty Grand cigarettes), 8 weeks thru J. M. Mathes Inc., N. Y.

WHN, New York
P. L. Rudlaff & Sons, N. Y. (Beechnut cigarettes), 52 weeks, thru Beech-Nut, N. Y.

WVDC, Washington
E. Fougera & Co., New York (Medrex), 7 as weekly, thru Ruthrauff & Ryan, N. Y.

Army Cancels Guest WITHOUT explanation, the War Department cancelled the Aug. 27 guest appearance of Lt. John Kimbrough, former Iowa football star, on NBC Kraft Music Hall, sponsored by Kraft Cheese Co. Lt. Kimbrough participated in the Army Relief Fund baseball game Aug. 30. His appearance on the program was to get in a plug for the benefit event. Despite belief to the contrary, Los Angeles spokesmen for the War Dept. said Kimbrough's cancellation cannot be justified. It was announced that Army officials in Washington had their own reasons for removing Kimbrough from the broadcast. In general, belief in Hollywood radio is that uniformed men hereafter will be severely restricted in their appearances on transcontinental commercials.

Acutoar on Blue
AUTOCAR Co., Ardmore, Pa., used the entire BLUE network Aug. 27 for a half-hour broadcast of Petroleum news in connection with the award of the Army-Navy "E" for the company's production record. Frugman was aired 4:30 p.m. thru CBS, Rogers, Philadelphia, handles the account.

RCA-Victor Plans

RCA-Victor MFG. Co., Camden, N. J., will launch one of the largest institutional advertising campaigns in its history in September. Spot announcements will be used in conjunction with magazine ads to keep the public aware of the activities of the company, now converted from the manufacture of phonographs and radios to war products. The drive will also promote the company's "Beat the Promise" war production campaign, to encourage more war industries to adopt the idea.

Projects is scheduled to last one year. No further details are available for the present on the radio campaign, which will be on a national basis. Company高层貌广告 as its factories were converted to war production during the early part of the year, it is currently using a recorded music show "Mystery You and Me," and George Putnam, news commentator, on WEAF, New York.

Charles Resumes

STANDARD BRANDS Inc, New York (coffee), through J. Walter Thompson Co., that city, after a nine-week summer layoff, on Sept. 6 resumes for the 14th consecutive season the weekly half-hour Chase & Sanborn Show on 92 NBC and CBC stations, Sunday, 9-8:30 p.m. (EST). Edgar Bergen with his Charlie McCarthy will continue to be featured. Don Ameche is being added to the cast as m.c. He will make one or two dramatic spots with guest talent. New to the show is Dave Evans, 20th Century Fox film actress and former vocalist of WBBM, Chicago. Ray Noble is again musical director. There will be no regular announcer, commercials being handled by the cast. Anthony Stanford is agency producer with Joe Bigelow heading the writing staff.

Autocar on Blue

AUTOACAR Co., Ardmore, Pa., used the entire BLUE network Aug. 27 for a half-hour broadcast of Petroleum news in connection with the award of the Army-Navy "E" for the company's production record. Frugman was aired 4:30 p.m. thru CBS, Rogers, Philadelphia, handles the account.
Here Next?
NORTHERN QUEBEC Milk Distributors presented a series of quarter-hour interviews and spot announcements on CKIN, Roslyn, Que., and CKVD, Val D'Or, Que., to explain new regulations governing the sale of milk. Using interviews between householders and dairy proprietors, the programs explained in detail why consumers can no longer buy milk on credit, and publicized the need to return empty milk bottles.

THE Philadelphia Record, inaugurated a radio campaign on Aug. 26 for the American Weekly supplement of its Sunday edition. Front Page Dramas, transcribed dramatizations of articles appearing in the supplement, are scheduled weekly on four stations in the territory. The transcriptions are carried on Fridays at 2:15 p.m. by WCAM, Camden, and by three Philadelphia stations on Sundays—WIBG, 12:15 p.m.; WHAT, 4 p.m.; WDAS, 7:45 p.m. The schedules were arranged on a time-for-space swap with the stations.


O’KEEFE & MERRITT, Los Angeles gas stove manufacturers, after an approximate four-month lapse, on Aug. 25 resumed its thrice-weekly quarter-hour newscast on KFI, that city. Contract is for 52 weeks. Richard B. Atchison Adv., Los Angeles, has the account.

CONSOLIDATED Drug Trade Products, Chicago (Kolorbak), on Sept. 1 starts sponsoring a weekly half-hour transcribed serial, The Morgan Family, on KPAS, Pasadena, Cal., for 52 weeks. Schedule will be increased to one hour daily starting in late October. Agency is Benson & Dall Inc., Chicago.

WHKY announces the completion of its new transmitter — 5,000 watts day and 1,000 watts night — on 1290 kilocycles. This increased power and our new directional antennae system makes WHKY the No. 1 buy for single medium coverage of the rich Western North Carolina market.

MARIN DAIRYMAN’s Assn., San Francisco (Marin-Dell milk), has renewed for 52 weeks its Marin-Dell Amateur Hour conducted by Dean Maddox, on WFGC, San Francisco, for the eighth consecutive year. Program is heard one hour weekly. Agency is Richard Byrne Adv., San Francisco.

MINNESOTA MILK Foundation will present Sunday Afternoon News on KSTP, Minneapolis, weekly, and the St. Paul Book & Stationary Co., has taken a long-term contract on the 7:30 a.m. Saturday Morning Newspaper of the Air. Meanwhile Richman Bros. has renewed Highlights in Headlines, tri-weekly 3:45 p.m. period.

FRANK H. FLEER Corp., Philadelphia (Dubble Bubble Gum), has named J. J. Tarder & Co., New York, as agency. Although company has used spot radio in the past, none is contemplated for this fall’s campaign.

LIEBMANN Breweries, Brooklyn, will sponsor broadcasts of Fordham U. home football games on WJZ, New York, and WTC, Hartford, with WJZ announcer Joe Hasel and Paul Douglas at the microphone. Young & Rubicam, New York, handles the account.


J. W. ROBINSON Co., Los Angeles (department store), for its annual autumn sale, in a seven-day campaign starting Sept. 6 will use more than 50 transcribed day and night announcements on four stations in that area. List includes XKN, KFI KECA KFMB. Agency is the Mayers Co., Los Angeles. GOLDEN AGE Corp., Los Angeles (macaroni), out of radio for some time, in a 26-week campaign starting Sept. 10 will use 23 time signal announcements weekly on KECA, that city. Other West Coast radio is contemplated. Agency is Brascher, Davis & Staff, Los Angeles.

MULLER BROS., Hollywood (auto service), to promote Protegou, a new rubber treatment prolonging life of tires, in a test campaign, started Aug 20 is using daily transcribed announcements on three Southern California stations: KNX KMPC KFMB. If test is successful, other West Coast radio is contemplated. Agency is the Mayers Co., Los Angeles.

TRIANGLE RESTAURANTS, Chicago (chain), has started sponsorship of the news by Guy Wallace and Jim Dudley, quarter-hour five days weekly on WCFL, Chicago. Agency is C. Wendell Muech & Co., Chicago.

WHKY BLUE NETWORK
HICKORY
NORTH CAROLINA

BROADCASTING • Broadcast Advertising August 31, 1942 • Page 43
WAY OUT IN FRONT FOR COMPLETE, INEXPENSIVE COVERAGE OF BALTIMORE! WCBM BLUE NETWORK National Reps.: Spot Sales, Inc.

365,000 people make the Youngstown metropolitan district the third largest in Ohio.

WFMJ Has more listeners in this rich market than any other station.

Headley-Reed Co. National Representatives

Way Out In Front

Cut in Army Publicity Force Stymies N. Y. Radio Central

Army public relations officials at Washington headquarters, under advisement of a complaint of the Radio Central Committee in the New York metropolitan area — set up to co-ordinate emergency wartime operations — against the recent order of Secretary of War Stimson reducing the number of public relations officers in the field.

Herbert L. Petey, director of WHN, New York, and chairman of the committee, on Aug. 24 advised Byron Price, Director of Censorship, that reduction of the public relations staff in the New York command to two officers and four men would not make it possible for the Army to furnish adequate information to the radio group and would render the cooperative plan "completely useless".

Mr. Price said the problem was the Army's and that while his office was vitally interested, it had no control whatever on the public relations organization of the armed forces.

Action Foreseen

At the War Dept., it was learned that Maj. Gen. Alexander D. Surles, director of public relations, and his chief deputy, Col. Ernest R. Dupuy, had the whole matter under advisement. It was predicted that remedial action would be taken.

Secretary Stimson's order, curtailing public relations units in the field and centralizing operations under Gen. Surles, came in the wake of the "phoney air marker" story which had emanated from the New York public relations office. Under this order, all field and corps public relations units are to be curtailed, effective Oct. 1. The plan has not been made fully effective, however, and alterations can be made, it was pointed out.

The full text of Mr. Petey's letter to Censorship Director Price, which has been referred to the Army for action, follows:

Mr. Petey

Mr. Secretary of War Stimson

Dear Sir:

My name is Herbert L. Petey, director of WHN, New York, and chairman of the WHN public relations committee. The committee today made the following complaint of a recent order of the Secretary of War: For the Western Defense Command, a broadcasting system with wires connecting all the stations belonging to the group. We have hired personnel to cover this Radio Central 24 hours a day, seven days a week. This personnel works in cooperation with the personnel of the Public Relations Section at all times. Needless to say, this has been done with great initial expense and further obligations were made necessary to telephone lines, salaries and other overhead.

The Executive Committee of WHN Censorship was informed last week by the Public Relations Section of the War Dept. of Order AGO2Q4. Under date of 8/13/42. This order calls for a decrease of two officers and four men in the personnel of the Public Relations Section, and we do not believe that such a reduced personnel can adequately furnish to Radio Central the information to be given to the 55 million people who live in the Western Defense Command area. This inability to furnish the information renders our plan completely useless.

"Break in Faith"

I am calling this to your attention for I believe this new order constitutes a break in faith between the War Dept. and the Radio Central of the Western Defense Command. I might add that this new order makes it impossible for us to give out information quickly and clearly to the public during an emergency such as you requested us to do in your confidential broadcast of May 13.

Obviously, if they do not have the manpower necessary to furnish us with the information, we will be unable to receive and broadcast it. We feel that, unless adequate personnel and facilities are maintained in the Public Relations Section of the Western Defense Command, we cannot meet your request that we be able to set up and maintain a network of radio stations to work in concert with the Army to disseminate the news to the American people.

I would appreciate having from you a suggestion on how we might best continue our cooperation with the Bureau of Public Relations of the Western Defense Command for the purpose of dissemination to the listeners.

On May 31, Lt. General Drum of the U. S. Army and ranking General of the Eastern Defense Command, gave out confidential regulations relative to the dissemination of news to the public, which set up for the Eastern Defense Command regulations for which all the radio stations in this area would operate in time of an emergency.

