to the maker* of a substitute product...

WOR thinks you ought to know about a man who had to market a substitute product pronto. It was a flavoring. To be specific, like vanilla. Said the maker, "Please go out and shout loud for me. Make people look up, listen, go buy my vanilla."

In 8 weeks WOR doubled the high sales-expectancy this harried maker had set for himself. In 8 weeks WOR put the product on the shelves of 50% more dealers. WOR, in fact, opened up grand new distribution for this man in the residential communities of New Jersey, Long Island, Connecticut, Rhode Island and Pennsylvania.

Said he generously, "WOR did a better job than any media I've used."

Have you maybe a substitute product you'd like to sell quick? Get in stores? Turn maybe into a grand after-war investment?

* or his agent, or advertising manager

our address is

WOR

at 1440 Broadway, in New York
Office of the Governor
Springfield
August 8, 1942

Mr. Don E. Kelley
Promotion and Publicity Director
Station WLS
1050 Washington Boulevard
Chicago, Illinois

My dear Mr. Kelley:

Thank you for sending me an outline of your station's plans for holding an "Illinois State Fair of the Air", from August 11 to September 5.

The richness and color of a great agricultural exposition such as the Illinois State Fair are very appealing. Although the people of Illinois are not so fortunate as they were last year, I am glad to know that the resources of your station will be used to its best advantage. I am glad to know that the resources of your station will be used to its best advantage.

The memories of past seasons linger on. I am glad that the resources of your station will be used to its best advantage. I am glad that the resources of your station will be used to its best advantage.

Please accept my most cordial wishes for the fullest success in this "Illinois State Fair of the Air".

Sincerely yours,

Dwight D. Eisenhower
Governor

From Gov. Green of Illinois:

Please accept my most cordial wishes for the fullest success in this Illinois State Fair of the Air.

Another Reason Why

"We're One of the Family in Midwest America!"

STATE FAIR of the AIR

There will be a week-long "State Fair of the Air" over WLS for both Illinois and Indiana, radio exposions complete with Livestock Days, Governors' Days, Youth Days, Victory Days and Midway Days. Livestock and machinery men, representatives of 4-H Clubs and Future Farmers, leaders in women's farm movements will be heard. They will be presented on WLS "Dinner Bell Time" program with Arthur C. Page in charge.

From Gov. Schricker of Indiana:

In your Indiana State Fair of the Air... I confidently assure you of Indiana's enthusiastic support.

At all events important in the lives of Mid-West people, WLS is on the job. Direct-from-the-celebration broadcasts provide "box seats" at these events for thousands of WLS listeners. This year, with our war effort necessitating cancellation of Illinois and Indiana State Fairs, WLS will broadcast from its studios typical State Fair programs as we would have presented them from the Fair Grounds direct, had there been expositions — the Prairie Farmer-WLS State Fairs of the Air! It's another example of the friendly service that makes us "One of the Family" — and that is why

WLS Gets Results!

890 Kilocycles
50,000 Watts
Blue Network

The Prairie Farmer Station

Represented by John Blair & Company

Chicago

Management Affiliated with KOY, Phoenix, and the Arizona Network - KOF Phoenix - KTUC Tucson - KSUN Bisbee-Lowell
WHY PLAY "JACK AND JILL" WITH RADIO IN NEW ENGLAND?

Attempting to cover the populous New England market with one or two stations is like sending Jack and Jill to fetch a pail of water. The result may be a tumble, spilling the whole pail of sales.

How much more logical, how much more resultful to use the one group of stations that for years has presented the type of programs that have made it New England's own — that has built substantial, loyal, responsive audiences, not just here and there, or at certain hours, but in ALL key markets at all hours.

The Yankee Network's 20 stations are a closely-knit part of the communities they serve. In business, social and service relationships they have possessed for years the good will, friendship and acceptance that New Englanders give only to those they know and in whom they have confidence.

By and large these are assets which cannot be bought — they must be won by consistently proven merit. Yet, fore-sighted advertisers, who are open minded on facts, can buy these advantages at no premium. Investigate before you invest in New England radio time.

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON, MASS.

EDWARD PETRY & CO., INC., Exclusive National Sales Representative
PLATE GLASS:
A substance of exceeding smoothness. Greatly resembles in this respect many middle-west farm fields, which have been shorn of their crops, which in turn have been sold for much wealth.

HOURGLASS:
Instrument which measures hours by the running of sand through a small opening. The Sands of Time leave you but few hours to spare, if you would make a bid for the wealth now in the pockets of farm men and women.

GLASSES:
Artificial contrivance to assist the sight. Needed by advertisers, if they don't instantly see what wonderful markets they have throughout Nebraska and her neighbors, and how KFAB covers the area.

"ICE":
Glass-like stones (diamonds), worth many units of money. Worn by KFAB advertisers. Purchased with money made from sale of KFAB-advertised products in the many active markets of this region. You can do the same! Just remember, when pushing your product in Nebraska and her neighboring states, that you need KFAB to do a complete selling job.
WITH its new 5,000-watt power (day and night) and 980 kilocycle frequency, WSIX assures intensive coverage of the rich Nashville area.

Advertisers have the additional advantage—for the present—of still being able to buy time on the more powerful WSIX at no increase in cost over the old 250-watt rates.
Here are the specific facts about a test radio campaign in which Sonovox spots increased the sales of a popular soft drink by 31%—actually increased the radio results-per-dollar by more than 161%

The test market was Rochester, Minnesota. The sponsor was Velie-Ryan, Incorporated, an aggressive bottling plant. The product was Nesbitt's Orange. Last year, using a conventional radio promotion costing "X" dollars, sales from this one local plant totaled 5650 units. This year, using a Sonovox promotion called "Little Joyce with the Peculiar Voice" (and spending less than half as much money as in 1941) sales jumped 31% over 1941 figures in the first 23 days of the Sonovox promotion—at which time the test had to be terminated because the bottling plant had run out of caps!

Time after time during the past year, agencies and advertisers with guts and imagination have proved that Sonovox enormously increases the pulling power of radio. This Rochester test is unique only in that it provides definite figures on a clear-cut comparison. We would be happy to send you a detailed analysis of the whole promotion—together with some suggestions for further Sonovox ideas. We think the facts will convince you of the power of "Talking and Singing Sound."

WRIGHT-SONOVOX, INC.

"Talking and Singing Sound"

CHICAGO . . . NEW YORK . . . HOLLYWOOD

FREE & PETERS, INC., Exclusive National Representatives
Senate Petryillo Probe Called for Sept. 14

Clark Chairman of Special Committee; Delay in Court Argument Seen

ACTING without lost motion, Senator D. Worth Clark (D-Idaho), chairman of the newly-created Petryillo Probe Subcommittee of the Senate Interstate Commerce Committee, has called preliminary hearings to begin next Monday (Sept. 14) on his resolution for legislation to thwart AFM rampaging construed as injurious to the war effort and public morale.

Named last Friday by Chairman Wheeler (D-Mont.) to head the five-man subcommittee, Senator Clark promptly announced his plans for the exploratory inquiry. This precedes Senate action on his resolution (SRes-286), calling for a full-scale investigation of the American Federation of Musicians and its executive heads.

Committee Lineup

While Senator Clark has not decided on his slate of witnesses, it is likely national figures identified with the effort to get James C. Petryillo, AFM president, to call off his recording and other bans in the war interest, will appear. It is probable that witnesses will include such figures as Elmer Davis, director of the Office of War Information; Thurman Arnold, Assistant Attorney General in charge of the anti-trust division, who has launched litigation against the union; James Lawrence Fly, chairman of the FCC and Board of War Communications; Petryillo himself, and heads of organizations who have felt the sting of Petryillo's arbitrary bans and restrictions.

New Petryillo Move

The Congressional action came coincident with a new outburst by Petryillo last Friday affecting radio. In a sudden and complete reversal of his previous position, the AFM president gave notice that the union no longer will permit its members to make sponsored transcriptions for one-time use. Telegrams received by transcription companies and advertising agencies who had either applied for or received permission to make and use commercially sponsored recordings said the permission now has been terminated. Henceforth, the Petryillo ban, which became effective Aug. 1, applied to making of all other types of transcriptions and phonograph records for non-public use.

Permits Granted

At the time of the general withdrawal of union members from the making of recordings, Mr. Petryillo expressly exempted commercial recordings, "used as they ought to be—once, and once only", from the ban. He said that the AFM executive board would consider any applications made by recording companies to employ musicians on sponsored transcribed programs if guarantee were given to the union that the discs would be used once and then destroyed. Since that time a number of such special permits have been given by the union.

Immediate reaction to this sudden move on the part of the musicians' union czar was that he was attempting to force a prompt showdown with the broadcasting industry, whose relations with AFM are already strained almost to the breaking point, without waiting for the Federal Court hearing of the Government's anti-trust action against Mr. Petryillo in Chicago tentatively set for next week.

Leaders in both the recording and broadcasting industries have attempted to prevent any individual break with the musicians prior to the Sept. 16 hearing, presumably acting on the theory that if the court grants an order restraining the union from enforcing its ban on recording pending trial the condition desired by both recorders and Broadcasters will have been achieved peaceably and without need for further action.

One view expressed last Friday was that the latest act of aggression by Mr. Petryillo provided the Government with an excellent argument for the necessity of an injunction preventing AFM from continuing its ban on recordings, because of the adverse effects of this edict on the broadcasting industry, whose continuance is essential to national morale in this time of war.

Loss to Stations

It was pointed out that while the musicians are not making any new phonograph records or library transcriptions, which many of the smaller stations depend on for much of their musical program material, the supply of such recordings has not yet been exhausted and that they may be used over and over, so that for a long time to come no station is in danger of being forced off the air because of a lack of recorded music.

This new move, however, will cause an immediate loss of trans- (Continued on page 44)
Royal Flies to England For Radio Conferences

John F. ROYAL, NBC Vice-president in charge of international broadcasting arrived in England last Thursday by Clipper for a series of conferences with high British Government officials. Two-fold purpose of the trip, according to NBC, is to plan a new series of shortwave programs from Britain to America and to gain information on the British point of view concerning international broadcasting. He will confer with members of the British cabinet, members of Parliament, officials of the BBC and leaders in other fields during his stay abroad.

He left behind in New York his bride of just one week, Leonora Corbett, a star of the Noel Coward play, "Blithe Spirit," whom he married Aug. 29. His arrival in England came just one week later than that of William S. Paley, CBS President, who is in London on a mission similar to that of Mr. Royal.

Victory Council, and probably executives of individual stations which have had set-los with Petrillo and have been forced to yield to his demands under pain of loss of network or other service. Recording companies, and possibly even performing artists, may be called to account for what effect they are having on their ability to meet public demand for their services.

Senator Clark, since introduction of his resolution Aug. 27 [BROADCASTING, Aug. 31], has been deluged with favorable public reaction. Other members of the Senate, it is understood, likewise have been commended by their constituents on the move and have urged remedial action.

Music Club Resolution

While AFM headquarters have been relatively quiet since the storm of protest and editorial condemnation of the bans, and more particularly since the Aug. 1 effective date of the anti-recording pronouncements, there nevertheless have cropped up other traces of "Petrilloism" which have brought recriminations. In Providence last week, the National Federation of Music Clubs adopted a resolution, a copy of which was sent to President Roosevelt, calling the recording ban "detrimental to the morale of the nation at war" and "the most serious blow thus far struck at American musical culture." The organization, with a membership of 450,000 women and men, also pledged their efforts to have the ban removed. The resolution follows:

"Be it resolved that the board of directors of the National Federation of Music Clubs condemn the ban placed on American Federation of Musicians, on recordings and urge its entire membership to express this condemnation and disapproval to the local unions on the ground that such a ban is detrimental to the moral welfare of the nation at war which needs the comfort and pleasure given by home and wherever recorded music is used."

"And, be it further resolved, that a copy of this resolution be immediately transmitted to the president of the American Federation of Musicians, Mr. Petrillo, with the information that it represents the viewpoint of an organization of at least 450,000 citizens who regard Mr. Petrillo's action as the most serious blow thus far struck at American musical culture."

Another controversy resulted from a report that the management of KGEI, San Francisco, an international broadcast station specializing in programming for our expatriate forces in the Pacific, said it would ignore an order by Mr. Petrillo to stop transcribing network programs for rebroadcast over the station.

It developed that conversations had taken place between Eddie B. Love, secretary of the AFM local in San Francisco and the KGEI management over the effect of the recordings and international broadcast stations.

GE Position Stated

Robert S. Peare, manager of GE broadcasting at Schenectady headquarters, asserted that the station did not intend to enter a controversy over the making of such recordings. He said as he understood the ban, it had no bearing on the programs of KGEI, operating at it does under the guidance of the Office of War Information, to the armed forces in the Pacific and the people of Australia and the Orient.

"The announcement of the ban specifically exempted programs for sale to all the armed forces, the operation of unions in New York, St. Louis and other cities in arranging several outstanding programs recently," Mr. Peare said. "And I have always felt that our overseas audience, as the time difference between the station and the audience is often as much as eleven hours,"

Another Pacific Coast event dealing with Petrillo orders developed over the hiring of AFM members who had enlisted in the armed forces. A Pacific Coast organization had been instructed that such members would not be permitted to play engagements in competition with members of particular locals. Mr. Peare, in his testimony before the San Francisco local, wrote Petrillo that his jurisdiction was beginning to face a shortage of men and that quite a few of its members were in bases at home and whose services are continually being asked by them and by contractors and leaders if they will be permitted to accept musical engagements, especially on weekends, he stated. On the other hand, members of the union have protested this competition with the general membership, but he thought that the problem of lack of manpower would be partly solved on weekends if these men could play such engagements.

Mr. Petrillo, however, advised Secretary Love that under instructions published in all Commanding Generals, dated April 10, 1941, the president of any federation has the right to grant permission to enlisted musicians or bands to render services.