Shortly after this, the radio stations in the Greater New York area made and formed an executive committee in Radio Central. The purpose of this organization is to cooperate fully with the Western Defense Command and to work out a plan for which all the radio stations in this area would operate in time of an emergency.

Both the Eastern and Western Army All-Star Teams will participate in the contests with the professional teams of the Eastern and Western Army team will meet the Washington Redskins in Los Angeles Aug. 30 and the Chicago Bears in Denver Sept. 6 these two games being broadcast on the West Coast only.

Remainder of the series will be broadcast on approximately 150 MBS stations, as follows: Western Army Team vs. Detroit Lions in Detroit on Sept. 9, Eastern Army Team vs. New York Giants in New York, Sept. 12, Western Army Team vs. Green Bay Packers in Milwaukee Sept. 13, Eastern Army Team vs. Chicago Bears in Chicago Sept. 16, Western Army Team vs. New York Giants in Syracuse Sept. 17, and Eastern Army Team vs. Chicago Bears in Boston, Sept. 20. Jim Britta of the Yankee Network will send play-by-play broadcasts of these six games.

GILLETTE SPONSORS ARMY GRID SERIES

GILLETTE SAFETY RAZOR Co., Boston, will sponsor broadcasts of the eight game football series between the Army All-Stars and teams of the National Professional Football League on MBS, it was announced. The arrangement was worked out with Army officials resulted in Gillette obtaining exclusive rights to broadcast the games for $25,000, which will be turned over to the Army Emergency Relief Fund for the near future, according to Frank Bull and Braven Dyre of the Don Lee Network who will announce and commentate on these games.

Both the Eastern and Western Army All-Star Teams will participate in the contests with the professional teams of the Eastern and Western Army team will meet the Washington Redskins in Los Angeles Aug. 30 and the Chicago Bears in Denver Sept. 6, these two games being broadcast on the West Coast only. Frank Bull and Braven Dyre of the Don Lee Network who will announce and commentate on these games.

Remainder of the series will be broadcast on approximately 150 MBS stations, as follows: Western Army Team vs. Detroit Lions in Detroit on Sept. 9, Eastern Army Team vs. New York Giants in New York, Sept. 12, Western Army Team vs. Green Bay Packers in Milwaukee Sept. 13, Eastern Army Team vs. Chicago Bears in Chicago Sept. 16, Western Army Team vs. New York Giants in Syracuse Sept. 17, and Eastern Army Team vs. Chicago Bears in Boston, Sept. 20. Jim Britta of the Yankee Network will send play-by-play broadcasts of these six games.

All eight broadcasts will be shorted to the troops abroad, MBS stated. Mason Inc. is agency.

Tennelly, Wills Back

AMONG the Americans returning home from Japan aboard the Gripsholm, which docked in New York last night, is Donald Tennelly of NBC and Walter R. Wills of CBS, both Tokio representatives of their network. For Wills, who was arrested when on his way to do his broadcast on Dec. 8 and who spent 171 days in solitary confinement in a Tokio jail, the appeal, with other refugee correspondents on H. V. Kaltenborn's NBC broadcast last Wednesday evening.

Beatty Joins NBC

MORGAN BEATTY, BLUE military analyst and commentator, will join NBC in the near future, according to NBC, which states that his place as editor of the Sunday Weekly War Journal has been taken by Roy Curtis, who is expected to alternate for Earl Godwin on the nightly Ford BLUE newscast.

Continental's New Show

CONTINENTAL BAKING CO., New York, will discontinue Maudie's Diary on CBS on Oct. 1, at the same time launching on that network Blue Boy Children, currently sponsored on NBC by Colgate-Palmolive-Peet Co. for Palmolive soap. Bachelor's Children will be replaced thru Friday probably in the 10:45-11 a.m. period for Wonder Bread, product of the Wonder Bread Agency for Continental Baking is Ted Bates Inc., New York. Ward Wheelock Co., New York, handles Palmolive.

Columbia's Station for the SOUTHWEST

KFII

WICHITA KANSAS

Call Any Edward Petry Office
IN TWO WARS
Elmer Wilrich, 1918 Veteran
Drafted by Army

HISTORY repeated for Elmer Wilrich, for seven years sales manager of WTMV, East St. Louis, who was recently drafted into his second soldiering job. Just 24 years after he was called to fight the Kaiser, Mr. Wilrich, 46 pounds heavier, but still 1-A, was inducted into service.

Mr. Wilrich looks forward to a more comfortable uniform and better food than he had at Camp Bowie, Tex. in 1917. He leaves his WTMV post to Edward W. Paro, formerly of KSD and KMOX. St. Louis, who is well known in local and national advertising fields.

Command Performance

SPECIAL production of the War Department, Bureau of Public Relations Radio Branch show Command Performance was held in the National Theatre, Washington, last Sunday before a packed house of servicemen and Washington officials. More than a dozen stars of stage, screen and radio were in the cast, including Bing Crosby, Kay Kyser and his orchestra, Dinah Shore, Edward Arnold, Greer Garson, Charles Laughton, James Cagney, Ann Rutherford, Irene Dunne, Hedy Lamarr, Abbott & Costello, Larry Adler and Dr. Frank Black. A weekly program shortwaved to Army outposts throughout the world, Command Performance has been on the air six months.

AMERICA'S LEADING FOREIGN LANGUAGE STATION

WIN your share of the $250,000,000 being spent yearly for daily necessities by 550,000 * Poles in the Metropolitan Area.

LOSE no time—Investigate the success story of 14 advertisers using our Polish hours for a total of 73 ** years.

DRAW satisfactory profits by reaching this market efficiently and at an extremely low cost. Our facilities make this possible.

* U. S. 1910 Census Figures ** Details on Request

WIN
LOSE
DRAW

1480 Kilocycles Full Time Operation

JOSEPH LANG, Gen. Mgr.
29 West 57th Street, N.Y.C.

Russ Morgan
records for LANG-WORTH

Howard CLOTHES
IN NEW CONTRACT
Howard CLOTHES, New York, has just signed a contract calling for participation in a number of the most popular programs on WNEW, New York, which will give this retail clothing chain more than five hours a week of sponsorship on the station for 26 weeks, beginning Sept. 7.

Deal is unusual in that participation is all in live programs, rather than transcribed announcements. Norman Livingston, account executive for Redfield-Johnstone, New York, agency placing the account, will assist the WNEW staff in producing the Howard programs.

The Howard schedule on WNEW includes five 10-minute periods a week on the early morning Hal Moore program, Start the Day Right; five five-minute spots weekly on the Zeke Manners Hi-Billy Gang show, also in the morning; three quarter-hours weekly of Martin Block's Make-Believe Ballroom; five 10-minute periods per week on the evening Dance Parade series; five quarter-hour spots weekly on the all-night program, Milkman's Matinee, and sponsorship of two newcasts a week by John B. Kennedy, plus this commentator's half-hour Sunday interview program, Knowing the News.

Programs will be promoted with prominent window displays in the 35 metropolitan outlets of the Howard chain of stores, featuring blown-up photographs of the WNEW artists appearing for Howard, and display signs within the stores and giveaway cards. The program talent will also make occasional appearances at the stores to aid the sale of War Bonds. Howard's newspaper advertising will also devote space to call attention to the broadcasts.

Previous radio advertising used by the clothing chain has been chiefly network. Last winter Howard sponsored Bulldog Drummond on eight MBS stations.

Hecker Plans

HECKER PRODUCTS Corp., New York, may resume sponsorship of Lincoln Highway, on J. C for Shingles shoe polish, although no confirmation could be obtained from Benton & Bowles, New York, agency in charge of the account, which had sponsored the program for two years, discontinuing it June 6 because of packaging difficulties. Company is currently running a spot campaign for Jet Oil (Broadcasting, June 8), using one-minute transcribed announcements on 35 stations, beginning Aug. 17 and continuing until Nov. 28.

"Superman" on Don Lee

DON LEE Network has purchased the broadcasting rights to the adventures of Superman for release on its 31 Pacific Coast stations five times weekly beginning Aug. 27. A Broadcasts will be released Monday through Friday, 5:15 to 5:30 p.m. (PWT). The series will start out with 31 spots. The basis Don Lee has launched a huge promotion campaign in connection with the feature.
Rockefeller

(Continued from page 18)

scription projects will be Great Artist Series, which went into production late in August. This will be a series of 52 one-hour programs offering the greatest show names in the United States to Latin American listeners.

Featured will be such artists as Bing Crosby, Nelson Eddy, Gladys Swarthout, Conrad Thibault, Yehudi Menuhin, Kay Kyser, Kate Smith, Irving Berlin, Xavier Cugat, Deanna Durbin, and dozens of others who have offered their talent liberally and whose work is supervised largely in the OCIAA Hollywood office headed by Jack Runyon. Plans are now underway to obtain for this series the greatest distribution of any single program broadcast in Latin America.

Advertiser Cooperation

Another phase of the Radio Division's activity which is now getting increased attention is export advertiser cooperation. The Division's objective, according to Mr. Francisco, is twofold—to enlist the cooperation of advertisers now using Latin American radio in giving increased attention to Latin American solidarity in their programs; and to encourage non-advertisers to become active.

Mr. Rockefeller recently extended invitations to some 500 export advertisers to cooperate in a broad plan that is to include not only radio but newspapers, magazine, and other media distributed throughout Latin America.

Like the Radio Division's chief concern is telling Latin America about its Northern neighbor, it also is active in disseminating news about Latin America to U.S. listeners. In this effort, networks, transcription companies and wire syndicate services are cooperating. A series of programs titled the South American Way, released by the OCIAA, was recently by Standard Radio to its list of 300 U.S. radio stations. Another program, Let's be Neighbors, produced in cooperation with Transamerican and especially recorded in Mexico City, is being released to 720 U.S. stations.

2,000 Programs

By the end of this summer, the OCIAA Radio Division will have arranged or released material in cooperation with nearly 2,000 individual commercial radio programs carried on the four U.S. networks, ranging from single announcements within a program to complete programs.

"It can be expected that the activities of the Radio Division will greatly be accelerated within the next few months," Mr. Francisco stated to Broadcasting. "The scope and urgency of our activities can be gauged by the fact that six months ago our office was concerned solely with two news programs a week. Today we have an elaborate project of dramatic, musical and documentary shortwave broadcasts, to say nothing of our rapidly growing transcription activity."

NBC War Aid Rises

AN INCREASE in time and facilities allotted to the war effort during the first half of July is reported by NBC with the announcement that it devoted 51 sustaining shows for a total of 10 hours and 5 minutes to the nation's war program July 1-15, as compared to 45 programs, totaling 16 hours and 22 minutes of time during the last two weeks in June. Total time set aside for this purpose in the first two weeks in July, including commercials and announcements, was 27 hours, and 27 minutes, as against 25 hours and 8 minutes for the preceding two weeks.

News for Down Under

JOHN B. HUGHES, MBS West Coast commentator, has added a review of national news events for shortwave to the AEP in Australia, to his schedule of four daily programs on MBS. The Australian newspaper is recorded and flown to Ben Gurion, then beamed to Australia. At the other end, the Australian Broadcasting Co. transcribes and rebroadcasts the program.

STAR STUDENT of the NBC-Northern U Summer Radio Institute selected by faculty members is Ann Keith (second from left), drama teacher of Winnetka, III, high school. A check for full tuition and a graduation certificate elicits a smile from Miss Keith and Harry C. Kopf (left), vice-president and general manager of NBC-Chicago, makes the presentation. Onlookers are Judith Waller, public service director of NBC-Chicago, and Albert Grew, director of the institute and chairman of the radio department of Northwestern U.

WGEO Begins Operating New 100-kw Transmitter

NEW 100,000-watt shortwave transmitter, is now operating full strength for WGEO, one of the two General Electric international broadcasting stations at Schenectady, N. Y. The transmitter replaces one of equal power released at Government request last December to KWID, San Francisco, to increase California shortwave facilities in combating Japanese propaganda in the Pacific.

WGEO beams English language programs to American forces in the Pacific. In addition, it carries English, Spanish or Portuguese programs to South America, and Czech and English programs to Europe. Like its sister station at Schenectady, WGEA, the new 100,000 watt unit uses Alexanderson directional antenna which increases power in a given direction 10 to 20 times.

Radio Construction

TO FAMILIARIZE prospective customers with the various types of construction performed, Lockwood Greene Engineers, New York, have prepared a pictorial brochure depicting the variety of projects completed by the company. In radio, work has been done for WSyr, Syracuse; WABC, New York; WBT, Charlotte; WJSV, Washington; Westinghouse Electric and Mfg Co.; WEAF, New York; WJZ, New York and WRC, Washington.
TWO control engineers of WJR, Detroit are up in the air—literally.

Convinced of the importance of station, their radio jobs but still eager to contribute something to the war effort, William Habough and Nel Nolan, both of the WJR engineering staff, are active in the Civil Air Patrol, the former as a pilot and the latter as communications officer. Nolan, recently named commander of Squadron 632-2 with 126 members, 58 of whom are pilots. One of the members of Habough's squadron is Gar Wood, famed boat racer.

With a control base at Lakeshore, the Michigan Civil Air Patrol is supplying flyers and planes to patrol the Gulf of Mexico against the submarine menace. The ships patrol in pairs covering an area extending about eighty miles from the coast.

C. T. JAMES of McNary and Wrathall, radio engineers, Washington, has been commissioned a lieutenant in the Naval Reserve. 

HUGH COLLINS, formerly of the transcription department of WHK-WCLE, Cleveland, has joined WRNN, Washington.

WALTER CARRUTHERS, sound technician of KJH, Hollywood, has joined the National Division of Radio Research, San Diego, as an associate engineer.

GEORGE LEWIS, acting technical supervisor of WCAI, Philadelphia, became the father of a son, George Paul, born Aug. 21.

RMA Completes Work On Transmitter Group

COMPLETION of the new Radio Manufacturers Association transmitter division was announced and a program adopted to aid its function at a meeting of the division's executive committee in New York, Aug. 19. With W. G. Henny presiding as chairman, the executive committee selected Walter A. Evans, Wind- inghouse Electric Mfg. Co., to represent the division on the board of directors, together with W. F. Hillard, Bendix Radio.


TO FILL a Sunday television void here-tofore existing in the New York City area W2XW, the video outlet of the Allen B. DuMont Labs., is now broadcasting more than an hour's entertainment each Sunday starting at 8:30 p.m.

PILOT ENGINEERS
Of WJR Now Serving With
Civil Air Patrol

ROY A. Weagant
ROY A. WEAGANT, pioneer radio engineer and inventor and winner of the Morris-Liehmann award in 1919 for his invention of a device for eliminating static interference with wireless messages, died Aug. 23 in Sherbrooke Hospital, Newport, Vt., at the age of 61. A graduate of McGill U Mr. Weagant was chief engineer of Marconi Wireless Telegraph Co. from 1915-1920 and consulting engineer of RCA for the next four years. In 1924 he became vice-president and chief engineer of De Forest Co. and recently served as consultant and patent expert of RCA. He is survived by his widow, Isabel L. Reichling Weagant.

‘Ham’ Ingenuity

MATERIAL shortages offered considerable trouble to radio amateurs setting up the new War Emergency Radio Service for emergency communication between air-raid wardens, police, ambulance and other emergency services, but native ingenuity came to the rescue. The nation's accumulation of discarded brock and other primary types manufacturers can meet most important needs.

DR. WHEELER NAMED FOR IRE PRESIDENCY

MAIL BALLOTS covering election of 1943 officers of the Institute of Radio Engineers were received by the membership last week, with Dr. Lynde P. Wheeler, chief of the FCC Engineering Department's technical information section the single nominee for president. The ballots must be returned by Oct. 26, after which they will be counted and the elections announced.

Nominated for vice-president, an honorary post which annually goes to a distinguished foreigner prominent in radio, was Frederick S. Barton, chief of the British Air Commission's radio division in Washington.

Six were nominated for directors, three to be elected: Prof. Wilmer L. Barrow, Massachusetts Institute of Technology; Prof. Carl C. Chambers, U of Pennsylvania; Elmer W. Engstrom, director of RCA Princeton Laboratories; Frederick R. Lack, vice-president and manager, Western Electric radio division; Frederick B. Lilhew, circuit research engineer, Bell Laboratories; Harold A. Wheeler, Hazeltine Service Corp.

PAT V. JAMES, Laurel, Miss., trading as the N-A Co., selling a medicinal preparation variously designated as N-A 7, Vicine, Nature's Aid and N-A, has been ordered by the Federal Trade Commission to cease and desist certain representations of its product. The FTC, in its order, finds that James, through broadcasting and other media, had made a number of claims for the product which are grossly exaggerat- ed, false and misleading.

Tired of Boasting?

Are you one of the manufacturers whose output goes to the war effort . . . who wants to preserve friendly relations with the public?

Do you feel the public is getting a little tired of big space advertisements that say “What a fine fellow am I!”?

Then here's a suggestion. Just be a good fellow . . . entertain the public. Give them the kind of radio shows they want, over Ontario's most popular station—and sign your name to it! They'll appreciate it and remember you!
Shortwave Policy
(Continued from page 18)

them because it was played after a speaker from Belgium sat down, I was told in great surprise by the spectator next to me that it was the International!)

5. Remember the over-the-shoulder listener.

This is a rather obvious suggestion, but it is mighty easy to send along a program one night to one country complimenting that nation on having the finest roads, we’ll say, in South America, and another program to another country a night or two later saying the same thing to the second country. They do not need to be next door neighbors to hear both programs. (I sit in Washington very often listening to broadcasts from London intended for South Africa—just to give you an idea of the spread of even directionalized signals.)

6. Always say when the next program in the language in which you are speaking will be heard.

This is particularly important for American shortwave stations, for we are probably faced with a tougher language coverage problem than any of the other big broadcasting nations. And, a listener who speaks but one language is asked for too much when he is asked to listen through several broadcasts of a strange language to be sure not to miss the next one in his own language. Special program sequences, of course, require special treatment. Some very excellent treatments are on the American shortwave air today.

7. Apply American radio showmanship methods to all programs.

There are those who believe that a program sent for foreign consumption should be presented in the format usually used in that nation. Anyone who listens to foreign programs for very long will wonder how the listener has stood for it so long. There can be little doubt that the extraordinarily fine production technique developed in the highly competitive commercial American system of radio will be equally effective abroad. There is no better way to demonstrate our abilities than in this way; it shows us for what we are—alive, vivid and on the ball.

We Can Be Dominant

If this is done, we stand to be in the future the dominant broadcasting nation in the world, just as we are today domestically. The race for international radio associations is on, and our amazing ability in this direction gives us an edge we cannot toss aside. World lines and associations and markets are being thrown topsy turvy today by the war and our radio signal will be the first to represent our interests wherever we want them represented as the pieces fall to the floor and begin to form a peace-time pattern. It’s a stupendous job, well started.

HOLLYWOOD news and music will be featured in an NBC shortwave series titled Highlights From Hollywood which will be beamed to Europe each Saturday, starting Sept. 5 and to Latin America on Tuesday, starting Sept. 5.

Television and FM Await War’s End

WAKEFIELD SEES TWO ARTS AS BRIGHT SPOT IN FUTURE

TELEVISION and FM broadcasting appear as the bright spots in the post-war radio picture, Commissioner Wakefield told the Public Utility Section of the American Bar Assn., meeting in annual convention in Detroit last Tuesday.

Mr. Wakefield expressed the hope “that just as radio emerged from the first World War as an industry of great national significance, the coming of peace will find radio an even more advanced medium of communication.” He said that television and FM present “distinct possibilities” as post-war industries “to take up the inevitable slack in employment and production that comes with the release of armed forces and the closing of war industries.”

Subversive Activity

War work of the Commission was dealt with to some extent by Mr. Wakefield, particularly the work of the FCC’s Foreign Broadcast Intelligence Service which he said was a “comprehensive agency for detecting subversive activity on the air”.

He explained that the FBIS has grown from a “small but capable staff of monitors whose primary duty was to ‘police’ the air” to a unit now employing more than 700 persons. It was explained that the FBIS does not attempt counter-propaganda—it furnishes its findings to other government agencies set up for that purpose such as the Office of War Information and Coordinator of Inter-American Affairs.

The major portion of Mr. Wakefield’s address was devoted to the regulatory problems the FCC has faced since Pearl Harbor. Particular emphasis was placed on the communications needs of the military, especially in the telephone and telegraph fields. This has complicated the regular or routine work of the FCC, he said, in addition to creating new duties.

WRUL Names Cooke

DWAYNE COOKE, producer of Drew Pearson’s Sunday evening news broadcast on the BLUE, has been appointed program director of WRUL, Boston international station. He succeeds Douglas Schnei- der, who has joined the New York staff of the Office of War Information as assistant head of the program division, and like Mr. Schneider he will make his headquarters in WRUL’s New York offices. Mr. Cooke, who will continue handling Drew Pearson’s show for the time being, has been a consultant to WRUL for the last six months. At a free-lance producer he assisted in the start of the Chase & Sanborn Hour, was at one time editor of the March of Time broadcasts and was a member of the CBS program department.
COORDINATOR of program promotion, Irene Kuhn, is guest of honor at a luncheon arranged by officials of WOW, Omaha, during a recent western speaking tour. At Mrs. Kuhn's left is De Emmett Bradshaw, president of Woodmen of the World, owners of WOW.