In a published notice to its members, the San Francisco local said, in the light of Petrillo's reply, that the functioning of musicians enlisted in the armed forces, while at the same time the names of men covered by the Army and Navy regulations set up by Congressional action during the last war. "It also seems to me that the commanding officer of an armed force is largely responsible for the passage of the legislation in 1917-18 was the then Assistant Secretary of the Navy, Franklin D. Roosevelt, who now happens to be Commander-in-Chief of all of the armed forces. He has not as yet seen fit to recommend its modification in the present emergency and war situation."
Fall Coffee Drive Uses 29 Stations
Pan American Bureau Plans Institutional Programs

Pan American Coffee Bureau, having appointed J. M. Mathes Inc., New York, to handle an institutional campaign in conjunction with the National Coffee Ass’n. [Broadcasting, July 27], will start the drive Sept. 14 on 29 stations throughout the country. Home economics programs will be used, and women commentators and others conducting the shows will incorporate the Bureau’s announcements into their scripts, giving the commercials a personal touch wherever possible.

While a prime function of the Bureau is to promote coffee in general, the possibility of coffee rationing and shortage will necessarily be reflected in the announcements which will stress the true facts about the coffee situation, rather than urge more, or less coffee drinking.

Includes NERN

In addition to participation on the Majorie Milla Hour program on the five basic outlets of the newly organized New England Regional Network, the Bureau will use the following stations: WTAM WJR WLW WFBM WLS KSTP KMBC KMOX WAPI WVL WOR KPCO WOIWA LWX KRC WDKA WACU WBEN WHAM WGY KIRO KSPI.

The Bureau has just completed an eight-week summer campaign for iced coffee, conducted by Buchanan & Co., New York. In addition, a series of scripts on coffee conservation, and the use of coffee in various dishes were launched by the Bureau itself in the early summer for use on a sustaining or locally sponsored basis on about 80 stations.

13TH BIRTHDAY PARTY of KTSF, El Paso, held recently had Karl Wyler, vice-president and general manager, and Lewis Gemoets, chief engineer, as guests of honor. Mr. Wyler and Mrs. Gemoets were with the station when it went on the air in 1929. Pictured as Mr. Wyler cuts the cake are (1 to r): Allen Hamilton, commercial department, station’s next oldest employe; Mr. Gemoets; Mr. Wyler; Willard Kline, commercial manager; Roy Chapman, former program director who obtained leave from the Army Air Forces to attend.

Uniformity Rule of Selective Service Likely to Slow Draft of Married Men

Through action of Selective Service last week, in stressing need for uniformity in inducting types of essential employees from broadcasting may be forestalled to some extent. Maj. Gen. Lewis B. Hershey, Selective Service head, urged that State directors arrange calls on their local boards “so as to place the heaviest load right now on boards having the most single men, or men with collateral dependents only.”

Collateral dependents were defined as wives or children “with whom the registrant does not maintain a bona fide family relationship in his home,” parents, brothers, sisters, grandparents, grandchildren, divorced wives, persons under 18 years of age whose support has been assumed “in good faith” and physically handicapped persons.

Must Be Authorized

Registrants maintaining a bona fide home, married before Dec. 8, 1941 and having wives and children “shall not be placed in class I-A,” the memorandum stated “until such action is authorized by the Selective Service National Headquarters.”

In Congress there was much agitation in both houses for uniformity of induction so that married men would not be drafted in one section of the country while in others single men, without dependents, were still draft-free. Gen. Hershey’s memorandum to local draft boards made it clear that machinery for such allocation of registrations was being set up.

Meanwhile the War Manpower Commission continued with its classification of “essential” employees in all industries. A spokes-

Mc Cann’s 17th Year

For the 17th year, Mc Cann Labs. will air the Pure Food Hour on WOR, New York, starting Sept. 14. Nutritional topics are discussed on the show by Alfred W. McCann Jr., assisted by John Gambling, commentator. The series has been so popular in the past by numerous food companies. Lineup for this year’s program, a half-hour show each Friday, has not been announced. Mc Cann prepares his scripts from research material gathered by the laboratories in investigating various food products.

Lever Sponsoring Barrymore Series

Show to Shift From NBC To CBS Spot Oct. 7

After weeks of negotiation and conferences between MGM executives and Ben. B. Ryan, agency servicing the account, Lever Bros. Co., Cambridge, Mass. (Rinso), on Sept. 6 started for four weeks sponsoring a new weekly half hour Mayor of the Town, with Lionel Barrymore, on eight NBC stations, Sunday, 7:30 p.m. (EWT), with West Coast repeat, 8:30 p.m. (PWT), West Coast broadcast of Oct. 7 program shifts to 115 CBS stations, Wednesday, 9:30-10 p.m. (EWT).

New series replaces the weekly NBC Remarkable Miss Tuttle which was beset with difficulties since its inception on July 5. Edna May Oliver, film character actress and star of the latter program, after two months in hospital for illness to withdraw. Mary Boland succeeded her on the show and title was changed to Remarkable Miss Co. In addition to the two shows from the start, agency executives felt that with cast and title change original pattern was lost and didn’t fit Miss Boland.

Three-Year Contract

Barrymore radio contract is for three years with options, and power of cancellation with MGM, it was said. New series is tied in with the Government war effort through dramatic interpolations of various domestic phases.

Jean Halloway is writer of Mayor of the Town. Collaborating on the four initial broadcasts are Martin Goench and Howard Harris who wrote Remarkable Miss Cassand. Leith Stevens is musical director with Murray Bolen, agency producer.

Lever Bros. for Lifebuoy, on Oct. 7 starts the Arkansas Traveler with Bob Burns on 115 CBS stations, Wednesday, 9:30 p.m. (EWT), thus utilizing a full hour on the network with its two shows that night.

Sarnoff Gets New Post As Supplies Supervisor

Called for his second tour of active duty, recently retired, RCA’s David Sarnoff, Signal Corps reservist, president of RCA, and Chairman of the NBC Board, reported to Signal Corps headquarters in Washington last week for a special tour of duty as executive assistant to Maj. Gen. Roger B. Colton, director of Signal Supply Service.

Col. Sarnoff is expected to serve two months on the assignment. Last July, he served a special two-week tour, at the call of Maj. Gen. Dawson, the NBC Signal Officer, who likewise issued the new active duty call. Col. Sarnoff will devote himself to the expansion, production, expediting and allocation of critical materials, along with radio manufacturing plant expansion.
New England Chain Is Picked by Vick Regional Series Is Placed; Spot Campaign Planned

VICK CHEMICAL Co., New York, has contracted for a 26-week campaign for Vatroon and Vapobub to be broadcast on the recently-organized New England Regional Network. Program will start Sept. 14 on a Monday-Wednesday-Friday basis, 9:45 to 10 a.m. (EWT). Series will feature Gene and Glen and will be heard over the NERN basic network, including stations WBNF, Binghamton; WNBC, New York; WGR-WKBW, Buffalo; WOR, New York; WEEI, Boston; WTIC, Hartford; WLBZ, Bangor; WESC, Portland, Maine; and WJAI, Providence.

Vick's is the second account to sign with the new regional network, which on Aug. 27 announced the Marjorie Mills Hour as its first piece of commercial business [BROADCASTING, Aug. 31]. However, the Gene and Glen program will start on NERN two weeks ahead of the Marjorie Mills household program series.

Vick, which was at one time considering the possibility of a network show this fall for Vatroon and Vapobub, will definitely use only spot broadcasting on a national basis, for its fall and winter campaign. Company has already signed for Misses Goes A-Shopping in a new afternoon period on WABC, New York, on a three-weekly basis. Complete station line-up for these products and for Vick's cough drops, also to use spot advertising nationally, starting in September, is not available. Morse International, New York, handles the account.

NCT Adits 21 Program of 16 Sponsors Under Full Network 10% Discount Plan

A REVIEW of the NBC advertisers who have contracted to use the entire network under the 10% discount plan, shows that 21 national programs, sponsored by 16 different advertisers, are lined up for NBC's 125 stations. In addition to the seven sponsors and their shows listed in BROADCASTING, Aug. 24, the following companies have joined in the plan:

Standard Brands, New York, added 33 stations in resuming Chase & Sanborn Hour on the full network Sept. 6. General Foods Corp., New York, will increase Jack Benny's lineup by 24 stations when that show returns Oct. 4 and has added the same number to the Aldrich Family, and to Maxwell House Coffee Hour.

Bristol-Myers Co., New York, will use the full network for Eddie Cantor's Time to Smile, when it returns Sept. 30, adding 40 stations to that show, and to Mr. District Attorney, also included in the new plan.

Fred Waring, previously aired on 100 NBC outlets is now heard on the entire network for Liscette & Myers Tobacco Co., New York (Chesterfields), and the same goes for Brown & Williamson, originally scheduled to resume Red Skelton on only 119 stations for Raleigh Cigarettes Sept. 15.

Pepesoft Co., Chicago, will resume Bob Hope Sept. 22 on 125 instead of 69 stations, and Vick Chemical Co., New York, will be using 64 additional stations under the new plan, starting Sept. 14. The Telephone Hour gains 30 outlets, making a total of 125 NBC stations to carry the show for Bell Telephone System, New York, and General Electric Co., Sche-
Connecticut Group Forms State Chain

New Network Includes Six Stations; Meyer at Head

FORMATION OF the Connecticut Broadcasting System, comprising six stations, was announced last week by Harold Meyer, general manager of Waterbury, Stamford and head of the new organization.

Simultaneously, an announcement was made that two prominent men already have been signed—Sco-ville Mfg. Co. of Waterbury, and Electric Specialty Co. of Stamford.

Stations in the group, in addition to WSRR, are WNA, Bridgeport, WNRC, Hartford, WELI, New Haven, WNLC, New London, and WATR, Waterbury. All but WATK and WNLC are Blue outlets, with the latter a affiliate of MBS. The network, according to Mr. Meyer, was organized first to give Connecticut political candidates concentrated coverage of the state but expanded to include regular commercial broadcasts after a demand developed.

For Political Season

Lines were installed Aug. 27 but plans do not include maintaining them following the political season which ends with the election in November. Spot rate for the six stations is $300 per evening hour, $180 per half-hour, $120 per quarter hour. Daytime rates are one-half of the night quotations. Time announcements are $55 and daytime announcements $27.50.

At a meeting in New Haven last week Mr. Meyer was named head and James Milne, general manager of WELI, secretary-treasurer. The board consists in addition, Levon Thomas, WNA; Gordon Gersh, WATK; Richard Davis, WNBC, and Harold Thomas, WATR.

Headley Reed has been named national representative for the group. Mr. Meyer said inquiries indicate that the network will be used for test purposes, due to location and cost. Mike Goede has been appointed assistant for the state political and arrangements have been completed to carry broadcasts direct from the state party conventions.

RCA's War Loan

TO FINANCE war production contracts, RCA Mfg. Co. has arranged for a $60,000,000 credit for a term of three years, according to a joint announcement made last Thursday by G. K. Throckmorton chairman of the executive committee, and Robert, Shannon, president. Loan was made with Bankers Trust Co. and 84 other banks in New York, Chicago, Philadelphia, Indianapolis, San Francisco, Pittsburgh, St. Louis, Boston, Camden, Cleveland, Lancaster Pa. and Harrison N. J.

Station Named CBS Vice-President; Ruppel Leaves for Post With Crowell

DR. FRANK N. STANTON, CBS director of research, was elected a vice-president of the network by the board of directors according to an announcement by Paul W. Kesten, CBS executive vice-president, following the board meeting Sept. 2.

"This involves no immediate change in Dr. Stanton's activities," the Kesten announcement said, "but looks toward the further development of research as an important factor in many areas of CBS operations, with a research division which will report directly to the executive offices." 

Dr. Stanton's immediate activities include the supervision of all CBS promotion as well as research. When Victor Ratner, former promotion director of the network, resigned last year to join Lord & Thomas [Broadcasting, May 12, 1941], Dr. Stanton was put in active charge of promotion until a permanent department head was appointed, which has not yet occurred.

Dr. Stanton is serving as a consultant, three days a week, with the Office of War Information and the War Department. For several months he has been spending Fridays, Saturdays and Sundays in Washington on this Government mission, and is one of a staff of prominent research specialists engaged in this work.

Holds Many Posts

After receiving his B.A. from Ohio Wesleyan U in 1930, Dr. Stanton joined the faculty of the psychology department of Ohio State U, from which he received his M.A. in 1932 and his Ph.D. in 1935. He was associate director of the Office of Radio Research, Princeton U, 1937-1940, and is now a member of the Advisory Council, which along with radio research, Columbia U, and a member of the NAB research committee and of the Committee for National Morale. He is also on the editorial board of Sociology.

As director of Research at CBS, Dr. Stanton supervises measurement of station coverage, records of media expenditures, analyses of audience reports, audience survey for stations and programs, program effects, studies and other similar psychological and statistical research. He has written numerous articles on various research topics and with Dr. Paul F. Laszarsfeld developed the Laszarsfeld-Stanton program analysis, an instrument designed to determine audience reaction to the individual elements of any radio program.

Stanton Named CBS Vice-President; Ruppel Leaves for Post With Crowell

DR. STANTON

George Crandall, assistant director of publicity for CBS, will take charge of the department until a successor to Mr. Ruppel has been appointed.

A native New Yorker, Mr. Ruppel was a political reporter for the Associated Press News from 1929 to 1933, covering the presidential campaign of 1932 for that paper. After serving as U. S. Deputy Commissioner of Narcotics, 1935-34, he re-entered newspaper work as managing editor of the Chicago Times in 1935, remaining with that paper until joining CBS in 1938.

COCILANA EXTENDS RADIO PROMOTION

COCILANA Inc., Brooklyn, through its newly-appointed agency, Al Paul Leton Co., New York, will begin an expanded advertising campaign in October, using new radio broadcasting in the eastern area for Cocilana Cough Drops, in addition to newspaper.

Firm will start station breaks on WMAL, Washington, on a seven-week basis, plus announcements on WEF, Philadelphia, four times weekly, beginning October 5. Two Saturday-night hour programs, Steel Canyon and Straight From, WMCA, New York, will be used each week starting Oct. 13, in addition to newspaper broadcasts on WHN by George Hamilton Coombs Jr. Three additional stations in Boston and New York will carry the Cocilana announcements, the majority of which will be transcribed and all placed on a 15-week basis.

Schedule represents an expansion over last year's advertising, according to the Leffon agency.

Gillette Fights

GILLETTE SAFETY RAZOR Co., Boston, as part of its regular schedule of boxing bouts on Mutual, has scheduled five broadcasts from New York's Madison Square Garden, Chicago, and the Cleveland Arena for the months of September and October. Gillette will air "Rex" Cochrane vs. Fritzie Zivic, Sept. 10; Tami Mauriello vs. Jimmy Bivins, Sept. 15; Tony Zale vs. George Abrams, Sept. 18; Chalky Young vs. Jimmy Bivins, Sept. 25; and Tami Mauriello vs. Lee Savold, Oct. 30. Agency is Maxon Inc., New York.

Use Bigger Hookups

AN UPWARD trend in the number of stations used by BLUE sponsors has been reported by Ed- ward Evans, research manager of the network, who said that for the month of August the average number of stations used per BLUE evening commercials was 82, this figure including future bookings and excluding programs. A survey made last June based on February figures, showed a decline. The new BLUE network from 51 stations in 1936 to 70 in 1942.

New Zealand Manpower

TO EFFECT a saving in already depleted manpower, a merger of the New Zealand state-operated com- mercial radio broadcasting chains was announced by the Government Sept. 3, according to a dispatch received in the New Zealand Times. Furthermore, the dispatch explained, this measure will release radio technicians for war work.

Once a Handicap

CELEBRATING his 20th anniver- sary, in broadcasting last week, Ohio native, John Berni recalls that in the early '20's he was barred from the Keith-Albee vaude-ville circuit by the late El P. Albee who felt that radio les- sened the box office attraction of headline vaudeville performers.

Soap Test

STRIKERS SOAP Co., San Fran- cisco, has just started a test campaign in Fresno, Cal., using transcribed spot an- nouncements on KARM and KJM as well as home economics partici- pations on KJM. Agency is Bots- ford, Constantine & Gardner, San Francisco.
Tenderoni Solves Priority Problem

Van Camp’s Markets Boom, Aided By Radio

TOUGHER than the most difficult $64 question ever tossed at a per- spective consumer will be the problems of shortages, priorities and rationing which the gods of war have posed for American manufacturers. It is remarkable to note the patience in which most sales and advertising executives have demonstrated the traditional American aptitude for turning adversity into advantage.

The story of Van Camp’s and its switch from an old established product to a new one, almost without pause, is a good example of the triumph of American ingenuity. At the beginning of the year Van Camp’s was sitting pretty as producer of one of the best-selling brands of pork and beans in the country. On Feb. 12, an order from Washington informed the company that tin was no longer available for cans for pork and beans.

Although the order effectively removed Van Camp’s pork and beans from general distribution, conser- vation was shortlived. Within a week, Van Camp’s had discovered a new food product and had acquired both the product and the factory producing it. Less than a month later, Van Camp’s, in close consultation with its agency, Calkins & Holden, New York, had renamed the product Tenderoni, designed a new priority-free package and began production with careful plans for extending its limited distribution and promotion.

It’s Tenderoni

Tenderoni, it should be explained, is a new kind of macaroni which remains fluffy when cooked because of special egg white ingredients in its thin walls, which do not get doughy and which cook more rapidly and absorb the flavor of sauces as other products cooked with it better than is the case with ordinary spaghetti or macaroni, according to Van Camp’s.

By the end of March, Warren Tingdale, Van Camp’s sales manager, and Calkins & Holden were presenting Tenderoni to Van Camp’s district managers and distributors as the introductory advertising campaign. Because of limited production at first, the advertising could not be national in scope, but consisted of radio announcements and newspaper space, backed up by point-of-sale displays and by car cards in some cities. Campaigns were started only after distribution had been at least 50% completed in each locality and have been extended to new cities as rapidly as production of Tenderoni would permit. At present it has been introduced in about 150 cities.

Advertising, both newspaper and radio, has emphasized the get-ac- quainted offer of one free package of Tenderoni with each two packages purchased. Radio announce- ments, broadcast on the average about eight times weekly, are con- centrated at the end of the week, with four or five spots used on Friday. Newspaper advertising has similarly been run chiefly to catch the attention of the housewife before she starts her weekend shopping.

Marketing Operations

Van Camp’s had made wide use of participating time on household programs for its pork and beans and whenever possible these participations were continued for Ten- deroni. In other markets musical programs were sponsored and frequently the artists made personal appearances in stores for the product. Stations used by Tenderoni for these special programs, either musical or household, include: WLS, Chicago; WISN, Mil- waukee; KWK, St. Louis; WINE, Indianapolis; WCLE, Cleveland; KDKA, Pittsburgh (2 programs); KFI, KMPC, KHJ, Los Angeles; KGB, San Diego; KFRC, KGO, San Francisco. Announcements campaig-ns have run on more than 80 stations, with others being added as Tenderoni distribution takes in new cities.

Results of the Tenderoni cam- paign furnish emphatic proof that even in these troublous times coura- geous pioneering will pay out, according to Ray N. Peterson, adver- tising manager of Van Camp’s. Tenderoni already has more dis- tribution in the cities it has entered than Van Camp’s pork and beans even in those same markets and Tenderoni sales in those markets have equaled or bettered the pork and beans record.

SALES AID is this attractive display of 75 cases of Van Camp’s Ten- deroni. According to the company, the merchandising aid was responsible for the sale of 33 cases in the market at a store in Oakland Calif.

Radio Set Prices Clarified by OPA

PRICE procedures for radio manufacturers and pricing methods of agents servicing radio sets were amended and clarified under the Defense Price Administration revisions announced Sept. 2. As a result of Amendment 12, and effective Sept. 8, maximum prices for all radio apparatus covered by existing price regulation No. 158 are those charged by sellers March 31.

The direct effect of the revision simplifies the procedures of the manufacturers who formerly had to operate under three price ceilings. By improving the ceiling prices, radio manufacturers are able to cover such increased costs as labor and material. However, prices of all replacement parts which were not covered under OPA No. 84 which put the ceiling at the highest price between July and Oct. 1941.

Radio repair shops must file statements with OPA by Sept. 10 on the following top. For the maintenance and rental of home radios and phonographs as well as prices of all parts and accessories sold in connection with these serv- ices. Shopkeepers are war- ned against exceeding their highest March prices and ordered to display a copy of the statement on ceiling prices for public inspection.

Oil Firm Returns
Two Shows to NBC

STANDARD OIL Co. of California, one of the pioneer radio advertisers of the West, will return its Stand- ard Symphony Hour and Standard School Broadcast to the NBC net- work on the Pacific Coast, Sept. 27.

The two programs, started on NBC 15 years ago, for the past two years have been broadcast by the Mutual-Don Lee. The Sym- phony concerts will be heard Sun- days 9 to 9:45 p.m. (PWT) and the Standard School Broadcast will be presented Thursdays dur- ing the coming season.

The first Standard Symphony program was broadcast Oct. 31, 1926, over three NBC stations. Standard Oil Co. then inaugurated a regular series on Oct. 23, 1927.

The Standard School Broadcast was instituted over NBC stations in the West on Oct. 18, 1928. It is a weekly feature in 4,700 schools, representing more than a half-million listening students. The broadcasts this year will be ex- tended to stations in Utah and Arizona.

Agency is BBDO, San Francisco.

MARINE REPORTER
Former WJSV Publicist

N #ES WRITES FROM SOLOMONS

NEWSPAPERS throughout the country last week carried one of the first stories of the Marines’ action at Guadalcanal in the Solomon Islands fr fly written by Sgt. James W. Hurbut, former pub- licity director of WJSV, Wash-ington.

Sgt. Hurbut had previously served in the Marine Corps from 1933 to 1936. On May 8, he en- listed as one of the Marines’ own war correspondents and eight days later was already out of the country. He is married and the father of two children.
For 180 out of 200 daytime periods, Monday through Friday, WKY's audience is larger than that of any other Oklahoma City station. During 150 of these periods, WKY's audience is larger than the combined audience of all three other stations! (Source: C. E. Hooper, Inc.)

WKY's dominant position both day and night in Oklahoma City is so firmly and positively established that there is only one logical, economical, profitable choice for advertisers to whom results outweigh everything. Are you putting everything you can behind your product in Oklahoma? Not unless WKY is on your schedule!
Communications Post to Capt. Holden
As Capt. Redman Leaves for Sea Duty

TRANSFER of Capt. R. Redman, Director of Naval Communications and Navy member on the Board of War Communications, to sea duty, effective Sept. 15, and appointment of Capt. Carl F. Holden as his successor, were announced last week in Navy Dept. orders.

Capt. Redman, one of the Navy’s top radio experts, will replace Rear Admiral Leigh Noyes, who has been inactive in work of BWC and is well-versed in broadcasting matters. His assignment to sea duty is consistent with Naval practice. He is a senior Captain and his elevation to Rear Admiral is expected, according to Naval sources.

Capt. Holden Succeeds

Capt. Holden, also a communications expert, at present is on the staff of Adm. E. J. King, Command-in-Chief of the U.S. Fleet and Chief of Naval Operations, as Fleet Communication Officer. He has held that assignment since last January, and prior to that served as communications officer of the battleship Pennsylvania, flagship of the Commanding-in-Chief.

As Director of Naval Communications, Capt. Holden automatically takes the place of Capt. Redman on BWC. He will serve with Chairmen James Lawrence Fly, who is also chairman of the FCC, Vice-Jr. Gen., and Commodore Oliphant, Signal Officer; Breckenridge Long, Assistant Secretary of State, and Herbert E. Gaston, Assistant Secretary of the Treasury.

Born in Bangor, Me., Capt. Holden was appointed to the Naval Academy in 1913 and graduated with the class of 1917. During World War I, he served with destroyers operating out of Queenstown, Ireland, until 1922.

Selected to specialize in communications, Capt. Holden completed a post-graduate course at the Naval Academy and was awarded with a Master’s degree in electrical communication engineering from Harvard in 1924. He was communication officer of the destroyer squadron scattering fleet from 1924-1927.

From 1927-1930, Capt. Holden was communication and radio member of the U.S. Naval attaché in Brazil, Rio de Janeiro. He served as communication officer of the battleship Arizona and as communications officer of the staff of the commander battleships, Pacific Fleet, during 1931. From 1932-1934, he commanded the destroyer Farbell. The following two years he was stationed in Honolulu as District Communication Officer of the 14th Naval District.

Then came duty as navigator of the battleship Idaho and commanding officer of the U.S.S. Ramapo during 1936-1938. He was transferred to the Office of Naval Operations, and then to the shore station desk in Naval Communications in 1938 and served until 1940.

BWC Approves Revised Radio Silencing Rules

REVISED orders governing radio silence in connection with military aircraft operations were approved by the Board of War Communications at its meeting last Thursday in Washington.

Following established custom of the Board, the nature of the orders was not revealed, but will be dispatched shortly to all classes of radio stations, including broadcast, which are affected. The Board announced simply that it had approved a revision of FCC Restricted Order No. 2, replacing the FCC Orders No. 88, 89, and Restricted Order No. 1, dealing with the silencing of all stations under Fighter Command control.

Blue Revamps Schedule In Commentator Shifts

SHIFTS in the news commentator schedule on the BLY include the transfer of News Here & Abroad, with William Hillman and Ernest K. Lindley, from the 10-11 p.m. period to 10 p.m. until Sept. 28, when the latter will be occupied by Raymond Gram Swing for Socony-Vacuum Oil Co., New York.

In addition, William Hillman, has replaced Morgan Beatty on the Daily War Journal, 8 a.m., Beatty having resigned to join NBC. Roy Porter, who now replaces Beatty as master of ceremonies on the Sunday War Journal, will also take over the five weekly quarter-hour at 10:15 a.m. to be vacated by Today’s News with Helen Huest.

FTC Explains Stand on Testimonials

Pall Malls and Luckies Are Cited for Claims In Advertising

WITH ISSUANCE of complaints against two more major tobacco companies last week by the Federal Trade Commission, further observation was made by officials of the agency on use of simulated voices in broadcast testimonials and endorsements.

Recipients of complaints last week, following earlier charges made against R. J. Reynolds Tobacco Co., Winston-Salem, and Philip Morris & Co., New York, on Aug. 8 [BROADCASTING, Aug. 10], were American Cigarette & Cigar Co., Durham, N. C., makers of Pall Malls, and subsidiary of the American Tobacco Co., New York, also cited for Lucky Strikes. Both are large users of radio time.

Misrepresentation Charged

Both companies were charged with using a voice that bears no relationship to the person who uses the tobacco, and with not making a representation that it is simulated.

Misrepresentation was the opinion of some FTC officials on the use of simulated voices for commercials. Upon questioning by BROADCASTING it was revealed that in some FTC quarters the opinion was held that when persons have given permission that their voices may be simulated on programs and in testimonials the advertiser must still be cited for misrepresentation.

The complaint was that it was clearly indicated in the course of the program that voices were used which persons had not given permission.

Test Case Awaited

It was emphasized, however, that this was merely an opinion and no forecast could be given on action of the FTC until a “test” case would come before the commission.

It was indicated that the R. J. Reynolds Tobacco Co. hearing might prove such a case since that company uses “voices” in its Camel cigarettes broadcasts.

In the meantime it was stated at the FTC that both Philip Morris and R. J. Reynolds have asked for extension of time to reply to the commission’s charges. Both companies were to have replied by Aug. 20; under the extension granted they must respond by Sept. 15.

Last week’s complaints against the makers of Lucky Strikes and Pall Malls were lengthy and included all major advertising claims made by both. Luckies were charged with using a voice that is not the voice of the person who uses the tobacco, and with making a representation that it is simulated.

The FTC took a negative view of the Lucky Strikes claims as well as those of Pall Malls. Misrepresentation by Pall Malls was said to rest in claims that users would find they would cause less finger stain or none at all; that Pall Malls produce no ash; that they filter the smoke in such a way as to get rid of throat irritants. Charges against Pall Malls are also made that the manufacturer falsely represents, in packaging, that the cigarettes are of English origin and manufacture and that they have received the approval of England’s royal family.

Under FTC policy, the companies have 20 days in which to respond to the charges.

No Comments

No comment could be secured from officials of either the American Tobacco Co. or its advertising agency, Lord & Thomas, concerning the FTC complaints or their probable effect on the advertising copy of Lucky Strikes. There were, however, no noticeable immediate changes in the radio commercials for Luckies.

The radio spots used for Pall Malls are transcribed and therefore could not be immediately changed, even if the company desired to do so. At Ruthrauff & Ryan, agency for this brand, it was said that it was too early to make any statement regarding a change in copy, that the eventual decision would not come until after the FTC hearing.
Announcing

The announcement for the WLAC opening 50,000 watts program, scheduled from 7:00 to 8:00 P. M. on September 11, is advertised with a 40 inch display in 27 newspapers in as many cities in Tennessee and three adjoining states.