**LOANS STIMULATED BY RADIO**

Los Angeles Bank Finds Medium Sustains Business Hit By War Curtailments

"DURING the past several years, radio advertising has been of major aid in increasing our installment loan business. During recent months, it has helped to bridge over the gap in volume due to the curtailment of automobile sales, restrictions on installment purchases, etc. In the months ahead, we expect it will assist us in getting our proper share of installment loans of the type encouraged under the government's policy, such as those for essential home repairs, expansion of housing units in critical war areas, medical and hospital cars, etc."

This summary by D. Z. Albright, assistant vice-president, in charge of the Installment Loan Division of the Security-First National Bank of Los Angeles, is based on consistent use by his bank of spot announcements on 11 California radio stations in recent years. List includes KKI, KNX, KJL and KFVD, Los Angeles; KPAS, Pasadena; KTLC, Visalia; KVEC, San Luis Obispo; KXO, El Centro; KMJ, Fresno; KTMS, Santa Barbara; KVOE, Santa Ana. Placement is through Dana Jones Co., Los Angeles.

Public Guidance

Mr. Albright believes that radio has been particularly valuable to his organization during the months just past when the public has needed guidance with respect to the type of loans the government was encouraging and those being restricted. As result of close cooperation with the Government's policy, the Security-First National Bank's volume of personal loan business during the early months of this year was only 3% below 1941. Comparable figure for the 12th Federal Reserve District, in which the bank is located, was 8%, and for the entire United States, 12%.

In serving a large part of the Southern California area, Mr. Albright counts as one of the advantages of radio advertising the ability to change the commercial message at low cost to meet the individual needs of the community served. Repair loans may be featured in one area, crop production loans in another, etc. In addition to the over-all copy which fits all of the bank's 115 branches. In his experience, Mr. Albright has found that installment borrowers frequently mention the announcements heard over the air, and that changes in copy or policy, offering of new services, etc., are immediately reflected in comment across the counter.

**KPG's CP Reduced**

REDUCTION of the construction permit of KPG, Wenatchee, Wash., from 5,000 watts to 1,000 watts was granted the station last week. KPG had originally been issued a CP by the FCC for the 5,000 watts with a change to 500 kc., although they had only asked for an increase to 500 watts night and 1,000 day. The station has been operating since, however, with a special service authorization on 500 kc. with 500 watts night and 1,000 day. Present licensed power is 250 watts on 1490 kc.

Pepsodent Ready CONTINUING its policy of originating broadcasts from military bases and camps, Pepsodent Co., Chicago (toothpaste, powder), following a summer layoff, on Sept. 22 resumes the weekly half-hour Bob Hope Show on 128 NBC stations Tuesday, 10:10-10:30 p.m. (EWT). Besides Hope, the program will continue to feature Jerry Colonna, comedian, and Frances Langford, vocalist. Barbara Jo Allen, comedienne, in her Vera Vague characterization, will also be featured. Complete cast lineup has not been announced. Skinnay Ennis has been re-signed as musical director. With Bob Stephenson having resigned for Army service, Thomas Conrad Sawyer will be in charge of production. Norman Morrell, Hollywood vice-president and radio manager of Lord & Thomas, agency servicing the account, will direct.

AFRA, CBS Complete WABC Talent Contract

CONTRACT between American Federation of Radio Artists and CBS covering staff announcers and producers at WABC, network's New York key station, was completed last week when the union and network agreed that this renewal should terminate Nov. 1, 1944, twenty dates as the AFRA contract covering network programs, and also agreed on wages for the interim period, said to be the same as under the previous contract for minor adjustments.

Representatives of AFRA and CBS failed to agree on these two points last spring it was decided to put the renewal contract into effect without going to court and to submit the questions of wages and term of the contract to the New York State Mediation Board at its meeting in August, the ruling of the Board to be retroactive to July 2. Matter was settled by the court and union, however, without having gone to arbitration, AFRA reported.

**MILES BUYS TIME IN LATIN AMERICA**

MILES LABS., Elkhart, Ind. (Alka-Seltzer), will launch a 12-month campaign in Latin America sometime in the fall, entailing an increase in both newspaper and radio advertising. More stations will be added to the present schedule, and announcements will include slogans on the theme of democracy, intended to further the purpose outlined by the Coordinator of Inter-American Affairs for a better understanding between the American.


In addition to increasing its spot announcements, Miles is renewing Lum & Abner on Puerto Rico, Newfoundland and Panama stations.

**Write, wire or phone about the**

**5 minute NEWS periods for sale on**

**WINX**

Washington's Own Station

NEWS every hour ON THE HOUR

cover America's greatest market at less cost

* National Representatives
  E. FOREMAN CO.
  New York - Chicago

**I Want more sales in Central New York?**

**The Preferred AUDIENCE of WFLB**

SYRACUSE, NEW YORK

FREE & PETERS, NATIONAL REPRESENTATIVES

**buy MAINE strength**

**ACWS,** Portland, Maine

560 KC

50,000 WATTS

CLEAR CHANNEL

Exclusive NBC Outlet

**KSTP**

MINNEAPOLIS - SAINT PAUL

Represented Nationally by Edw. Petry Co.

**WDBJ** for Southwest Virginia

5000 WATTS, DAY AND NIGHT

ROANOKE - CBS

FREE & PETERS, Inc., National Representatives

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MORE ON WAR BOND SELLING

Stations' Stunts Show Originality

As Well As Persistent Effort

EVIDENCE that radio's selling power is mobilized 100% behind War Bond and Stamp sales continued to accumulate last week as reports from all over the country uncovered new, effective techniques used by stations to help each community reach its monthly sales quota.

Last Saturday, the BLUE staged two shows in an effort to record the largest single day's sales of War Bonds yet recorded. From 6-8 p.m. (PWT) the network presented 'I Pledge America,' from coast to coast, directed by Orson Welles, and featuring stars of stage, screen and radio. Fighting men picked from outposts of the U.S. Armed Forces urged listeners to buy bonds, and the BLUE invited them to order from their nearest station with Western Union collect telegrams, Western Union and the AWVs war savings staff cooperated.

A second program, The Blue Bond Wagon Jamboree, went on the air at 8:15 p.m. (PWT) and ran until 1 a.m. Leading name bands were piped from all over the country, and sales totals were announced in the same manner networks ordinarily handle election returns.

Baseball Auctions

At Indianapolis and Boise, local stations raised large sums by auctioning autographed baseballs. Bert Wilson, WIBC sports announcer, netted $83,050 for seven baseballs autographed by members of the Indianapolis Indians. At Boise, Col. Munypon raised $14,786, half the city's quota, for six balls signed by Bing Crosby and Bob Hope.

Newspaper advertising is used by WEIR, Buffalo, to buttress bond selling activities of the station. Spaces between sections of program listings in the press are filled with war slogans printed in block letters. Examples are "Help U. S. Win by Saving Tin," and "Bonds Today Keep Bondage Away." With Thomas L. Cummings, Nashville mayor, and leaders of six civic clubs participating, WLAC opened a "Bond Site" in one of the front show windows of Lovevian's, leading Nashville department store. The station plans to operate the booth four weeks, with representatives of the civic groups providing attendant personnel and with a U.S. Navy and Marine honor guard on hand. Activities at the booth are broadcast twice daily. Sales in the first week topped $71,000. Station officials originally hoped for a $100,000 total, but the goal has been jumped to $250,000.

A street program in the busiest section of downtown Duluth is used by WEBC to stimulate sales. The station orchestra, directed by John Klave, the Mellotone trio, and staff announcers broadcast each Saturday noon at a booth established by the Duluth War Bond committee. The KMBC Victory Caravan which carries the entertainers on Brush Creek Folkies to Missouri and Kansas towns near Kansas City has passed the $80,000 mark on its way to "A hundred grand for Uncle Sam." Other KMBC bond activities include entertainers teams competing for high war bond sales; general Hiram Mortimer Highsky who free-lances as a bond salesman, breaking in on all programs from early morning farm hours to women's shows; and a special KMBC offer of a durable container for Bonds sent to each purchaser, with a picture and autograph of the personality who made the sale.

WWVA Cooperates

WWVA, Wheeling, W. Va., did not broadcast Abbott and Costello when they made an appearance locally to promote War Bond and Stamp sales. Instead, the station urged listeners to attend in person, and 20,000 persons attended.

Over 3,000 persons saw the dedication of Dayton's "Bond Wagon" recently, with the ceremonies carried by WHIO. Similar to old time Circus band wagons, the Bond Wagon will have prominent entertainers on hand to autograph bonds, and will stand in front of the Courthouse for the duration.

There is a Bond Wagon in Akron, too, where WAKR is the promoter. The Wagon drives to houses of bond buyers in response to telephone calls. On arrival the chorus sings, "Any Bonds Today?"

Two personalities of WSAI, Cincinnati, are opposing each other in an election for the "honorary mayoralty of Cincinnati," with War Bond sales totals to determine the winner. Ruth Lyons who conducts an hour, five-weekly, midnight participating show, and "Colonel Cumquat," a comic character with wide local following played by announcer-actor Ken Peters, are the candidates. Regular campaigns have been organized, with slogans, literature, and torchlight parades.

WOV, New York, is using metropolitan night clubs to boost its bond sales. The station will broadcast a 13-week series of shows, with clubs paying for time through the purchase of War Bonds. Only plugs, other than identification of the sponsor, will be for the War Bond Drive. Those ordering while the show is on the air are to be
Editorial.

guests of the sponsoring club for an evening. Cornell U station WHCU, Ithaca, N. Y., has inaugurated a 50-minute celebrity show heard on the station Saturday nights, immediately following the 6 o'clock news. Intended as a convenience for war workers and others unable to purchase during regular hours the show tickets or records, the station delivers the bonds.

KWK Raises $10,000

KWK, St. Louis, opened a bond booth in Sportsman Park, home of the Cardinals. Maned by sportscasters Dizzy Dean, Johnnie O'Hara, and Nick Stenammer, the booth sold $12,000 in pledges the first night. The station is also sponsoring an all-out campaign to sell bonds by mail.

WMCA, New York, has a cash prize for which is run every time someone calls the station to pledge a War Bond. Competition among staff members is spurred by a station offer of a free bond to the announcer receiving the highest number of pledges.

Possibly for the first time in history, a sales talk was injected in a religious choral work when C. B. Bond, an instructor at the Flying Tigers, gave a Bond and Stamp plug during an offering of Verdi's "Requiem." Mr. Bond was interviewed between sections of the Requiem Mass, played by the symphony orchestra, and sung by fifty voice choir of the North Texas Teachers College.

Bing Crosby autographed the bonds, and dedicated a special song, which was recorded, and presented to the largest bond buyer. Largest sale was $5,000. Studio audience bought $1,000, while listeners bought $14,000 in bonds.

Staff members of WDBC, Hartford, Conn., who were drafted, make recordings before leaving, urging listeners to buy bonds. WDBC plans to use these recordings frequently throughout its schedule.