The program will open with an especially transcribed greeting from Cecil B. DeMille, and listeners will hear messages from 12 other top CBS artists during the hour's show.

CBS will salute the new WLAC station with a half hour program at 8:30 P. M. CWT on September 10, announced by Ted Husing.

WLAC
NOW
50,000 WATTS
NASHVILLE, TENN.

J. T. WARD, OWNER • F. C. SOWELL, MANAGER
PAUL H. RAYMER CO.
NATIONAL REPRESENTATIVES
CBS

At home
IN THE GREAT TENNESSEE VALLEY!
Cooperative Analysis of Broadcasting Gets Operating Charter in New Jersey

COOPERATIVE Analysis of Broadcasting has been incorporated in New Jersey as a non-profit membership corporation, according to a letter sent to CAB subscribers last week by A. W. Lehman, general manager of the CAB. Corporate papers were filed 12 years after the formation of the CAB to engage in continuous research in the listening habits of American set-owners.

Outgrowth of a committee of the Assn. of National Advertisers which in 1929 began to survey methods of measuring program popularity, the CAB was formed the following year by the ANA in cooperation with the American Assn. of Advertising Agencies.

John Setup

This dual sponsorship continues, the by-laws of the new corporation requiring that the board of governors, which replaces the former governing committee, contain the membership appointed by the ANA and three agency members named by the AAAA.

Members of the new board are the same as those of the old governing committee, with Dr. D. P. Smelser of Procter & Gamble Co., sole remaining member of the original CAB governing committee, as chairman. Dr. Smelser, B. Brown of Bristol-Myers Co. and John L. Bogert of Standard Brands make up the advertiser section of the board, with Dr. George H. Gallup of Young & Rubicam, F. B. Ryan Jr. of Ruthrauff & Ryan and Dr. L. D. H. Weld of McCann-Erickson as agency members.

The CAB conducts its listening poll in 33 cities served by the nationwide radio networks and in addition makes regular surveys of the listening habits of rural audiences. In its 12-year span, the CAB has made over 7,000,000 tele-

phone interviews with set-owners, accumulating the only running history of popularity of network programs and talent dating back to 1920, it reports. It publishes a semi-monthly summary rating the relative popularity of all network programs and issues monthly, quarterly and annual reports analyzing audiences by income groups, time of day, stations and geographical divisions.

Latest CAB report, covering the month of July, gives the nightly index of listening for that month as 19.9, an increase of 0.9% over the same month of 1941.

Budlong Commissioned

A. L. (Bud) BULDONG, assistant secretary of the American Radio Relay League, has been commissioned a lieutenant in the Coast Guard Reserve and has been ordered for active duty and assignment Sept. 16. One of the country’s best-known amateurs, he has been assistant secretary of ARRL since 1926, specializing in legislative and organizational activity. He served as radio aide for the First Corps Area’s army-amateur radio system, and is a member of the Communications Committee of the Defense Board of Connecticut and a consulting member of several committees of the American Railway Assn. Lt. Budlong was sworn in Aug. 25. He has been given leave from ARRL for the duration.

Dealers Protest

TO HALT statements which infer or claim that receivers in the hands of dealers and distributors will be obsolete at the close of the war, the radio trade has filed protests with the Radio Mfg. Assn. Dealers maintain such publicity is hampering current sales and jamming inven-

A BILLION-DOLLAR MARKET SURVEYED — vital facts disclosed

Iowa farmers this year will reap their biggest harvest in years. Do you know how best to reach them via radio? The new “Summers-Whan” Iowa radio audience survey gives the whole story — station, time and program preferences, listening trends — all the facts you need to sell to this rich market. The fifth of a continuing survey, the best of them all!

Write for your copy — it’s free!

WHO

Address Dept. SW Des Moines

50,000 watts
Radio Not Affected by Construction Order Lowering Permissible Spending

REVISION of Conservation Order L-41 as announced Sept. 2 by WPB reduces the ceiling total of new broadcast construction without interior approval to $1,000 effective Sept. 7. As originally drafted in April, [Broadcasting, April 13], this order established WPB as a wartime licensing authority for construction and disallowed non-war construction of more than $5,000 without its approval.

In the original order, construction was broken into both residential and non-residential. The new order is more far-reaching and breaks down construction into tighter classifications as well as reducing cost limits in every instance. New classifications include residential, multiple residential, agricultural, industrial, certain types of commercial and other types of commercial (the latter includes broadcasting).

How It Works

The original order, as issued in April superseded the FCC "freeze" since its application was general and applied to all types of construction whether or not covered in the FCC regulation. As amended, broadcasting is not specifically mentioned but WPB officials interpreted the amendment to mean that broadcasting is covered in Paragraph 7-I, under other types of commercial construction.

The direct effect of this amendment reduces the permissible expenditure for new construction. Expenditures for maintenance and repair are not controlled by L-41. Since new construction is practically at a standstill for the duration it was pointed out that this amendment would have practically no effect. Maintenance and repair continue unlimited. Much of such expenditures must necessarily be reviewed by WPB since priority ratings cut across in procurement of many materials required to repair and maintenance. Individual merit based upon necessity will continue to be the final determinant in any case and the new regulation actually presents no new problem.

As a result of the order, prospective builders are cautioned against making commitments for materials until permission to build actually has been granted. It was pointed out that a builder may have all necessary materials on hand and need no priority assistance and still not expect permission to use them in construction.

Another new development at WPB last week was an experimental plan, Contract Production Control, which is being tried out in connection with three Navy contracts for radios. If the program is successful, WPB officials believe that it will be adapted to WPB's general program for controlling the flow of materials.

The proposed program calls for a complete budget of materials and parts required to fulfill a prime war contract.

Although no positive work was forthcoming on the equipment-conservation program, it appeared likely that WPB would shortly issue a new order to replace P-129 which would cover broadcasting as well as radio communications maintenance and repair. This is necessary since P-129 expires Sept. 30.

From present indications, it appears likely that the new order will replace the existing percentage and dollar value limitations on inventories and maintenance materials with yardsticks predicated on need. It also designed to prevent any further accumulation of spare parts.

Another regulation expected shortly will be an order governing the purchase of electronic devices.

WINS Voice Award

WINNER of radio's "Voice Personality Award", selected by the American Institute of Voice Teachers is Margo, star of the CBS Camel Caravan Hour, sponsored by R. J. Reynolds Tobacco Co., Winston-Salem, N. C. Vote was taken at a convention of the Institute, with headquarters at the National Music Center, Chicago. Margo was chosen as the possessor of the "most friendly and warming" voice on the air. Agency for the show is William Esty & Co., New York.

Gorham's Loss

MAURICE GORHAM, director of North American Talks for the British Broadcasting Corp., who has been in this country for the past few weeks, considers Chicago hold-up men unusually efficient. One of them broke into his hotel room in Chicago and stole his wallet—without even awakening Gorham.

WPID, Petersburg, Va., is presenting a weekly program, United We Stand, to educate the public to the contribution to the war effort made by the United Nations. Each broadcast will be devoted to one of the nations.

Radio Salutes Labor On Its Day With Many Programs

THIS YEAR Labor Day took on a greater significance owing to the importance of production in the war effort. To heighten the dramatic appeal of the day American listeners were scheduled to hear talks from President Roosevelt, Secretary of Labor Perkins, Paul McNutt, War Manpower head and Under-secretary of War Robert P. Patterson.

To aid stations and networks in saluting labor, the Office of War Information mailed a theme sheet to the broadcast industry several weeks ago suggesting approaches which might be made in the evolution of program formats. Central theme suggested was "Free Labor Will Win."

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GLAMOR MOTIF prevailed in late August as a number of stations scanned local pulpichute crops for talent to enter in the Atlantic City "Miss America" competition Sept. 7. Star on the crown of Cincinnati's entry intrigued L. B. Wilson, owner of WCKY (left photo). Barbara Paterson, picked in the WCKY competition as Miss Greater Cincinnati, supervised the reverse crowning.

A radio actress was named Miss Michigan when WXYZ quietly entered Patricia Ulina Hill (center photo, at left) in the contest. The 21-year-old socialite was discovered by George W. Trendle, WXYZ president, who heard her on the WXYZ LaRrly of Charm series conducted by Edythe Fern Melrose (at right). Mr. Trendle gave her a part in the Green Hornet drama. Miss Hill was top of the contest just a few minutes before it took place.

WWDC, Washington, conducted the Capital beauty contest under direction of Manager Ben Larson (at right in third photo), Miss Washington is Marilyn Makin, 18-year-old War. Dept. clerk. Board of judges was headed by Brig. Gen. Albert L. Cox (left).

New York Parties Buying Air Time
Heavy Campaign Schedules For Candidates Indicate

WITH the appointment of Duane Jones Co., New York, to handle the campaign for Thomas Dewey, Republican candidate for Governor of New York State, radio's role in the coming political tussle begins to shape up, and indications are that broadcasting will figure prominently in the party budgets.

Radio plans for the Dewey campaign are not yet completed, according to Henry Turnbull, account executive of Duane Jones, who stated however, that an extensive broadcasting schedule was in line.

Peak Democrat Schedule

At Democratic State Committee headquarters, a spokesman said that while specific plans were not as yet completed, it would be safe to say that every speech made in New York State by Attorney General John J. Bennett, Jr., Demo- cratic candidate for Governor, would be broadcast. He added that this would be a peak year for the Committee for full use of radio facilities.

The Socialist Party will use radio as much as its finances will allow, according to a representative at party headquarters. Socialist nominations, filed last week, include Professor Coleman B. Cheney, a private in the U.S. Army, for Governor, and Samuel H. Fried- man, editor of The Call for Lieutenant-Governor. A state radio hookup may be used, it was said. Three or four broadcasts have been used in the past for similar campaigns.

Heavy Communist Schedule

Also considering a state hookup is the American Labor Party, previous user of WEVD and WQXR, both New York stations. Dean Alfange is the ALP candidate for Governor, with Lt. Governor Charles Poletti up for re-election on both the ALP and Democratic ticket.

The Communist Party of New York
Radio Evolution Next Decade
To Be Sweeping, Says Mullen

NBC Executive Reveals Allies Far Outstrip
Axis in Broadcast Coverage

"ELECTRIC communication is going places in the next decade," Frank E. Mullen, NBC vice-president and general manager, told the annual convention of Alpha Gamma Rho Fraternity at the Chicago Towers Club, Aug. 28, in an address on "The Challenge to Fraternity Men."}

Mr. Mullen pointed out that radio was born of the last war and that in 20 years since it has "made strides that surprised even its most ardent followers," Mr. Mullen continued:

Free Radio Cited

"Its changes may not be as rapid nor as radical as those of the broadcasting art on the threshold of new frequency demands, new modulation and transmission systems, facsimile, television and other fundamental additions, but these changes will be radical compared with that we have now. The day is coming when television will bring sight from any point in the world into your own home, a day when a man can sit in his living room here in Chicago and see what is going on in New York, London, Bangkok, Manila."

Describing American radio, supported by private enterprise and free from government subsidy or control, Mr. Mullen said:

New York State launches a series of 14-quarter-hour broadcasts on WQXR, New York, Sept. 10 in what is described as "its most ambitious program in six years on radio". Titled Tuesdays & Thursdays at Ten, the programs will bring leading party figures to the microphone, including Israel Am- ter, candidate for Governor.

Gen. Brett's First
FRED FLEMING, news editor of KLZ, Denver, has been picked to cover the first radio interview ever given by Lt. Gen. George H. Brett, when plane carrying the commander of the U. S. Air Forces in the Far Pacific stopped off in the Rocky Mountain city recently. Despite the pessimism of the General's orderly, Mr. Fleming moved the KLZ shortwave mobile unit to Lowry Field, where the first time Gen. Brett went on the air. His interview was recorded and played back that morning and evening.

Bonds Awarded

LORSTAN THOMAS STUDIOS, Newark, sponsor of Coast-to-Coast as a Bus, WJZ, New York, on Oct. 290 war bonds to 52 winners of a child personality contest conducted on the Sunday morning program. More than 7,994 children under 14 had their pictures taken without charge in the studio's photograp- 

John P. Myers Creates
Own New York Agency

JOHN P. MYERS, formerly an account executive of Huber, Hoga & Sons, New York, has established an advertising and sales promotion agency at 515 Madison Ave., New York, under his own name. Firm started operations in mid-August and is planning to use radio, according to President Myers.

Members of the staff are: Alan Tigner, formerly of the National Advertising Department of the New York Post, as vice-president and account executive; Victor Doty, as account executive; and Lewis Trapp as art director.

Myers accounts include Overman Tire Co.; Belt Oil & Chemical Corp.; Potters & Others Co., and two real estate concerns, Vogler & Sons, and Ed Gray Levy, all in New York.

Page 18 • September 7, 1942

BROADCASTING • Broadcast Advertising
HERE'S HOW you can easily remove many of the causes of premature tube failure

1. Don't overload the tubes. Use adequate protective devices such as a fuse or relay. Heavy overloads are apt to evaporate the thorium surface from the filament, and permanently damage the tube.

2. Normal operating temperature for thoriated-tungsten-filament tubes is obtained by operating them at the rated filament voltage. Care should be taken to operate them at this voltage (except for standbys and when reactivating). Occasionally, under or over voltage will give longer life, but such operation should only be carried out after first consulting the tube manufacturer.

3. Tubes that have been momentarily overloaded, or run at subnormal filament temperature, can quite frequently be reactivated by following this simple procedure: Operate the filament at the rated voltage for ten minutes or more with no voltage on the plate or grid. This process can be accelerated by increasing the filament voltage to 20 per cent above the rated value for a few minutes.

4. Increase the filament voltage progressively (only a small percentage at a time) when a tube no longer responds to reactivation. New filament transformers may be necessary for such operation.

5. For tubes of 250-watt plate dissipation or higher, when the load on the tube is intermittent, keep the filament at 80 per cent of normal voltage during standby periods of less than two hours. This helps keep the cathode surface replenished, and makes it more quickly available when raised to normal filament voltage. If the standby period is more than two hours, the filament current should be shut off.

6. For tubes of less than 250-watt plate dissipation, filament voltage should be removed for standbys of more than 15 minutes.

7. For all types of thoriated-tungsten-filament tubes if the off period is less than five minutes, operate the filament at full voltage continuously, as excessive heating and cooling cycles tend to distort this type of filament.

8. Keep tubes well ventilated—with fans or blowers, if necessary.

9. Run at lowest possible anode current and voltage.

10. Minimize plate dissipation by careful tuning of the transmitter.

These Suggestions Apply to Such Tubes As These G-E Thoriated-tungsten-filament types:

<table>
<thead>
<tr>
<th>Type</th>
<th>Description</th>
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<tr>
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<tr>
<td>GL-242C</td>
<td>GL-811</td>
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</tbody>
</table>

General Electric, Section A 161-39
Schenectady, N. Y.

RUSH

☐ Please send me     copies of "9 Ways to Make Your Tungsten-filament Tubes Last Longer," "How to Get Longer Life from Your Mercury-Vapor Tubes," and further information on the operation of thoriated-tungsten-filament tubes.

☐ I am conducting a radio class for   would like a sample package of your textual manuals.

Name
Address
City
State
Hooper Reports
Gain in Listening
Increases Found in 83% of
Cities Covered by Survey

A CITY-BY-CITY analysis of war-
time sets-in-use made by C. E.
Hooper Inc. reveals the following
increase, a recent Hooper organiza-
tion report shows: Sets-in-use for
May, 1942, increased over May,
1941, in 52% of the regular Hooper
checking cities.

June increases occurred in 66% of
the cities and by August in-
creases were reported for 83% of
the cities, as compared with 1941.
In the basic network area, all cities
but one were up during July 1942
over 1941 and in August all cities
in this area were above their 1941
levels.

'Aldrich Family' Tops

Hooper sets-in-use index for the
week of Aug. 15-21 was 20.1 off
0.2 from the 20.3 shown in the Aug.
report, covering Aug. 1-7. A
drop in Friday rating from 21.8 in
early August to 18.2 later in the
month was the reason for the slight
overall decrease, which would
otherwise have advanced, Hooper
reports.

Most popular program, accord-
ing to the Hooper Aug. 30th re-
port, was 'Aldrich Family,' with a
rating of 16.5. Kay Kyser ranked
second, with 15.4; Mr. District At-
torney placed third, with 12.5, and
Walter Winchell was fourth, with
11.8. Other leaders, in order, were:
Frank Morgan, 11.5; Rudy Vallee,
11.0; Doctor I. Q., 10.8; Take It or
Leave It, 10.6; Kraft Music Hall,
10.0; Information Please, 10.1;
Star-Spangled Vaudeville, 9.8;
Your Hit Parade, 9.6; Major
Bowen, 9.1; Gabriel Heatter, 9.0;
Adventures of the Thin Man, 9.0.

Campbell Stays On

CAMPBELL SOUP Co., Camden,
has decided against a layoff of the
five-weekly CBS Ama's 'n Andy
Show this year. Plans for a four-
week respite fell through after
sponsor and talent (Freeman Go-
den, Charles Correll) failed to
agree on type of temporary re-
placement. Agency is Ward Wheel-
lock Co., Philadelphia.

A NEAT TRICK if you can do it!
It's the WKZO, Kalamazoo, version
of the old Indian rope trick and you
do it with printer paper, one of
the features of a week of sports-
casts put out by Continuity Editor
Hooper White while Harry Caray
relaxed on vacation. Looks like a
pretty big story for such a little
man—the paper standing six feet
above the desk, a full nine inches
higher than Writer White. Try it
on your newspaper sometime!

Schrade to Columbia

ANDREW J. (Andy) SCHRADE,
for more than three years president
and general manager of Radio
Transmission Co. of America,
Hollywood, resigned in late August
to become Pacific Coast general
manager of Columbia Recording
Corp., with headquarters in that
city. He succeeds Paul Crowley
who recently resigned to join the
Office of War Information in San
Francisco. Mr. Schrade was for
24 years associated with Columbia
Chronograph Co., and the American
Record Corp. In early 1939 he left
the latter organization to head
RTCA. Grace Gibson, represent-
ing Artransa and McQuarrie Net-
work, Sydney, Australia, has suc-
ceded as RTCA general manager.

HARRY FRAZEE, BLUE production
manager, has been drafted by the
Treasury to produce the half-hour pro-
gram inaugurating the motion picture
industry's War Bond drive Aug. 31.
Quiz of the Kiddies
SALES STORY of the Quiz Kids, broadcast on the BLUE Network for Alka-Seltzer, is entertainingly but emphatically told in a 18-page brochure, "Out of the BLUE . . . More Sales at Lower Costs", recently issued by the BLUE. Citing Hooper survey statistics, the booklet points out that Alka-Seltzer sales were 13% better among listeners than among non-listeners and further that among listeners those who listened three or four times out of a four-week period included nearly twice as many Alka-Seltzer users as those who listened only once or twice during the four weeks. Or, as the brochure reiterates, "the more they listen, the more they buy".

Diverted to War
WOR, New York, has changed the name of its Special Features & News Division to the WOR War Service & News Division, at the same time adopting a modified policy in regard to promotion stunts for publicity purposes. For the duration of the war, the newly-named division will concentrate on war effort projects rather than on station promotion features.

Program Title
CONTEST to name "Club Roberts" program, mythical night club show conducted nightly on WOWO, Fort Wayne, Ind., by Paul Roberts, is planned with a Bulova watch as first prize. Listeners will be given 2 weeks to submit entries.

MISS SUBWAYS in New York for September is Evelyn Clark, secretary of the NBC personnel staff. John Robert Powers, beauty expert, selects a monthly beauty to be featured on ear cards for the New York subway system.

It would take a Z ration card...
...to follow Martha Brooks on the radio visits she makes every day.
Martha is the gal who conducts WGY's "Market Basket" participation program from 8:45 to 9 a.m. every weekday morning. She is a nippy gal who isn't content to stay in her own primary area. She goes out and gets regular listeners more than 200 miles from Schenectady, throughout New York and western New England, from Rochester to the outskirts of Boston.

The map you see here is what came out of a ten-day tussle recently between Martha and 4490 letters and cards received during that time.
P.S. It takes a lot more space than this to tell the story of Martha. In fact it takes at least 12 pages. We'll be glad to send you a copy of her story in exchange for your name on a postcard.

★ the area's only 50,000-watt station
★ the area's lowest frequency
★ the area's only outlet for those popular NBC programs

**BROADCASTING** • Broadcast Advertising  
September 7, 1942 • Page 21
RADIO'S BIGGEST SALES JOB

Industry Bond Sales Climb, Aided By
Top Program Time, Talent

RADIO continued its biggest selling job last week with stations from coast to coast placing their best program time and talent at the disposal of the Sam's War Bond selling campaign.

A seven-hour Saturday night Bond Show on the BLUE Network August 29 brought orders for $10,475,895 in War Bonds into the evening hours. BLUE stations sold bonds over the airwaves to help towns to buy bond sale progress. The stations are donating the faces of their stars to communities staging rallies. The troupe features a "Bond Auction" with gifts from celebrities up for sale. Originals of popular cartoons, and donations from Hollywood and radio stations are sold at Hollywood buyers.

Personal appearances of radio stars is also offered by WYCK, Cincinnati, to Bond Committees of nearby smaller cities and towns. First test run at Hamilton, Ohio, where the local newspaper and industrial plants cooperated in organizing the meeting. Two local industrialists promised to match the total sales with purchases of their own.

Whacking Hitler

In the south, WSLI and WJDX, Jackson, Miss., participated in an early morning opening of "Bonds For Our Boys Day" recently with a broadcast from a point where Mississippi selectees were inducted at 7:30 a.m. At the same time, "Bonds For Our Boys Day" was presented to the Hinds County War Savings Staff.

Whacking Hitler in effigy is the current bond selling campaign, War Bonds and Stamps at the booth of WMAQ, Chicago. As part of its current bond selling campaign, WMAQ has set up a Hitler dummy, locked in a stockade, in the lobby of Merchandise Mart, Chicago's largest office building, where more than 35,000 workers pass daily.

WFIG, Sumter, S. C., will broadcast a big War Bond Rally from the stage of a local cinema. The show will feature both local talent, and men from nearby Shaw Field, Army Air Forces Training School. An inter-city bond selling competition was staged by WHBF, Rock Island, III., and WOC, Davenport, Ia., in cooperation with the Junior Chamber of Commerce. Half-hour sales programs were aired by the chamber, with three adjoining cities, Rock Island, Moline and Davenport, competing for high sales. WHBF is also offering War Stamps as a reward for the best Bond promotion idea submitted by staff members.

Not all the radio war effort is devoted to bond sales. WEBS, Buffalo, is compiling scrapbooks of jokes and cartoons for hospital service camps. Because of duplication of material, three books are in the making. When completed the volumes will be mailed to camps where local boys are stationed.

Victory Wagon

The nation's school children are urged to buy bonds on MBS stations by one of their favorite comic strip characters, "Superman." Appearing in a live show for the first time, "the man of the future" takes time out from his prepared continuity to ask his listeners to do their part by buying War Stamps.

A fast moving half-hour variety show is broadcast five times weekly by WCCO, Minneapolis, on behalf of War Bonds. Bond buyers in the audience are brought to the microphone between numbers and offered an old musket and the chance to pop any of the Three Heroes -- Hilt, Hirohito, and Hitler -- whose faces decorate comic posters on the studio wall. Crack of the musket snaps across the airways.

Six Victory Bond Wagon programs have helped WPAT, Pater- son, N. J., sell $1,027,830 in War Bonds and stamps. Totaling 390 minutes of broadcast time, the programs are aired from a remote microphone in the streets of neighboring towns.

Brooklyn residents have bought $449,331 worth of bonds and stamps through WJZ, New York, the station that is continuing its summer format, replaces Uncle Walter's Dog House on that list of stations.

Howard's MBS Series

HOWARD CLOTHES, New York, sponsor of five hours a week on WNEW, New York (BROADCAST-ING, Aug. 31) will launch a weekly drama on MBS Sept. 29, based on stories from True Story magazine and featuring Henry Hull, actor who played the part of Lester Luster in "Tobacco Road." Show will be sponsored Wednesdays in the 8:30-9:00 p.m. time slot by 71 MBS stations, and fed sustaining to the remaining network.

Guest actresses will co-star with Hull weekly: Arleen Whelan, who wrote "The Boys Next Door;" Sig Miller and Louis Vittes. Howard Clothes previously used Bulldog on the same number of Mutual stations, discontinuing the show last March. Agen- cy is Redfield-Johnston, New York.

Resinol Tries Radio

RESINOL Co., Baltimore (ointment) requests use of new space for many years on a nationwide basis, will shortly start a test for the product in Baltimore on WITH. The test may be extended. Courtland D. Ferguson Inc., Wash- ington and Baltimore agency, is handling the test campaign.

Yankee Doodle goes to town Buying bonds on pay day. Now holding up, he buys the ten per cent way. Every Saturday night goes to bonds he's buying. He's a good American Because he keeps 'Em Flying.

Yankee Doodle's buying bonds So, look out your windows We're going to get you and your kids thinking.

Herr Hitler and Benito. Yankee Doodle buys the bonds Ev'ry day. America must win the War, So buy the ten per cent way! EDWARD BRAINARD, WHYN, Holyoke, Mass.

Red Skelton Show Back On NBC After Vacation

BROWN & WILLIAMSON To- bacco, owner of Louisville (Raleigh) cigarettes, Sir Walter Raleigh smoking tobacco), through Russel Shows, Inc., after a summer hiatus, on Sept. 29, resumes the variety show, Red Skelton & Co., on 125 NBC stations, Tuesday, 10:30-11 p.m. (EWT). Featuring Red Skelton, comedian, the cast continues to include Martha Jo, Wonderful Smith, negro comedian; Truman Bradley, announcer; Ozie Moore, company manager; John Gueldel will be agency programizer with Earl Ebi NBC production direc-

The Tommy Dorsey Show, currently utilized as a summer replacement for Red Skelton & Co. will continue. Under sponsorship of the tobacco firm, shifting on Sept. 16 to Wednesday, 11:30 p.m.-12 midnight (EWT), on 71 NBC stations.

Latter show, continuing its summer format, replaces Uncle Walter's Dog House on that list of stations.

Bond Musical Spot

[To the tune of "Yankee Doodle"]

Permission to broadcast granted
Walt Raschick of Knox Reeves Cops 1st Prize of $150 War Bond

Talk about hitting the nail on the head! Walt Raschick of Knox Reeves Advertising, Inc., Minneapolis, really did it when he dreamed up "Big Aggie" as a name for our buxom gal.

Yes sir, like WNAX and its big five state coverage area, she's really "Big". Big in coverage, pulling power and results . . . commercial schedules bulging with year-after-year clients. And "Aggie" . . . well, she's the belle in a territory far famed for its wealth of agriculture. What more could be asked?

So to Walt Raschick goes the $150 War Bond top prize in our contest. To all entrants—for every one of the thousands of names submitted—our thanks. Maybe you thought we were "wacky" in announcing a contest without including our call letters. Results proved folks do know our big gal friend and identify her with WNAX. Here's an invitation to let "Big Aggie" and WNAX go to work for you.

Other Winners, Too!
Second prize of $50 War Bond went to Edwin R. Voleben, Fuller & Smith & Ross, Inc., New York. J. E. Sperren, ad manager of the Columbus, (Ohio) Dental Mfg. Co., washed out, with third prize of a $50 War Bond. Both names were dandies—all prizes retrieved. And all truly descriptive of WNAX, the big station of proved results.

IT'S Economical To Buy THE Big Station

The Billion Dollar Market
SIOUX CITY * YANKTON
Affiliated With Columbia Broadcasting System
570 On Your Dial
A Cowles Station
KPAB, Laredo, Purchase Sought by San Antonians

APPLICATION for the sale of KPAB, Laredo, Tex., has been filed with the FCC by Mervel M. Valentine, president and owner. Buying is the Laredo Broadcasting Co., comprising Howard W. Davis, San Antonio banker and president, and director; W. W. McAllister, San Antonio broadcaster, secretary-treasurer; J. K. Beretta, San Antonio and Laredo banker, vice president and director. Each controls 33 1/3% of the stock.