Newspaper Ownership Issue

June Hearings on Fly Acquisition of WJWC by Field and Clarke

THE NEWSPAPER ownership issue, still pending before the FCC, and acquisition of the former WHIP (now WJWC), Chicago, by Marshall Field and John W. Clarke, highlighted the hearing on confirmation of FCC Chairman James Lawrence Fly before the Senate Interstate Commerce Committee. At least in part, a public record, released last week, is concerned.

The hearing was held behind closed doors just a week before Mr. Fly's term was to have expired. He was confirmed without opposition, however, and began his new term of seven years July 1. It later developed that the hearing was to have been open but that newspapers and the public were excluded because of the nature of some of Mr. Fly's "off-the-record" testimony dealing with the war time or regarded as otherwise confidential. The record was released last week after Chairman Fly had been permitted to delete such off-the-record testimony.

Still Undecided

Members of the committee, led by Sen. Tobey (R-N.H.) and Sen. D-Mass., were not impressed with the argument made by Mr. Clarke of the Chicago Sun publisher, that the sale of WJWC gives the newspaper a larger audience, the public in general. The sale, he said, "was done to keep the newspaper on the public's mind."

Questions apropos purchase of WJWC by the Clarke-Field partnership related to actual control of the station—whether it was in the hands of the Chicago Sun publisher or Mr. Clarke, investment banker, who operates the station. Mr. Fly said the FCC approved the transfer only if it was established that Mr. Clarke had acquired control, in the light of the newspaper ownership order.

He promised, however, to study the matter further, and asserted that if the newspaper gained control through the "buying of time" of the newscasts, "the station will be treated like any other newspaper station." Previously he had explained that the FCC was holding in its "pending file" all newspaper applications until such time as the policy question of newspaper ownership will have been decided.

Questions regarding the chain-monopoly regulations, station leases and ownership were asked the chairman, but by far the bulk of the record, as released, related to newspaper ownership and the Field matter. Asked by Senator Tobey if the Commission generally favored ownership of newspapers, Mr. Fly said it had not adopted any conclusion and that he could not forecast the Commissioners' opinion until completion of its study.

Asked point-blank by Senator Tobey, "Do you believe it is sound policy and wise procedure for newspapers to control broadcasting stations?", Chairman Fly alluded to the quasi-judicial aspect of the proceeding. He did not make a clear-cut positive or negative argument on both sides. The basic argument in favor of newspaper ownership is that there should be no discrimination between classes of papers and that regardle ss of a man's occupation, he should be entitled to apply for a license to operate a station.

Control of Opinion

On the other side, he said, is the argument that the mechanics for the control of public opinion are rather limited in nature. They come down to a great extent to ownership of newspapers and stations. To concentrate the ownership of the local station in the hands of the local newspaper gives to one individual "too much power over the means of public expression, the maintenance of free speech and the formulation and control of public opinion." Chairman Fly added. He agreed with Chairman Wheeler that a complete monopoly results where the newspapers and the radio stations are owned by the same interests. It is less severe where there are more newspapers and more radio stations competitively owned, Mr. Fly asserted.

Asked by Senator Andrews (D-Fla.) whether joint ownership results in a "monopoly of advertising," Mr. Fly said it gives a considerable competitive advantage. A more forceful argument, he said, is that it enables the person who may get to the public and who can make representations and statements and speeches and write articles for the public."

Committee members, in an ensuing discussion, agreed that a man desiring to run for office while controlling local newspapers and stations could be elected "at will."

Purchase of Securities

Opening the WHIP ownership discussion, Senator Tobey observed that the Commission had approved transfer of the station to the new owner (Clark) "but the real owner of the station is Marshall Field of Chicago, owner of the Chicago Sun." He added that "if there was a clear case, in my understanding, based upon your official records, of a newspaper owning a station, you have got it there, because you and I know that titles may run to certain parties or corporations or interests, but what we are concerned with is who controls the station."

Assuming that if Chairman Fly would go over the record he would find it a "clear case of drawing a red herring across the trail," Senator Tobey said the Chicago Sun derives extensive daily newscasts on the station.

Mr. Fly explained that the former WHIP had been in a "bad way financially for some years" and that Mr. Clarke took an interest in the station, particularly in the common stock, while Mr. Field (Continued on page 55)
Tax Rule Explains Advertising Status

Reasonable Expenditure Basis of Treasury Position

IF AN advertising expenditure is reasonable in view of the conditions of the advertiser's business and market, it will probably be allowed as a deduction for Federal income tax purposes, according to an explanation of the attitude of the Treasury Dept. and the Bureau of Internal Revenue released last week by the Assn. of National Advertisers.

Based on a conference held between officials of the ANA and the Government, the case is in the form of a letter signed by Paul B. West, ANA president and addressed to the Commissioner of Internal Revenue, whose office approved the following statements:

General Policy

"The Treasury Dept. and the Bureau of Internal Revenue fully appreciate the important part advertising plays in our national economy and there is no intention to restrict reasonable and normal advertising by disallowing it as a deductible expense. This was tested to by Secretary Morgenthau in testifying before the Joint Congressional Committee on Taxation when he said:

'The test of whether expenditures for advertising are deductible is whether they are ordinary and necessary and bear a reasonable relation to the business activities in which the enterprise is engaged. This is not intended to exclude institutional advertising in reasonable amounts or good advertising calculated to influence the buying habits of the public.'

"If such expenditures are extravagant and out of proportion to the size of the enterprise, or to the amount of its advertising budget in the past, or if they are not directed to public patronage which might reasonably be expected in the future, such payments will be disallowed.'

"The Internal Revenue Bureau is charged with the responsibility of collecting Federal taxes, among which are the income tax and the excess profits tax. It is governed by statute and expects full cooperation from the taxpayer whereby the Government receives its full share of taxes. Thus it is the duty of the bureau, particularly in view of excess profits tax, to prevent abuses and attempts to avoid the right rate. The bureau has full power to disallow unreasonable expenses for tax purposes.

The bureau recognizes that advertising costs have been forced upward by reason of increased space and time rates, increased prices of printing, engraving, art work and other advertising production costs. In this connection, the bureau suggests that advertisers keep their cost records as complete as possible.

"The bureau recognizes that in many cases the rationing of gasoline and tire restrictions have cut down on the number and frequency of calls salesmen can make on dealers and that this has thrown an added burden on advertising since expenditures for direct mail and dealer house organs must be increased to keep necessary contact with wholesalers and dealers. This also affects the cost of displays formerly handled by salesmen.

"Many advertisers are using a larger part of their advertising budget and, indeed, have increased them, for the purpose of salvaging materials necessary for the war effort, such as fats and grease, iron, non-ferrous metals, rubber, etc. The bureau recognizes that such advertising efforts, if they bear a direct relation to the business carried on by the corporation, are essential to obtain raw materials and are, therefore, a normal business expense. As such they will be deductible if made with a reasonable expectation that the corporation's business will be benefitted by an increase in materials essential to its operations. The bureau further recognizes that such advertising is normal under abnormal conditions, conditions which have never before existed.

Changing Trends

"Priorities, the cutting off or curtailing of imports, and new research have resulted in some manufacturers bringing out new products. In other cases substitutes have had to be made. In these cases, the manufacturer must inform the public and the trade through advertising in justice to himself, his dealers and the consumer. The bureau does not question this and will take into consideration all normal factors incident to launching a new product. Such expenditures which are reasonable in amount, taking into consideration the facts in each case, will be allowed as deductions for Federal income tax purposes.

"In certain instances, manufacturers, in order to keep their dealers in business, have been supplying them with alternate products. For example, a rubber manufacturer, to aid his dealer outlets, has added such items as luggage, tools, sports equipment, furniture, etc., to replace tires no longer available. The bureau recognizes that such a manufacturer must merchandise these to the dealer and the public through advertising. Expenditures for this purpose are reasonable in amount taken into consideration the facts in each case will be allowed as deductions for Federal income tax purposes.

Buying Habits

"Some manufacturers, because of priorities, much advertising to change buying habits. Curtailment of the use of metals has meant the elimination of many types of containers, of small packages, etc. For example, beverage manufacturers, because of the shortage of plate for bottle caps, must try to educate the public to use large instead of small size bottles. The bureau recognizes that this calls for advertising expenditures. Such expenditures, if reasonable in amount taken into consideration the facts in each case, will be allowed as deductions for Federal income tax purposes.

"Many companies are using advertising and advertising technique to speed the war effort among their own employees. So far this has been directed at one objective—to convince the shop and office worker that he is part of the all-out war effort and hence that carelessness and inefficiency, unnecessary absences and accidents on the production front are detrimental to the men on the fighting front.

"To accomplish this job, posters, banners, house organs, local newspaper advertising, direct mail, local window displays, motion pictures, spot radio, and many other advertising devices have been used. Undoubtedly, many companies will call on advertising to do a similar job in furthering the sale of victory bonds through the payroll-deduction plan. The bureau recognizes that the expense incident thereto is a justifiable one so long as it is allowable that such expense is listed as a production or a selling (advertising) cost.

New Companies

"Since the war began, certain new companies have come into being and have invested many thousands of dollars in plant equipment for the war materials. As long as the war lasts, they will have nothing at all to sell the public. Those companies deem it but good business practice to advertise so that when the war ends and they turn to peace-time production, the public will be familiar with their names and hence their plant investment may be protected.

"The bureau recognizes that advertising by such companies is a proper deductible expense so long as such expenditures are reasonable. As Secretary Morgenthau has said: 'The test of whether expenditures for advertising are deductible is whether they bear a reasonable relation to the business activities in which the enterprise is engaged. . . . If such expenditures are extravagant and out of proportion to the size of the company or if they are not directed to public patronage, the question of reasonableness must be expected in the future, such payments will be disallowed.'

"It is, of course, impossible for the bureau to lay down a definite rule which will fit all situations. In general and as Secretary Morgenthau has indicated, the bureau will be rational and fair, recognizing that advertising is a necessary and legitimate expense of doing business as long as it is not carried to an unreasonable extent or becomes an obvious attempt to avoid tax payments. This principle applies equally to all companies, whether they have Government contracts, whether it is selling both to Government and to consumers or industries, which are fully converted to war production, whether it is a new company selling only to Government, or whether it is a new company selling to Government and industry."

"The bureau has no desire to be arbitrary but it will, of course, uphold the statutes. Its collectors will, in each individual case, examine the records and act accordingly. If an advertiser feels the decision of the collector is wrong, the burden of proof of that fact rests upon him. He can, of course, appeal the decision if he feels an injustice has been done.

For the Government

"Under Section 23 (o) of the Code, an individual may make a gift to the government and deduct that from his income tax. Section 23 (q), however, referring to corporations, omits this provision. There is, therefore, no provision in the law for allowing as a deductible expense monies or time or space given directly to the government for the war effort only by the Government bureau or department. If, on the other hand, advertisements..."
BOOSTING THE V-MAIL SYSTEM
Industry Assigned Major Role in Familiarizing Public With Microfilm Letters

NEWEST WRINKLE in letter-writing is V-Mail, revolutionary new plan developed to provide fast, space-and-weight mail service to and from members of the American armed forces overseas. Above is an actual-size V-Mail letter sent out last week by the Army's Radio Branch to H. S. broadcasters, calling for their cooperation in an intensive radio campaign to familiarize the public with the use of V-Mail. The original letter, written on a special 8½ x 11-inch form, is micro-filmed and later photographically reproduced in the above size. The small rectangle at left represents the actual size of the 16 mm. micro-film frame on which the original letter is photographed.