Purchase price is reported to be $14,000 and the assumption of outstanding debts. Mr. Davis and Mr. McAllister are partners in KMAC, San Antonio. KPAB went on the air in May 1938, and operates on 1450 ke with 250 watts fulltime.


Jack Benny Prepares

THE Harry James orchestra will be featured on the NBC Jack Benny Show for two weeks or more when General Foods Corp., New York (Grapenuts), resumes that program on Oct. 4 for the ninth consecutive season, Sunday, 7:30 p.m. (EST), with transmission West Coast repeat on the BLUE, 8:30-9 p.m. (PST). Initial broadcast is to originate in New York with routine built around the query, "Where is Phil Harris?" He will join the program later, although it is reported that Abe Lyman may take over the musical assignment in event Harris joins the Army.

Balance of the cast continues as last season. Agency is Young & Rubicam Inc., New York.

WHEN newspapers in four Eastern Oklahoma communities were forced to suspend for the duration, radio stepped in to perform the familiar functions of the public press. KVOO, Tulsa, seized the opportunity for public service and established daily 15-minute newscasts directed at each community. The program delivers the news of the community, homes, schools, churches, with slants on hobbies and institutions, and the time honored lists of sick and the advent of new-born babies.

Developed by Ken Miller, veteran news editor of KVOO, the idea arose when an undertaker from one of the towns asked the station to broadcast a funeral notice. Sensing the need for news dissemination in these areas, Mr. Miller established headquarters in each town with part-time reporters to telephone the news in.

Well Received

Airea News, as the program is called, is restricted to fairly large towns without daily publications. In the four communities where experiments are now underway, the program has already reached a large audience, with citizens literally fixed to their radios during the morning news period.

Mr. Miller is modestly enthusiastic about his latest development in the special events field. He considers the charm of Airea News a result of its simplicity. "The newscast is just what they want to hear about the interesting incidents of the community. It is brief, like the personal column of the hometown paper, given them by radio, Mr. Miller explains.

KVOO finds that the program makes the station an intimate part of the community. W. B. Way, general manager of the station, points out that the radio programs are a constant part of discussions in the community. By reporting hobbies, campaigns, socials and societies, the station has become identified with community projects, and the public response shows the appreciation of schools, churches and individual listeners.

WNRC's New Publication

STARTING with the September issue, Radio Review, published by the Women's National Radio Committee, will appear in the form of a Radio Review and Women's War Time. The publication will be issued monthly by the National Information Bureau on Women's War Activities, formed recently under sponsorship of the WNRC to coordinate the activities of women's organizations engaged in voluntary war activity. Mary Margaret McBride, women's commentator of WEAF, New York, will conduct a regular column in the Review, which will carry news and articles on the volunteer war activities of American women.

CARL POST, associate of Davis-Lieber, New York publicity firm, who won three scholarships at the French Conservatory of Music in 1942, is heard at the piano in a new live feature of Midnight Jamboree, recorded musical show on WEVD. New York. Title of Post's stint is Bach to Boogie Woogie.

THE 5000 WATT Voice of the Tri-Cities

In this market no "Outside Voice" can compare with the "Inside Pull" at WHBF

THE 5000 WATT Voice of the Tri-Cities

ROCK ISLAND - DAVENPORT - MOLINE

In this market no "Outside Voice" can compare with the "Inside Pull" at WHBF

WHBF

Affiliate: Rock Island ARGUS

Basic Mutual Network

1270 KC FULL TIME

Page 24 • September 7, 1942

BROADCASTING • Broadcast Advertising
Houses, in Cincinnati will hear a new program, The Regal Dividend Club, five days a week, beginning Sept. 7, over WCKY. Sponsored for the next 52 weeks by Regal Food Markets. Produced by William F. Holland, the program will feature music, patter, drama and telephone calls to listeners to present Regal merchandise and cash awards.

The dividend aspect of the grocery company's program affords many opportunities for merchandise to assure activity to loyal customers and consumer interest. Listeners telephoned will receive bags of groceries on top of that, listeners also have a Regal Weekly Special will receive a cash award.

Cast members are Regal Hostess Shari Lee, M. C. Gene Sherman, Announcer Larry Mason, "Percival Prune," "Emma Ambergum" and "Matilda Ambergum." The new program will offer household hints, cooking suggestions and advice on "husband training." Sky Adventure

ANOTHER program with an aviation angle, designed for young people, has started on BLUE under the title, The Adventures of J. Harigan. Show is based on a central character introduced in a novel, now being syndicated to newspapers. The office of the Adjoining General of the RAF has officially endorsed the show. Produced in cooperation with the Air Training Corps of America, the series presents the adventures of "J. Harigan" who lends his knowledge of aviation to Uncle Sam for the duration. The program is scheduled to air on three networks - NBC, CBS and ABC. Ritzler's other aviation show, Scramble, dramatizes the war adventures of Army Air Forces pilots.

Patriotic Pickups

KEYED to the patriotic spirit of the day, This Is the Hour, weekly half-hour series combining music and dramatic news snippets, was inaugurated Sept. 2 on WITI in Milwaukee and CBBE stations. Wednesday, 8:30-9 p.m. (EWT), with West Coast repeat 8:30-9 p.m. (PWT). Program features three RAF cadets each week as well as a differential military band, latter being repeated from various bases across the country. Prize will be awarded upon composite of the series to the service unit most popular by listening audience.

Rosh Hashanah

IN OBSERVANCE of Rosh Hashanah, Sept. 11, which ushered in the Jewish New Year 5705, NBC will present a special broadcast Thursday, Sept. 10 in cooperation with the Synagogue Council of America. Broadcast will include a direct pickup from Loudon, bringing a holiday message from Rabbi Joseph H. Hertz, Chief Rabbi of Great Britain. Reprinting of a rousing statement of American Jewry will be by Rabbi Israel Goldstein, president of the Synagogue Council.
WSAI KEEPS SELLING YOUR PRODUCT FROM BROADCAST TO POINT-OF-SALE

ON CINCINNATI'S 2nd BUSIEST CORNER
over 15,000 daily passers-by are informed of WSAI's sponsors and products by smart, window display cards.

WSAI CAR CARDS are displayed to more than 350,000 passengers, daily, in Greater Cincinnati and Northern Kentucky.

WSAI COUNTER CARDS identify your product with your program, while the customer makes a selection — timely reminders that make extra sales!

NEWSPAPER DISPLAY ADS, plugging WSAI sponsors' programs, appear in the Cincinnati Enquirer.
**NEON SIGN,** advertising sponsors’ program and product, reaches 73,000 fares who daily pass through the Dixie Terminal.

**TAXI CAB COVERS** for WSAI PROGRAMS are seen by thousands during their full week’s showing on Cincinnati’s large Yellow Cab Fleet.

**WSAI “I-OPENER”** is mailed monthly to 4,500 retailers and wholesalers in the Cincinnati Trading Area.

“MEET THE SPONSOR,” a live-talent program, effectively publicizes sponsor and his regular WSAI broadcasts.

**8 DYNAMIC SALES AIDS** which give WSAI advertisers the advantage of a tested, effective merchandising program!

This standard merchandising, as well as especially prepared material, is available consistent with your WSAI campaign.

**IT SELLS FASTER IF IT’S WSAI IDENTIFIED**

CINCINNATI’S OWN STATION

NBC & BLUE NETWORKS • 5,000 Watts Day and Night • Represented by Spot Sales, Inc.
A New Voice

LOOK OUT for new trouble from the Federal Trade Commission. If current thinking by that agency about "simulated voices" is carried out, radio, along with the screen and the legitimate stage, stands to be cited for misrepresentation. It could be carried to the ludicrous extreme where Raymond Massey's rendition of Lincoln's Gettysburg address would be regarded as a fraud unless clear cut disclosure is made that the Great Emancipator's voice was "simulated".

The situation arises as a result of the recent FTC citation of Reynolds Tobacco Co., which, in its commercials for Camelts, has used simulated voice testimonials. "The respondent," said the complaint, has represented in its radio brochures that Camelts were used in the homes of persons named by it and by its representatives when in fact such voices were not those of the persons so represented by it and such persons were not present at the broadcasts.

So we instituted an "inquiry." We had in mind that use of simulated voices is a definite, well-established program pattern. It's the March of Time format; CBS uses it most effectively in They Live Forever; the National Assn. of Manufacturers employs it in its weekly transcribed series. Dozens of the war programs rely on it.

To our utter amazement, we are told by FTC officials, who didn't care to be quoted, that even when the principals have given permission to have their voices simulated on programs or in testimonials, the program sponsor can be cited for "misrepresentation." But if it is "clearly indicated" on the program that the voices were simulated, no citation would follow. Without the clear cut announcement, or disclaimer, FTC policies would be violated.

The FCC in recent months has been most considerate and, unlike certain other government agencies, hasn't banged industry around with abandon. Radio advertising has fared particularly well, and while there have been citations, a willingness to cooperate has resulted in stipulated settlements, without undue hull-raising.

But here, it seems to us, things are being carried too far. Of course there hasn't been any adjudication, and won't be until a "test case" arises. Maybe the Camel complaint will become the precedent. The makers of Lucky Strikes, Pall Malls and Philip Morris—also have been cited, but only in

Till the Job Is Done

LAST WEEK the war was three years old. American radio is a grim, seasoned veteran, because from the very hour of the Nazi conquest of Poland it was on the firing line.

It is only since Pearl Harbor that radio people have been actual combatants. So far as the records show, two radio men have made the supreme sacrifice in action. And it's one of those strange quirks of fate that both last were employed at the same station—KLZ, Denver.

What history already records as the most despicable act of all time—Japan's assault upon Pearl Harbor when it was at peace with the United States—brought radio's first fatality. Ensign Thomas A. McClelland, USNR, on leave as chief engineer of KLZ, died at Pearl Harbor.

The second name on American radio's Honor Roll is Captain Derby Sproul, last month reported "somewhere in Africa" following a plane crash. He was supply officer with a bombing squadron. Capt. Sproul only three months before had volunteered and was given leave as production manager of KLZ to accept a commission. Two years before he had held the same post with KDKA, Pittsburgh, and prior to that was with KOA, Denver.

Now, with the United Nations on the offensive in the Pacific, we're hearing more about radio men in action—aside from those who man the microphones to keep America the best informed nation. When the Marines made their spectacular landing in the Solomon Islands, one of the invading force was Srgt. James W. Hurbut, a "fighting reporter" in this modern warfare. Jimmy wrote an eyewitness piece, for press and radio, released through intelligence channels. It was a swell yarn. Until last May, Jimmy was publicity director of WJSV, Washington. He had been a Leatherneck from 1933 to 1936. He couldn't resist the urge, and reenlisted May 8. A week later he was "out of the country."

There are hundreds of others from American radio scattered throughout the services and the world, not to mention the scores from our neighbor and ally, Canada. They will do their jobs willingly, intelligently and well. Radio training is conducive to that.

We of radio won't forget the McClellands and the Sprouls. We'll pitch in wherever the call and whatever the task, till the job is done.
CRAIG ROBERT LAWRENCE

WHEN Craig Lawrence was elected a vice-president of Iowa Broadcasting Co. last January in addition to his duties as commercial manager, several people—but perhaps not Craig—knew he was in for bigger things. As early as that, Luther H. Hill, executive vice-president of IBC and manager of KSO-KRNT, was buzzing around on reinstatement in the U. S. Army.

In latter April, Maj. Hill reported for duty with the Air Forces in Florida. Simultaneously, Vice-President and Sales Manager Lawrence was elevated to the post of acting manager of KSO-KRNT for the war's duration, to replace Maj. Hill.

One of the top-notch performers in the Cowles radio organization, Craig Lawrence now goes beyond his old bailiwick to take a voice in the broader operational aspects of this Midwest broadcast enterprise—encompassing four stations: KSO-KRNT, WMT and WNAX, Yankton, S.D. Other officers of the company are Gardner Cowles Jr., president; John Cowles, vice-president; Fred A. Little, secretary; Arthur T. Gornley, assistant treasurer and assistant secretary.

As if Maj. Hill's absence for the duration didn't leave a big enough void, President Gardner Cowles Jr. last July accepted a call to Washington as assistant director of OWI in charge of domestic operation. This imposed additional duties upon Craig's broad shoulders. Mr. Cowles' functions as president of the Register-Tribune, the Minneapolis Star-Journal and Look Magazine, went to newspaper executive of the organization, but Craig got the radio end.

Appreciative of the task he undertakes in filling the over-sized shoes of Maj. Hill, Acting Manager Lawrence promptly announced the promotion of Robert Dillon, of the KSO-KRNT sales staff, as local commercial manager for the two stations. Ted Enns, national sales manager of all four stations, takes over charge of network operations for the Des Moines stations, in addition to his national sales work.

Craig started his commercial career when a horse tossed him out of school. As a journalism student at Iowa State, during ROTC maneuvers a charger threw Lawrence, breaking his arm. During his convalescence he joined the Continental Adv. Service, Des Moines. That was in 1928. It later became the Pauli Company with headquarters in Des Moines and New York City.

While in the Des Moines office he became interested in radio and fathered two accounts, Sheueerman, Woolen Mills and F. Brody & Son. The former sponsored one of the first successful football scoreboard radio programs, which featured a contest angle. Mail responses gave Lawrence the idea that radio was one of those fields with a future. Later he was sent to New York and lived there a year, but resigned when KSO opened its studios in 1932. He returned to Des Moines to handle merchandising and selling. Under him an outstanding promotion and merchandising department was created. Timebuyers soon found their programs heralded on billboards, street car cards, movie trailers, newspapers, direct mailing and special stunts.

Lawrence has found that local advertisers can be shifted from spot announcements, and participating programs to sponsoring quarter-hour, half-hour and hour shows of their own. At the moment he finds news and the musical clock type of show on the average station finds the readiest local markets.

Since his association with KSO, Iowa Broadcasting Co. has added KNIT, Des Moines; WMT, Cedar Rapids and Waterloo; WNAX, Yankton, and Sioux City, Iowa.

With the founding of KNIT Craig was named commercial manager and assistant general manager of the Des Moines stations which are Blue Network, Mutual and CBS affiliates.