RADIO's newest war job will be to take a major role in promoting the new V-Mail system of corresponding with members of the armed forces abroad, it was revealed last week, when Lt. Col. E. M. Kirby, chief of the Radio Branch of the War Department Bureau of Public Relations sent sample V-letters to broadcasters, network producers, news commentators and women's commentators soliciting their cooperation in promoting V-Mail.

A campaign of two weeks to bring the V-Mail plan to public attention is planned, with special spot announcements and supplementary material supplied by the Radio Branch. The opening gun in the V-Mail radio campaign was sounded Aug. 23 on The Army Hour, the official War Dept. radio mission, produced by the Radio Branch and heard every Sunday on NBC, 3:30-4:30 p.m. (EWT).

Campbell will extend to all types of programs, sustaining and commercial, with the Radio Branch actively participating through its contacts with individual stations, news commentators and network programs. The War Dept. also is undertaking a supplementary campaign in various printed media, although radio will carry the biggest share of the undertaking.

Developed as a large-scale operation to facilitate the handling of the huge volume of correspondence to and from American soldiers, sailors and Marines on overseas duty, the V-Mail technique is based on a process of micro-filming letters written on special V-Mail forms. These special forms are available free of charge at U. S. post offices at present, although it is planned to permit their manufacture, under government license, for sale at retail. V-Mail service is supervised by the Army Postal Service, with the Post Office Department.

Where reproduction facilities are available at overseas posts, V-Mail letters are photographed on 16mm. film in this country, and reels of this film, containing thousands of letters in a small space and with little weight, are flown overseas, where photographic copies are made for delivery to the addressee. This idea also holds for letters from overseas to addresses in this country. When reproduction facilities are not available, the V-Mail letter, in its original form, is dispatched to the overseas address under the highest mail priority.

The SONG HITS from Walt Disney's Feature Picture

Bambi

- Love is a Song
- Twitterpated
- Thumper Song
- Let's Sing a Gay
- Little Spring Song
- Little April Shower

Broadcast Music, Inc.
580 Fifth Avenue
New York City

- THE SONG FROM WMNZ'S FEATURE PICTURE

- Bambi
- The New York Times
Joseph L. Miller Aids
Army in Labor Problem

JOSEPH L. MILLER, NAB Director of Labor Relations, last week was loaned to the War Dept. at Government request, to act as labor consultant in connection with the taking over by the Army of the S. E. Woods Machine Co. plant in Boston. The assignment may take several weeks.

Mr. Miller, former Associated Press labor correspondent, joined the NAB in 1938. Since the outbreak of the war, he has been serving intermittently as part time aide to the War Labor Board, while carrying on his full duties at the NAB.

First Stations to sign for Touchdown Tips, weekly recordings of football predictions, game analyses and color stories, issued by NBO Radio-Recording Division, are Kjar, WMBR, KFDM, WTRY, KANS, KFTR, WROL, WDJ, KGIF, WAKE, WHEL, WHEB, WLOG. First program will be released Sept. 11.

Primary Area

LISTENERS tuned to WIBG, Philadelphia had a surprise recently when the station announcer identified, "This is WKBW, Youngstown,—er,—serving the town, er... serving the Philadelphia area." The mixup resulted when Chuck Thompson, recent addition to the WIBG staff, got his old call and his new tagline twisted a tripe.

Willard to Use 100

WILLARD TABLET Co., Chicago (proprietaries), is completing plans for fall promotion of its vitamin products with newscasts, local live programs and announcements on over 100 stations. Schedule of stations to be announced in about ten days. Agency is First United Broadcasters, Chicago.

Help Wanted

MWSN—Schectenday's new, progressive, suction radio station, has one opening for crack-at-the-‘neck salesman. Must be U. S. citizen, experienced and self-contained, not employed in war work. Splendid opportunity for right man to develop important Eastern industrial market. Salary, $1,000.00. Apply in person, 100 Plaza Theatre Building, Schenectady, N. Y.

ANNOUNCER—Midwestern station, gives age, experience, draft status, Excellent opportunity. Box 971, BROADCASTING.

immediate opening for draft deferred announcer—Must be able to handle regular shift on 9800 watt network station and specialize on news, radio opportunity for man who can qualify. Reply giving full details about self and experience. Salary required, draft status and eml photo. Box 766, BROADCASTING.

ENGINEERS—Several openings for transmitters and studio engineers with Midwestern network station. Requires college degree, has experience. Write or wire KFFA, Helena, Arkansas.

ANNOUNCER—Capable of putting on peppy record show. Good newswoman, can work type commercial, draft deferred. Permanent, Mid-Western 5,000 Watt Net- work Station, Age 21, Salary expected, and enclosure snapshot. Box 786, BROADCASTING.

TECHNICIANS—A few vacancies exist in Chicago area for skilled studio technicians. Salaries are among the highest in the industry. Write Box 791, BROADCASTING.

Chief Engineer—Network station, non-defense area. Also announcer-newscaster. Box 795, BROADCASTING.

Engineer—For RCA-equipped Mid-West network station. Must have transmitter, microphone, basic-announcer experience. Good salary ... change for advancement. Submit full details including experience, reference, draft status, picture. Box 976, BROADCASTING.

CONTROL ENGINEER—Excellent opportunity for skilled experience. Call home control room. Box 791, BROADCASTING.

Two Announcer-Salesmen—Submit full details first letter: draft exempt; No Box 980, BROADCASTING.

Program Director-Announcer—Draft exempt; New York; give experience, reference, expected salary. Box 796, BROADCASTING.

Announcer-Continuity Position-Midwest Experience preferred; send transcription and letter to WDFD, Flint, Michigan.

ENGINEERS—If you are experienced in studios, remote and portable recording work, have low draft classification, and would like to be associated with KMBG, write A. R. Krail, WMBG, P.O. Box 284, Dallas, Texas, detailing training and experience. Start working salary required.

WANTED—14 years experience mostly with major network. Must station B or A with four dependencies. Have executive ambitions. Willing to work but must have adequate income. Box 796, BROADCASTING.

Program Director—Capable of over five years radio experience, Draft exempt. Present salary $900 to $1,000, less. Announcing. Box 796, BROADCASTING.

Situations Wanted

ANNOUNCER-NEWSCASTER—4 years experience, college education. Draft exempt, trained, traveled, cultured, sober, dependable, age 21. Box 793, BROADCASTING.

Program Director-Sports Announcer—4 years experience college education, trained, traveled, cultured, sober, dependable, age 28, minimum salary $1200 weekly. New employed. Excellent references. Box 800, BROADCASTING.

WANTED—Young woman, college graduate, with varied radio experience. Versatile, creative, self personalities. Qualify as announcer, handle control board and turntables, has sales experience, outstanding references. Box 792, BROADCASTING.

WANTED TO BUY

Antenna tower—180 to 200 feet. Box 776, BROADCASTING.

Condemned—New, or used in good condition, radio transmitter, Six to twelve thousand volt rating. Capabilities—0002, 0003, and 00026. Box 794, BROADCASTING.

CLASSIFIED

WANTED

Are you after the prize—that goes with station leadership in your market? Then write us and tell us what you want to do in the broadcast business. WritingBIG and station promotions who has developed the Heartland bid and is now waiting for the prize in an important Eastern industrial market. Box 798, BROADCASTING.

Two Experienced Radio Technicians—First experience; Commercial, sustaining station. Salary, any place except N. Y. C. Box 796, BROADCASTING.

Young Woman—Writer-announcer, four years agency radio experience, College graduate. Prefer Midwest station. Box 970, BROADCASTING.

WRIGHT-PRODUCER—Top ranking network shows desire permanent position with station. Knows music, administrative and agency background. Outstanding references. Box 791, BROADCASTING.


Technician—Possibly chief in small town-owned station in south or west. No announcements or Trans-radio. Age 24. Two years’ experience. Minimum salary $100 month. Box 783, BROADCASTING.

Radio Executive—15 years’ experience. Management, Production, Programming; well trained. Salary is main object. Can be available. Two weeks notice. Box 793, BROADCASTING.

Creative Intelligence—For Hire. Experience; Commercial, sustaining station; continuity; production, traffic, programing; publicity; announcing; ad lib; direction; casting; selling; new—editing; dramatization. Program ideas. Young Woman. Box 109, Cm. Laude. Box 781, BROADCASTING.

ENGINEER—First class license, eight years’ experience including in work on a KW. Wide satisfactory experience. Also have well trained, honest, strong voice. Box 790, BROADCASTING.

ACCOUNT-SECRETARY—Male, draft deferred, single, desiring position with B-边 A. Family. Box 776, BROADCASTING.


CLASSIFIED ADVERTISEMENTS

For 10c per word. Box 710, BROADCASTING.
McKELVY PUSHING MEN’S TOILETRIES

WITH an increased advertising budget for the coming year, Alfred D. McKelvy Co., Minneapolis, will launch a fall and winter campaign for Seaforth Toiletries for Men, using radio, newspapers and magazines.

Drive will be launched sometime before Christmas, and is directed largely at holiday gift buyers. Emphasis will be placed on the Commando Kit, latest addition to the Seaforth line, and designed especially for members of the armed forces.

This is the second year in radio for McKelvy, and indications are that advertising will be considerably larger than that of last year, when the firm used several spots following Vick Chemical Co.’s News for Women on CBS.

Firm will probably use one and five-minute spots on a national basis, either on individual stations or on a network basis. McKelvy has increased its total advertising appropriation by 12% over last year. BBDO, New York, is the agency for McKelvy.

Camel’s Comedians

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camel), reported in the July 6 BROADCASTING as sponsor for a new variety series featuring Lou Abbott and Bud Costello, comedians, will present the comedy team on NBC in the spot now held by Bob Hawke’s quiz show, “Tale of the Woods,” starting in October. Reynolds is sponsor for Hawke’s “How’m I Doin’? No plans have been announced for the latter show when it cedes the NBC spot to the new show. Agency is William Esty & Co., New York.

New ASCAP Radio Series

now available, without charge, to all ASCAP Licensed Stations. Write or wire today.

ASCAP
Radio Program Service
30 Rockefeller Plaza
New York

Newspaper Probe

(Continued from page 51)

put $75,000 in bonds of the station. He said that under this transaction neither gained control. Then Mr. Clarke asked that he be allowed to purchase enough of the stock to give him 51%, but the Commission denied this request. Subsequently, Mr. Clarke agreed to take $75,000 further interest in the station and this “offset Field’s interest”. Mr. Clarke has given to the Commission written assurance that he would not permit management of the station to go out of his hands if he had control. The transaction was referred to Mr. Clarke was then approved, Mr. Field asserted.