The turnover in the sales staff of KSO-KRNT has not been tremendous, but those who have left have done the alma mater proud. They are Phillip Hoffman, vice-president and manager of WNAX; Ron Woodyard, general manager of KNIT; Lee J. Johns, commercial manager of WOC; Carter Ringlep, St. Louis representative for radio sales, and Wayne Varnum, who is in charge of promotion and publicity records of the Columbia Recording.

For hobbies the new vice-president chalks up swimming and sailing, a lot of the latter-going while in New York and the collecting—or rather the accumulating—of pipes. He has given up golf; it takes too much time.

Radio, Craig believes, has only scratched the surface of local advertising. "To me it is actually remarkable that business men are permitted to buy advertising (and fellows like me are permitted to sell it) in connection with an instrument of so much public influence. It could do wonders for the U.S.A. and America. Yet, that is what has built American broadcasting and that is why the American public gets the most complete factory and the most expensive radio service in the world today," he says.

Craig Lawrence was born Nov. 6, 1904, in Oskosh, Wis. He was graduated from Escanaba (Mich.) High School and later attended Iowa State College at Ames, Ia. He married Stella Stewart from Lake Charles, La., whom he met while she was vacationing in Escanaba. They have two sons, Tom and Bob.

Besides numerous radio organizations, Lawrence belongs to the Kiwanis and the tennis team, the Hermit Club, the Executive Assn. and the Retail Ad. Club.

WARD D. INGURIM, commercial manager of KFRC, San Francisco, has been commissioned a second lieutenant in the Army Forces. He left Aug. 31 for Miami Beach for training.

CARL SUYTPHIN, formerly of Golfway and Goldem, Chicago, has joined the sales service department of WLS, Chicago.

JACK DAVIDSON, manager of the new Northern Broadcasting Co. station in Kingston, Ont., left Chex, Peterborough, Ont., August 25 to take up his duties.

KING MITCHELL, formerly of KMO, Tacoma, Wash., and Jerry Crollard, formerly of the office of Sunset Outdoor Advertising, have joined the sales staff of KSI, Seattle.

RUSSELL HUBBLE, Blue Pacific Broadcasting Co., advertisement manager, has become the father of a girl born Aug. 25.

DON GILMAN, Western Division vice-president of Blue, currently in New York for conferences with network executives, returns to his Hollywood headquarters in mid-September.

BILL FINLEY, account executive of KMTR, Hollywood, is the father of a girl born recently.

SIDNEY N. STROTZ, Western Division vice-president of NBC, is currently in conference with the firm of Comdr. and the father of a girl born recently.

LEONARD LOUIS LEVINSON, whose experience includes scripting of the Great Gopher Show, has been appointed a consultant under the contract for his agency with Don Quinn on Fibber McGee and Molly, has been appointed to head the Radio Division of the Office of War Information. He will also take over the charge of the Hollywood office, in supervision of Government radio programs from New York.

LAWSON TAYLOR, commercial manager of KTUL, Tulsa, Okla., is now in officers' training school at Shreveport, Tex.

H. K. CARPENTER, vice-president of the United Broadcasting Co. in charge of WJK and WCLE, Cleveland, and WHKC, Columbus, has been appointed president of the youth committee of Rotary Interna-

tional by Fernando Carbajal of Lima, Peru, president of the organization.

JIMMY STANSBERRY, merchandising manager of the firm, has recently returned from Canada and has joined the sales staff of KJOB, Wescarco, Tex.
"KRNT tells 'em what's cooking... and in they come"

reports vice-president of Iowa's largest cafeteria.

With over a million people in their trade-area, Des Moines stores regularly draw shoppers from towns 50, 60 or even 80 miles away. Noon or evening, when hunger calls, many of these visitors head for Bishop's, Iowa's largest cafeteria.*

Sam Park, Vice-President of Bishop's reports that "time and again, guests tell us Bishop advertising on KRNT has stirred up an appetite for our crisp salads, special desserts, or our Iowa prime ribs of beef. We can seat 486 guests at once. We like to have these seats filled. And KRNT is doing a lot to help fill them."

Each week-day since September, 1941, Bishop's have used the KRNT Women's Club of the American Red Cross, conducted by Betty Wills. Even more eloquent than Sam Park's comments, are three consecutive 13-week renewals of Bishop's contract for this KRNT feature.

* Bishop's also have large cafeterias in Cedar Rapids, Davenport, Pella, Rockford, Sioux City and Waterloo.

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J. ROY McLENNEN has resigned as assistant general manager and program director of WFMX, Frederick, Md., to serve as assistant field director of the American Red Cross, for service with armed forces overseas.

CHARLES HARRIS, salesman of WSIR, Stanford, Conn. and Harold Yudin, station news editor, were given a sing bottle by the staff before leaving military service. Mr. Harris has joined the Coast Guard Reserve, and Mr. Yudin leaves for Army Officers Training School.

FRANK E. FLEETON, former FCC attorney and afterward in the radio law offices of Paul D. F. Siegelman, has been recalled to active duty in the Army Ordnance Corps as an officer. Originally called last year, Lt. Flecknoe was discharged because of physical disability following a back injury. He had joined the office of the Alien Property Custodian as a civilian attorney, but was recalled to active service, for limited duty, following a physical checkup.

B. L. RUST, one-time president of Allied Adv. Agencies, Los Angeles, has been appointed commercial manager of KWKW, new Pasadena, Calif., station.

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Sgt. Lester Galloway

Sgt. LESTER M. GALLOWAY, 23, widely known in Southern California as a radio singer, died in an Alaskan military hospital of yellow jaundice on Aug. 2, according to word received from the War Department by his parents, Mr. and Mrs. D. D. Galloway, of Lawndale, Calif. After enlisting in the Army, he was sent to Fort Ord, Calif., where he volunteered for Alaskan service.

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Women's Group Formed To Help Bundles Drive

WOMEN commentators and writers in the radio field have formed a radio script and production committee of Bundles for America, with the purpose of contributing time and talent to preparing programs for the war effort. On the home front, according to Mrs. P. Wesley Combs, national radio director of Bundles for America.

Mrs. Aloys Havilla heads the committee which includes Mary Margaret McBride, WEAP; Adela Hawley, WABC; Kathryn Craven, WNEW; Bessie Beatty, WOR; Diana Ashley, AP; Dorothy Sanchez, J. Walter Thompson Co.; Mary Stuart Fickett, formerly of the New York Times.

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Rosenthal Joins Rockhill

ROSENTHAL ROSETHAL, previously in the sales departments of Universal Recording and Music Corporation of America, has joined Rockhill Rockhill Inc., New York, recording and transcription firm, as sales manager. Firm, which was established in the fall of 1941, is headed by Joseph Tenenbaum, president, and is located at 18 East 50th St.

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Harvey Joins WBAL

ED HARVEY, program director of KDAA, Pittsburgh, has resigned to accept a similar position with WBAL, Baltimore, it was announced last week. James Rock, personnel manager, will oversee the production department until the vacancy is filled. He will be assisted by Bob Shiel, former announcer, now in charge of production.

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FRANCE MUSIC Inc., New York, has joined the list of publishers licensing music through BMI, giving this industry-owned licensing organization control of the performance rights of the music of Jean Sablon, Maurice Chevalier, Charles Trenet and other leading French composers. Canadian station licenses of BMI in Quebec and with French-speaking districts will benefit especially by this acquisition, it was reported.

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SPOTTERS SPIEL. the story of the Worcester, Mass., local station, has been completed. The following evening, Sept. 11, the mock bids of having their impressions of flour-bag bombs dropped by Civil Air Patrol planes and the mock bids proceeds are (1 to 1): Announcers Barry Barents, Bob Dixon, Phil Brook and Bob Martin.

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BEHIND THE MIKE

WORTHINGTON MINOR of the CBS production staff has been taken over in a top position at the direction of Ralph Morgan, previously CBS executive producer, to serve in the Office of War Information. Morgan's other production assignment, The Commandos, has been assumed by Robert Louis Shaysen, CBS executive producer.

RENALDA KRAUS, new to radio, has been appointed assistant to the auditor of KWK, St. Louis, handling the sale of War Bonds in a special department recently set up at the station.

MORT STANNARD, part-time announcer at WBJ, Columbus, Miss., has been named as the announcer handling the night shift.

MARIE CHAUNCY, recently with KGGM, Wichita Falls, Tex., has joined the broadcasting department of KGGM, Amarillo, Tex. Bob Watson, KGGM special events and sports announcer, left Sept. 3 for the Naval Training School in New Orleans, who Joan Thompson has been appointed receptionist.

WALLY SANDACK, newscaster of KSL, Salt Lake City, Utah, was recently appointed state radioing officer under the Office of Price Administration.

WILLIAM ZALKEN will handle publicity for WMF, St. Louis, replacing E. Carnival Link.

BILLY RING, former announcer of KGGM-KGEX, Springfield, Ill., has joined the newscasting staff of NBC-Chicago.

LEO OTIS, former head of WHK-WCLE, Cleveland, has joined the news department of CBS.

HARRY POTTS, former announcer of KGGM-KGEX, has joined the newscasting staff of NBC-Chicago.

BRENT G. GUM, former continu- ing director of WPBN, Baltimore, who volunteered for the Army a year and a half ago, was recently advanced to the rank of a lieutenant. He is stationed in China, in the relations division of Camp Filet, Va.

ED JANNEY, ace sportscaster for the Arizona Diamondbacks, has been named a sports commentator for WSB, Atlanta, an announcement was made recently of this appointment.

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The Northwest's Best Broadcasting Buy

KSDK

PITTSBURGH

SELLING MILLIONS

PITTSBURG BLUES NETWORK

MINNEAPOLIS ST. PAUL

Owned and Operated by ST. PAUL DISPATCH PIONEER PRESS, MINNEAPOLIS DAILY TIMES.

FREE & PETERS, INC. - NATL. Rep.

Page 30 - September 7, 1942
Storer Leaves Blue
DOUGLAS F. STORER, head of a radio production organization in New York, has resigned as manager of the BLUE's commercial program department to devote full time to his own business. When the BLUE was set up as an independent network early this year Mr. Storer was named president in charge of programs, in organizing the commercial program department and now that the assignment is completed he will again devote all of his time to producing programs and representing talent.

VERN HILL, formerly with the Canadian Marconi Co., is now on the announcing staff of OHML, Hamilton, Ont.

ROBERT MAHRY of the announcing staff of WCAR, Pontiac, Mich., has been promoted to the position of director, Stuart Shell of WFTL, Toledo, O., is a new announcer at WCAR.

BILL MOSHIER of KIBO, Seattle, did his 750th Farm Forum program on August 10, his birthday. Helen Chappone of WYNN and W hoses Minnesota, and K.W.L. Wallace, Ida., is in the KIRO publicity dept.

KEN NORDINE has joined the announcing staff of WNO, West Palm Beach, Fla. Vernon Crawford, WJNO program director, and Irene Fowler, station secretary, have resigned.

MAX ROBINSON, formerly of WHO, Des Moines, and KYSM, Man- sota, Minn., has joined the announcing staff of WSBA, York, Pa. Mrs. Mary Neil Kling will be station home economist.

DORIS TIRRELL, Boston organist, has been made music librarian of WJML, Boston.

DICK TERRY, announcer of KMTR, Hollywood, has resigned and gone to New York. Al Warner, relief announcer, has been placed on fulltime.

WILLIAM RANDOL, producer of CBS, Hollywood, is the father of a boy, James Alexander, born Aug. 29.

LITMAN SMITH, along with other station duties has been made public relations director of KMTR, Hollywood.

JACK STAFFORD, announcer of KMPR, Beverly Hills, Calif., has joined the Army Air Forces and is awaiting orders. John Dehner, relief announcer, has been placed on fulltime. Owen Rabbé, station news editor, has resigned.

LEONARD LEVINSON, Hollywood consultant to the radio bureau of Office of War Information, is the father of a girl born Aug. 27.

Rob STEVENS and Dick Bailey, both new to radio, have joined the announcing staff of WMUR, Manchester, N. H. Bill Hayes is chief announcer, succeeding Art Armond. Ar- mand R. LaPointe, formerly announcer of WMUR, will be in charge of the continuity department.

ROBERT TREE WEST, formerly with WHOM, Jersey City, is now announcing staff of WTVH, Norfolk, Va.

GENE D'ACCARDO, former news chief at KTRB, Modesto, Calif., is now an Army aviation cadet in the Bomber Processing Squadron at El- ington Field, Tex. Warren Cato, KTRB's former editorial announcer, is in Army Intelligence.

CHARLIE WALTERS, new announce- er of WBBT, Charlotte, became the father of a girl recently.

UNCLE DON CARNEY, who conducts a children's program on WOR, New York, has resumed his matinee appearances with the Hunt Brothers Circus, playing shore towns in New Jersey.

DEAN DICKSON, BLUE Pacific Coast commentator, is now heard on the BLUE's Weekly War Journal, in place of Martin Agrensky, NBC and BLUE commentator, Assigning from Australia. Dickson now covers the South Pacific and the Far East from the West Coast.

JEAN MacINNIS, formerly executive secretary of the Intercollegiate Broadcasting System, was married Aug. 28 to Lawrence Leder, previously production manager of BDS and now with the Army Signal Corp. Former Miss MacInnis is with the Office of Radio Research.

JIMMIE McKIBBEN, staff writer of KFI-KKKA, Los Angeles, has joined the Coast Air Forces.

RAY SCHAEFFER, publicity director of WPEN, Philadelphia, has left to join the armed forces.

HOWARD GLICKMAN, of public relations staff of the RCA Mfg. Co., Camden, is now with company Sept. 1 to join the public relations department of the Pennsylvania Railroad.

GEOFF BROOKS, assistant to Mort Lawrence, all-night announcer of the Down Patrol record show on WIP, Philadelphia, has left his post to become a freelance radio disc jockey.

SHeldon HILLIARD, of WSAW, Rochester, N. Y., has joined WLJ, Beckley, W. Va., as assistant program director. Duane A. Nelson, former WLJ announcer, is training to be a radio man in the Army Air Forces.

JACK FORREST, formerly announcer of KOMO, Seattle, has joined KFI, Los Angeles, in a similar capacity. He replaces Howard Flynn who recently resigned to become a civilian airplane dispatcher at Bittsa, Cal.