Senator Stewart (D-Tenn.) inquired about the relationship between Messers. Clarke and Field, and Mr. Field asserted the former did some “financial work of some sort for Field”. Senator Tobey, however, described Mr. Clarke as a broker and said he is “about as close to Marshall Field as your fourth and fifth fingers crossed.”

Chairman Field asserted that the fact that the Sun carries so many newscasts and newsmakers made the claim one that “is not 100% free from doubt”. He then added if the newspaper gained control through buying of time “that station will be treated like any other newspaper station.”

Transfer Undecided

Mr. Field, upon further questioning, said the Commission has definite assurances that the $75,000 will come out of Clarke’s pockets and out of his own funds, and if the $75,000 does not come from him personally, as distinguished from Field, the transaction will be disapproved.” He concluded that the matter had not yet been given a “clean bill of health”.

Efforts then being taken by the FCC to remedy the equipment and personnel shortage situation connected with the flooding of waves, pure and simple, by the union’s waterfront workers, is being well handled, as indicated by the Union. Mr. Field, who said every effort would be made to keep all of the stations operating for the duration. He pointed out the Commission has tried to take care of the technician shortage by lowering requirements and that it was seeking to “discourage” big stations from taking men away from the small stations.

Wheelie’s Observation

When Chairman Wheeler interposed that stations would have a “bad time anyway”, because of imminent loss of advertising in wartime, Mr. Field said the situation is “not as bad as might be expected”. He said this was due to “more extensive advertising of materials that are generally available”. He alluded to increased advertising such as that of Chesterfield and the increase in institutional copy.

BOB AND BONNIE ATCHER, of the music staff of WJJD, Chicago, are in Honolulu to write the script in the Columbit picture “Panhandle Trail.”

Tale of the Woods

TO OBTAIN the proper background noises at a lumber camp for the Canadian Broadcasting Corp., feature series This Canada, which starts in October, J. Frank Willis, CBC supervisor of feature broadcasts, went to North Vancouver. Here lumbermen were falling huge Douglas firs, and in order to get the sound as accurate as possible, they arranged that a tree fall on the microphone. The tree came crashing down as planned, hit the mike, drove it and the stand three feet into the ground. When dug out the mike was undamaged and in addition the recording was accurate for the falling of one of these forest giants.

KOMA WAGE CASE

awaits decision

ARBITRATION proceedings over proposed wage adjustments for the technical staff of KOMA, Oklahoma City, were held last week in Moose- keegee before a board composed of KOMA representatives and local B-1141 of the International Brotherhood of Electrical Workers (AFL). Judge LeRoy A. Rader, of Storm Lake, la., an arbitrator for the U. S. Conciliation Service, Dept. of Labor, acted as fifth member of the arbitration board and will also write the decision expected about Sept. 1.

The IBEW is seeking an increase in wage scales for KOMA engineers, contending present rates are sub-standard and below wages paid by stations similar in power and location. The union seeks $52.50 per week for the chief plant engineer; $50 for transmitter engineers; and $47.50 for studio engineers.

According to a union representative, J. T. Griffin, principal owner, and Jack Howell, station manager, urged the continuation of the present wage scale. Union representatives on the board were Tom M. Rushing, business manager of the union’s local, and W. L. Keed, IBEW national representative. Lawson Wimberley, international representative from Washington, presented the union’s case.

New NBC Coast Card

NBC has just issued Rate Card No. 1 for the Pacific Coast Red Network. Devoted exclusively to the needs of West Coast advertisers, and lists NBC’s Mountain Group, North Mountain Group, South Mountain and Arizona Group as well as the Coast hookup.

Cosmetic Hoarding

COSMETIC distributors were severely criticized last week by C. A. Willard, chief of the W.P.D. toiletries and cosmetics branch, for encouraging customers to buy all they could. In writing to the distributors Mr. Willard wrote: “Such action on your part is not only illegal but unспoradic, but is contrary to the best interest of the war effort.”

DIRECT representation of labor on the Board of Governors of the Canadian Broadcasting Corp. has been urged by the Toronto District Trades & Labor Council.

August 31, 1942 • Page 55
TROPHY FOR VIGILANCE is ad-
mired by this tribe before its presenta-
tion on the weekly half-hour NBC
Eyes Aloft, program endorsed by the
Fourth Fighter Command. To an out-
standing civilian ground obser-
vation post or filter center, NBC
each week awards a gold trophy.
Admirers (1 to r) are Robert L.
Redd, producer-writer of that pro-
gram; Capt. Leonard Z. Smith,
Fourth Fighter Command, and
Gayan Whitehorn, narrator.

Network Accounts
All times Eastern Time unless indicated

New Business
BRISTOL-MYERS Co., New York (Sal
Rebates, Minz Rob), on Oct. 6 starts
Dudy's Tunes on 126 blue stations,
Tues., 8-9 p.m. Agency: Young & Rubi-
cam, N.Y.

BACON & WILCOX Co., New York
(institutional), on Wed., Sept. 30
starts single-time broadcast of "M'aw-
ning," on 126 blue stations. Agency:
G. S. Tyson & Co., N.Y.

C. F. MUELLER Co., Jersey City, N.J.
(macaroni), on Sept. 16 starts Isabel
Manning Hewson's Morning Market Bas-
and Fri., 7:30-8:30 a.m. Agency: Duke
Jones Co., N.Y.

JOHNSON & JOHNSON, New Brunc-
wick, N. J. (Band-Aids), on Sept. 28
starts Edwin C. Hill's Human Side of the
News on 65CBS stations, Tues., 7-7:30
p.m. Agency: Dorothy Klugman's Voice
of the Agency. Agency: Young & Rubi-
cam, N.Y.

BELL TELEPHONE SYSTEM, New York,
will add NBC stations to The Tele-
phone Hour, making a total of 128 NBC
stations, Mon.-Fri., 5-6 p.m. Agency:
Henten & Bowles, N.Y.

WILLARD F. LOCHRIDGE, Chi-
cago vice-president and radio di-
rector of WGN, has returned to his
desk after Hollywood confer-
ences with Daniel Barter.
Southern California vice-president of
the agency, on fall plans for the NBC
Kraft Music Hall, sponsored by Kraft
Cheese Co.

FOR THE FIRST time in its 26
years of publication Theatre Arts is,
a magazine devoted to the legitimate
theatre, will present a show. Selected
for the September issue is "Sau-
bouf," written by Norman Corwin, CBS
writer-producer.

FEDERAL COMMUNICATIONS COMMIS-
SION
AUGUST 22 TO AUGUST 28 INCLUSIVE

AUGUST 25
WOC, Davenport, la.—Modification of
construction permit to extend con-
struction to completion date.

TENTATIVE CALENDAR
NEW, Newark Broadcasting Corp.
Newark, application for CP station on
620 kc., 5 kw., unlimited, directional an-
tenna night and day. (further hearing,
September 9.)

KITE, Kansas City, license renewal
(same).

Treasury Shifts Rider
JOHN RIDER has been trans-
ferred to Southern California from the
office in New York as vice-president,
chief of the press and radio sec-
tion of the Treasury War Savings
Board. In his present capacity he is
associated with Arthur Ungar,
chairman of promotion and infor-
mation for the Southern California
area, and is headquartered in Los
Angeles. Mr. Rider was formerly
assistant producer of the CBS
Tezcoo Stage Theatre, sponsored by
Texas Co.

FOR THE FIRST time in its 26
years of publication Theatre Arts is,
a magazine devoted to the legitimate
theatre, will present a show. Selected
for the September issue is "Sau-
bouf," written by Norman Corwin, CBS
writer-producer.
Book Publishers Name Group to Help Radio

TO PROMOTE the books which explain the war or aid the war effort, a radio committee has been formed as part of the Council on Books in Wartime Inc., organized some weeks ago to coordinate the war efforts of the book publishing industry. Radio committee, headed by Lee Barker, of Houghton-Mifflin Co., is prepared to help radio stations, program directors and script editors in such matters as clearing contract rights, securing authors for broadcasts and lining up radio adaptations or dramatizations of books relating to the national emergency. The committee, located at 347 Fifth Ave., New York, serves as a clearing house for information about books and authors, as possible broadcasting material, and is currently engaged in collecting from books material which would be appropriate for radio.

Committee members are: Philip H. Minus, Young & Rubicam; Nelson Hesse, Hesse & McCaffrey; Raymond Bond, Dodd Mead & Co.; Norman Hoad, Henry Holt & Co.; Albert Leventhal, Simon & Schuster; Frank Taylor, Reynal & Hitchcock.

Greetings From Troops

AS A RESULT of the War Dept's announcement that personal messages between troops abroad and relatives in the United States by shortwave broadcast or transcription [BROADCASTING, Aug. 17] be discontinued unless approved by the department, MBS has revised its Americans Calling Home series. Program, broadcast for six quarter-hours a week, brought greetings from members of the American forces in Australia to their friends at home, but under the new arrangement these personal messages have been replaced with interviews with soldiers. MBS stated that its other programs of foreign origin already conformed to the regulation and provisions of the war as not affected by the order, as far as could be ascertained.

Equipment Picture

EQUIPMENT conservation proposals offered by the War Production Board have been turned over to Committee IV (Domestic Broadcasting) of the Board of War Communications Broadcasting learned last week. No definite action is expected from this group until after Labor Day and meanwhile a careful study is being made of the BWC survey and other pertinent data. Although detailed studies of South American equipment problems are going forward, WPD had nothing definite to report. Positive action awaits complete facts, it was said.

MANNPOWER CONSERVATION series on WGRC, New Albany, Ind., is launched at this meeting. Seated is J. Fred Miles, head of the Louisville Refining Co., signing contract for the safety show. Standing (1 to r) are Howard J. Perry, WGR Commercial manager; F. W. Rodenheber, chairman of the Kentucky National Committee for the Conservation of Manpower; and Edwin S. Welden, account executive of M. R. Kopymeyer Adv. Agency, handling the account.

TO ASSIST the nationwide drive to conserve manpower in vital industry through greater use of safety measures, WGR, New Albany, Ind., in August launched a Manpower series sponsored by the Louisville Refining Co., headed by J. Fred Miles who is also commanding officer of the Kentucky Colonels.

Giving full cooperation to the plan, originated by Howard J. Perry, WGR commercial manager, the industrial plants of the station's area made available a ready-made audience of more than 30,000 defense workers through their public address systems. Where these systems do not exist radios are installed.

Lunch Listening

First, in conjunction with the Dept. of Labor and the Louisville Safety Council, WGRG made a survey of the plants and discovered most workers preferred to do their radio listening during the lunch period. The Manpower programs were then scheduled for 12:15-12:30 p.m., Monday through Saturday. Although safety in plants is the theme of the shows, they are designed to give 15-minutes of entertainment as well. Preceding the program is a 15-minute newscast, sponsored by the Superior Petroleum Co., a subsidiary of Louisville Refining Co.

Through F. W. Rodenheber, chairman of the Kentucky National Committee for the Conservation of Manpower and director of the Louisville Safety Council, in cooperation with plant safety directors, the programs are being emphasized and workers who have contributed safety measures are brought before the microphone.

LOUIS RUPPEL, publicity chief of CBS, and the "CBS Mail Bag" mimeographed letter sent twice monthly to all former CBS employees in the armed services, were praised in My Day, syndicated column written by Mrs. F. D. Roosevelt. Last Monday, the program was delayed due largely to the death of the President. The show will be broadcast in 252 time zones.

C. L. Parsons

C. L. (Posy) Parsons, 50, dean of Rocky Mountain sports authorities and sports director of KOA, Denver, died of a heart attack Aug. 27 at his summer home, West Yellowstone, Mont. At the time of his death, he was on vacation. Previous to his association with the station, he had served 17 years as sports editor of the Denver Post. He was a member of Grantland Rice's All-American Advisory Board for the Rocky Mountain region. He is survived by his widow and one son, Lt. C. L. Parsons, Jr. stationed with the Army Air Forces at Miami. Mr. Parsons was preparing to take over the duties of news editor at KOA Sept. 10.

Campbell Placing

CAMBPELL CEREAL Co., Minneapolis (Malt-O-Meal and Corn Flakes), on Oct. 5 will start sponsorship of Crossroads Store on KGEX, Springfield, Mo. Program is a live quarter-hour dramatic show three times a week built around the everyday events in the small grocery store. The company will also start sponsorship on Oct. 5 of John Harrington and the News, three-week quarter-hour series on WBBM, Chicago. Agency is H. W. Kastor & Sons Adv. Co., Chicago.

Smart Programming

PROGRAM department of WHEN, Lawrence, Kan., picked the right number. On May 16 they played It's All Over Now on the morning wake-up program, Timekeeper. Time, at 7:30 a.m., brings the number a bolt of lightning struck the 33,000-volt power line which supplies juice to the station transmitter near Tonganoxie, Kan. It was All Over Now for some time before WHEN resumed broadcasting.

Menaugh Named

ROBERT M. Menaugh, superintendent of the House Radio Gallery, has been named permanent secretary of the Radio Correspondents' Club. Menaugh will handle all administrative work for the executive committee, which controls the Congressional Radio Galleries.

JOSEPH PETRILLO, son of Caesar Petrillo, music director of CBS-Chicago, was inducted into the Navy Air Corps on CBS The First Line, weekly half-hour sponsored by William Wrigley Jr. Co., Chicago.
WAR FACTS GIVEN
IN DISC CAMPAIGN
TO INFORM America through radio, the Office of War Information announced Aug. 27, a unique campaign of 45 transcribed messages by leading commentators to begin Sept. 14 supplying listeners with war effort facts emphasizing the United Nations. Radio stations throughout the country were apprised of this campaign in a telegram from William B. Lewis, chief of OWI's radio bureau asking them to use the one-minute announcements from Sept. 14 through Oct. 26.

In his memorandum to the stations, Mr. Lewis stressed the need of giving the people "the true facts about the United Nations." "It is obvious," he continued, "that for complete unity every American should be completely informed on the contributions of every member of the United Nations.

To gain this end, OWI has enlisted the aid of such news commentators as H. V. Kaltenborn, William Shirer, Gabriel Heatter, Walter W. Hall, Raymond Clapper, John Gunther, John W. Vandercook, Earl Godwin, Lowell Thomas, Raymond Gram Swing and Pearl Buck.

Stations have been asked to use the announcements at the rate of 10 per day, seven days per week for six consecutive weeks. OWI requested stations to feature announcements in the regular time usually set aside for transcribed one minute announcements. This applies to sustaining and sponsored programs alike.

However, in the case of sponsored programs, stations have been asked not to include the announcements within the body of the program; instead OWI has suggested a separate spot to be donated one minute before or after the program. Permission has been given stations to announce that the "sponsor has donated one minute of his time for an important message."

H. DeWitt Landis Buys Clovis Local for $16,000
SALE of KICA, Clovis, N. M., to Hugh DeWitt, general manager of KFYO, Lubbock, Tex., was approved last Tuesday when the FCC granted consent to the assignment of license to Mr. Landis by Western Broadcasters Inc., a station management firm. According to the Commission, it is $16,000.

Principals in the Western Broadcasters are Charles A. Alsop, who with his wife, Florence Co., held 50 shares; and Edmund G. Dillon, a public auditor, with 26 shares. KICA is on 1340 kc. with 250 watts fulltime.

CARTER-THOMSON Co., Philadelphia, headquarters for the 1942 War Bond campaign, filed a voluntary petition in bankruptcy in the U. S. District Court in Philadelphia Aug. 20. H. B. Lewis was appointed referee.

NAB Advises on Political Programs; Fears Criticism Over ‘Dramatizations’
WITH POLITICAL campaigns in progress preparatory to the November Congressional and state elections, the NAB last week advised stations to guard against "dramatized" political broadcasts and the criticism they might bring.

Answering inquiries from several stations which had been propounded on such dramatizations, C. E. Arney Jr., acting secretary-treasurer of the NAB, asserted that misunderstanding exists as to industry policy. In the 1936 Presidential campaign, considerable consternation was caused in party ranks over a network dramatization sponsored by one of the national committees and thereafter the major networks declined to accept such programs.

Mr. Arney said there is no specific provision in the NAB code covering political dramatizations, but the NAB board of directors in 1940 reaffirmed the position previously expressed, which limits political broadcasts to "political speeches, interviews and announcements, and the remote control broadcast of any bona fide political meeting."

While these dramatized versions are not specifically mentioned, "they are by every reasonable implication excluded," Mr. Arney declared. "The reasons underlying this exclusion would seem to be quite apparent."

"Broadcasters in making their facilities available for political campaigns and to candidates for public offices are instrumentalities for the dissemination of accurate information and facts as an aid to the voters in determining policy and selecting public officials."

"Every precaution should be taken to see that this obligation is fully and honestly discharged. Dramatizations of any kind often resort to what may be termed "dramatic license." Frequently dramatic techniques do not always conform to fact. The NAB Board of Directors has consistently felt that as well as of the voting population is best served by elimination of dramatized announcements and programs.

G/M’S CBS SERIES TO STOP SEPT. 22
AFTER a 18-week run, Cheer The Thick Man on NBC is being moved into the prime time slot of Sept. 22. GM, according to its Washington vice-president, H. R. Grant, has concluded that the program has fulfilled his mission, insofar as his company is concerned. He expressed the hope that some other sponsor would pick it up.

Mr. Grant characterized the program as "a success" from the standpoint of soldier entertainment and its contribution to Army morale. He said it had been scheduled for only 13 weeks originally and that it broke new ground as a new war technique.

The program began June 9 and has been broadcast Tuesdays, 9:30-10:30 p.m., over a 14-station network. Campbell-Ewald Co. was agency, with Henry E. Ewald, chairman of the board, personally in charge. GM has no immediate plans for a replacement program, according to Mr. Grant.

Blue on WBC
MEMBERSHIP of the Blue Network Co., Inc., on the Domestic Broadcasting Committee (Committee IV) of the Board of its President, Communications, was approved by the board at its meeting in Washington last Thursday. It is expected that R. H. Heatter, BLUE director in Washington and general manager of WML, will be designated as member, with another BLUE executive as his alternate.

Hettinger, Beirn Named To OWI Campaign Posts
TWO FIGURES prominent in the radio advertising field last week were appointed to the newly created posts of campaign managers of the Bureau of Campaigns of the Office of War Information. They are Dr. Herman Hettinger, associate professor of marketing of the Wharton School of Commerce of the University of Pennsylvania, and Kenneth Beirn, account executive of Pedlar & Ryan, New York. They will join OWI Oct. 1 and will work under Ken Dyke, chief of the Bureau of Campaigns.

Dr. Hettinger, long prominent as an economist in the broadcasting field, left his teaching post to join the OWI, where he will be responsible for the war information that will be transmitted to the Army. Mr. Beirn, who has been working on the Pedlar & Ryan advertising account, leaves the agency to assist Mr. Dyke on Government promotional campaigns, which are now being planned and executed largely through regular commercial advertising campaigns. Both will serve as consultants to Mr. Dyke's bureau until Oct. 1.

Morgan to London
BREWSTER MORGAN, CBS producer, has been granted an indefinite leave of absence by the network to go to London to take charge of program production in the Bureau of War Information. He will work under Wallace Carroll, former United Press London bureau chief who was recently named head of the OWI office in the British capital. He will fly to London within the next few weeks.

New Woodbury Item
ANDREW JERGENS Co., Cincinnati, currently using two net shows for Woodbury products, will shortly launch a test campaign for a new Woodbury liquid shaving cream, probably using spot announcements and programs in four different markets. In addition to sponsoring The Thin Man on NBC for Woodbury cream and powder, Jergens Co. presents The Parker Family on BLUE for Woodbury soap; Walter Winchell, also on BLUE, for Jergens Lotion. Agency is Lennen & Mitchell, New York.

Paine in Hollywood
JOHN G. PAINE, general manager of ASCAP, and the Society's executive committee will go to Hollywood next month for the regular meeting of the Pacific Coast members of ASCAP. The eastern delegation will report on the Society's activities and will receive from ASCAP the recommendations and resolutions to be presented at the Society's general membership meeting to be held in New York in October.

"Oh, We Thought It Was 'War Blondie' You Were Talking About!"

Drawn for Broadcasting by Sid Hix
"Management must make the pattern fit the cloth"

says JOSEPH D. NELSON.
Executive Vice President,
THE ANDREW JERGENS COMPANY

"It goes without saying that advertising is a fundamental part of modern merchandising. If, then, advertising is an essential in time of peace, it is most certainly an indispensable ingredient of business in time of war. Neither can change the underlying values of advertising, though war, as we have seen in England, may reduce its volume and alter its use.

"As I see it, the job of management under present conditions, is to make the pattern fit the cloth—to use advertising as a task force where, when, and as needed.

"It would be folly to say that all companies should spend as much for advertising as in normal times. Changing conditions should influence any decision to keep present budgets, retrench, or even expand. It is the province—and the responsibility—of management to evaluate these changing conditions and project advertising appropriation and function to meet them.

"I cannot say how much we will be spending for advertising a year from now. I can say that we will keep our plans and policies flexible to meet changing conditions brought about by war in precisely the same manner we keep them fluid to meet changing competitive conditions in time of peace."

*To the great names in American business whose continued advertising is a flaming symbol of faith in America's future... whose fortitude in total war adds another shout of defiance to the enemies of free American enterprise and democracy... this space is dedicated by The Nation's Station."