First-Hand
BECAUSE Government regulations prohibit stations from receiving request numbers by telephone and telegraph, Jack Lescoyle, part-time conductor of Milburn's Matinees on WNEW, New York, visits defense plants on his nights off, to check on the favorite music of the night shift workers.

RICHARD DRISCOLL, formerly free lance writer and now production manager of WBTA, Baxie, N. Y., married Margaret Bigham Sept. 9. Sister Stebbins, former announcer with WMBO, Auburn, N. Y., has joined the announcing staff of WBTA.

KEN HIGGINS, once time announcer of KFI-KKKA, Los Angeles, has returned to those stations. He succeeds Jim Bannum, who joined KMBC, Kansas City, as announcer.

HARRY BALDWIN, secretary to Jack Benny and also heckler on the comedian's weekly NBC program, has joined the Navy.

DON THOMPSON, producer of NBC, San Francisco, and Grace Cooper, network dramatic actress, were married in that city on Aug. 25.

EDWARD KEANE, is on the announcing staff of WCAP, Auburn Park, N. J.

EwIN YEO, staff organist of KKNX, Hollywood, has joined the Coast Guard.

LOU PLACE, formerly of WWL, New Orleans, has joined KGPH, Los Angeles, as announcer.

Lots of ways to get to first base without hitting the ball! But only one way to "get to first base" in the $210,867,000 Roanoke-Southwest Virginia league! That's with WDBJ—the only station satisfactorily serving all of the area's 117,000 radio families! Shall we start hitting the ball for you?

ROANOKE WDBJ VIRGINIA
CBS Affiliate 960 K.C.
5000 Watts Full Time
Owned and Operated by the TIMES-WORLD CORPORATION

September 7, 1942 • Page 31
MBS Program Session Is Slated at Cleveland

PROGRAM directors of 13 key MBS member and affiliated stations will hold a two-day meeting in Cleveland on Sept. 9-10, according to Adolph Opfinger, MBS network program manager. Session is the regular semi-annual one for mapping the network's fall program schedule. Expected to attend the sessions at the Hotel Cleveland are:

Van C. Newkirk, Don Lee Network; John Tinnes, KWK, St. Louis; George Staff, Yankee Network; Madeline Ensign, WOL, Washington; Bert Hanauer, WPPB, Milwaukee; Herbert Rice, WQR, Buffalo; Clifton Daniel, WOEA, Pittsburgh; Murray Arnold, WIP, Philadelphia; Syd Cornell, WKRC, Cincinnati; Campbell Ritchie, CKLW, Windsor-Detroit; C. M. Hunter, WHK, Cleveland; Frank Schreiber, WGN, Chicago; Julius F. Seebach, Dave Driscoll, WOR, New York; Adolph Opfinger, Lesser Gottlieb, Tom Slater and Andrew Poole of the network staff.

Dave Davidson, formerly of sales promotion staff of CBS, Hollywood, has joined Warner Bros.—First National Studios as head of radio publicity department. He replaces Ben Cohn who joined the Army.

James Eakin, announcer of KIJI, Hollywood, has joined the Office of War Information in San Francisco, heading its transcription department.

Robert Carmen, formerly with the Milwaukee Journal's trade relations department, is now continuity writer of WTMJ, Milwaukee, succeeding Wendell Palmer who was inducted into the Army.

Cliff Roberts, announcer and actor formerly with WHA and WIBA, Madison, Wis., has become an announcer of WTMJ-WGSM, Milwaukee.

Fred Freeland, formerly with Studebaker Corp., South Bend, and announcer of WIBC, Canton, O., has joined the announcing staff of WOJO-WGJL, Fort Wayne.

Frank Fenenda, of WIPD, Petersburg, Va., is scheduled for induction into the Army Sept. 11.

Hal Zimmon has joined the announcing staff of WHEB, Portsmouth, N. H.

Tom Livezey, formerly of WIBG, Philadelphia, and WEEU, Reading, Pa., has joined the announcing staff of WOAC, Philadelphia.

Frank Butler, announcer of WCCO, Minneapolis, on Aug. 27 married Pauline Delay of St. Cloud, Minn.

Dick Fishell, sports director of WBN, New York, was sworn in last week as first lieutenant in the Marine Corps and reports for duty at Quantico Sept. 20.

Charles Berre, Hollywood radio actor, has joined the Navy.

Peter O'Clothy, of CBS, Hollywood, has been named West Coast director of exploitation for the network. Continuing to handle train relations, he will work under direct supervision of George L. Moskowitz, West Coast sales promotion manager.

Jess Oppenheim and Bob Weiskopf, writers on the weekly NBC Rudy Vallee Show, have resigned and are awaiting military service call.

Norman Rose, Hollywood radio writer, has joined the Army and reported for officer's training.

Bob Anderson, formerly newscaster of KSFQ, San Francisco, has joined CBS, Hollywood, in a similar capacity and is currently assigned to the weekly five-quarter hour newscast, sponsored by Los Angeles Soap Co., on 14 West Coast stations of that network. Anderson replaces Knoch Manning who has joined the Army Air Forces.

John Power, of the NBC sound effects division, was made and Curt Arnold, leading actor in NBC's Pepper Youngs Radio Family, is currently skiing, of Arnold's racing cutter "Deepwater," winner of the City Island Yacht Club regatta Aug. 28, Arnold is vice-commander of the City Island Squadron, Coast Guard Auxiliary.

Himan Brown, CBS director, is directing his first sustaining show for CBS—Green Valley, U.S.A.—after 14 years of handling commercial programs.
Regional in York Begins Operations
WSBA Headed by Kaufman; Dedication Held Sept. 1

WITH a staff of 21 headed by Manager Robert L. Kaufman, the new WSBA, York, Pa., went on the air Sept. 1 with an inaugural devoid of fanfare and keynoted by an address of acting Mayor Harvey Werner.

Studios and transmitter are housed in a new brick structure of Dutch Colonial design on the Susquehanna Trail, a few miles north of York. Transmitter equipment, recorders, turntables and speakers are latest RCA models. WSBA is also using a 240-foot Winchcharger tower.

Staff of WSBA

Personnel includes Lew Trenner, from WBZ, Boston, and Louis Lang, both on the sales staff; Otis Morse, previously of WORK, York, program director; Max Robinson, formerly of WHO, Des Moines, chief announcer; Herman Stebbins and Mary Neil King, new to radio, farm editor and home economist, respectively; Saralee Deane, from KMBC and WHB, Kansas City, news editor; Neil Robinson, from WATN, Watertown, N. Y., production and continuity writer; C. H. Markey, news reporter; Lloyd Filby, York musician, musical director; Betty Bosserman, receptionist.

Engineering staff headed by Woodrow Eberhard, director, includes Willis Weaver, Jane Trent and M. Hoffman.

WSBA was authorized Dec. 30, 1941, for 1,000 watts daytime on 900 kc. to Susquehanna Broadcasting Co. Company is 100% owned by Louis J. Arell, head of the Pafltzgraff Pottery Co. and the York Poster Adv. Co. and a local banker.

Co-op Plans Spots

COOPERATIVE League of the U. S. A., New York, has appointed Atherton & Currier, New York, to handle a fall radio campaign which will be the first national advertising ever undertaken by the League. Programs, which will probably be transcribed and spotted in cities where the League is active, will dramatize the story of cooperative buying and selling, according to Wallace Campbell, executive secretary of the organization.

Guestorial

(Continued from page 88)

ideas. The “nerts” (oh yea) who spend millions to entertain us and drop in a “Plug-Ugly” here and there in their own behalf, will tell you that.

Mr. “Plug-Ugly’s” author’s very admonition to “we listeners” that “we” can make radio advertising grow up if we protest long and loud enough, is mighty good advice for every radio advertiser.

To date, it seems to me that the itch in our ears rather listens to the scratch of the unusual. And when that scratch ceases to produce that oh-so-good feeling, just you watch “Plug-Uglies” vanish in much the same manner as a snowball in the hot place.

And all this most certainly not to mean that there are no radio advertising noses that could not go for a handkerchief with excellent results—and that “Radio’s Plug Uglies” does not have a few legitimate plugs on which to hang a hat.

Rit Dyes Spots

RIT PRODUCTS Corp., Chicago (dyes), has placed 15 to 65 live spot announcements a week to start after Labor Day on WTMJ, Milwaukee; WTAQ, Green Bay; WBKH, La Crosse, Wis.; WIBA, Madison; WHDP, Rock Island, Ill.; WGN WMAG WLS WJJD WIND WCPL, Chicago. Agency is Earle Lodgin Inc., Chicago.

HAVE YOU SEEN HENRY

The Pole Vaulting Fish?

If not, visit beautiful WAKULLA SPRINGS, 20 miles south of Tallahassee, Florida. See enchanting underwater scenes and thousands of rare fish through the glass bottom boat. Enjoy a boat cruise through primeval Florida jungles. See the new home of underwater photography. Swim in the crystal clear water of the world's largest single spring, and relax in Florida's healthful sunshine.

The Perfect Place to Spend Your Vacation MODERN LODGE

Write for free booklet and rates: Wakulla Springs Lodge Wakulla, Florida

Buffalo's Most Powerful Transmitter Plant

GIVES WGR BUFFALO'S LARGEST REGIONAL COVERAGE 5000 WATTS BY DAY 1000 WATTS DIRECTIONALLY INTENSIFIED BY NIGHT

BASIC MUTUAL 550 K.C.
Cashman To Head Radio For L&T In New York

ED CASHMAN, for the last three years Hollywood producer of Lord & Thomas on the weekly NBC College of Musical Knowledge with Kay Kyser, has been appointed New York radio director of that agency. He succeeds Karl Schlinger, who has been with the agency Air Forces. Arnold MacQuire has resigned as Hollywood Blue producer to take over Cashman's former agency duties.

In his new capacity, Cashman will have complete supervision of all agency shows originating from New York. Bob Stephenson, Lord & Thomas, producer of the weekly NBC Bob Hope Show, has joined the agency, and is currently stationed at Stockton Field, Cal. Other major changes in the agency's Hollywood radio department are anticipated.

NAN M. COLLINS has resigned as director of public relations and advertising for Clinical & Surgical Research, Philadelphia, to join Norman G. E. Ulman Agency, that city, as assistant executive. Miss Collins is a past president of the Philadelphia Club of Advertising Women.

BOB NOVAK, of the production department of Young & Rubicam, New York, will produce and direct New York City's Constitution Day celebration, to be staged at Manhattan Center, Sept. 17, for the benefit of the USO and the United Jewish Appeal.

L. F. TRIGGS, formerly assistant account executive on the American Airlines account for Rothrauff & Ryan, New York, has been appointed copy director of Cecil & Fraise, New York.

FRANK McNULTY, of the production department of Kayson-Sipple Adv., New York, has resigned to join Henry J. Kaiser Co.

JOHN WOLCOTT, production man of Ivey & Ellington, Inc., Philadelphia, has resigned to join the Army. William Morris, of the same agency, is now in the Navy. William Sheehy, copywriter, also of Ivey & Ellington, has been commissioned a first lieutenant in the Navy.
WCVI. Columbus, Miss., will carry an extensive radio campaign to promote the Columbus Fair. From 12 to 15 announcements will be run for 21 days and the Fair will use an hour a day for the six days of the Fair. Bob McNaney, general manager of WCVI, was chosen by fair officials to direct the annual beauty contest, a highlight of the fair.

KETP, St. Paul, following the success of its elaborate farm promotion at the Minnesota State Fair, has scheduled a series of personal appearances at county fairs, harvest festivals and community fairs in key points of the state. Appearing on the programs are the Keene Valley Horn Tunes and other acts.

KTUL, Tulsa, supplied the talent for the annual State convention of the Independent Retail Grocers Assn., held in Tulsa recently. A three-act play, variety show and "between-the-acts" entertainment starred more than 25 station performers.

Radio networks and stations using Printers’ Ink during the first eight months of 1942

BLUE NETWORK CO., INC.
BURLINGTON BROADCASTING CO.
COLUMBIA BROADCASTING SYSTEM
COLUMBIA PACIFIC NETWORK
COWLES STATIONS
DON LEE BROADCASTING SYSTEM
MUTUAL BROADCASTING CO.
N.B.C. SPOT AND LOCAL SALES
MUTUAL BROADCASTING CO.
NATIONAL BROADCASTING CO.
N.B.C.
N.C.
N.E.

PRINTERS’ INK DURING THE FIRST EIGHT MONTHS OF 1942

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UNITED PRESS OPENS FALL GRID SERIES
UNITED PRESS last week launched its 1942 football service to its domestic radio stations by sending them the first of a series of 13 weekly programs titled Your Football Prophet. Written by Ralph Palmer, head of the UP radio sports staff, the quarter-hour series will be made available for broadcasting on Thursday nights.

The first three programs will consist of pre-season dope about players and coaches in the college professional and service teams. During the football season the program will pick the winners of some 50 to 60 top games each week.

Stations have reported considerable sponsor interest in the series, according to UP, which stated that several advertisers who shared in the credit of last year's Palmer record, naming the winners in more than 78% of the contests covered, have again signed up the program for another season.

In addition to the Football Prophet series, UP has announced that it will continue its regular football bulletin, which covers more than 200 games each week, period scores on all major contests and period summaries on the 10 big game each week, stories on the results of all big games and two Saturday evening football roundups.

WLS, Chicago, broadcast the National Cheerleader Pageant on Aug. 22 from the Wisconsin State Fair before a crowd of 12,500, a record for attendance at any event of the fair.

FORMULATION of the Anagamized Broadcasting System, Inc., "an exclusive radio program organization" designed to produce programs in the Broadway tradition for advertising agencies, networks and independent stations, was announced Sept. 28, Ed Wray, director of the group, who will head the new company, is an old-time radio producer in the employ of various American and Canadian stations.

THE COURT of Appeals for the District of Columbia has set June 1, 1942 as the date for the new Federal Radio Commission to go into effect. The FRC, which will be known as the FCC, will have jurisdiction over all aspects of the radio industry, including licensing, broadcasting, and enforcement of the Communications Act of 1934.

DON LEE has purchased the remaining 49% of KBAB, Santa Barbara, acquiring full control of the station which he purchased from KFRC, San Francisco; KMM, Los Angeles; and KGB, San Diego, all units of the Don Lee-CBS chain.

MANAGEMENT OF KOK, Portland, Ore., has purchased KTBR, in the same city, and will change its call letters to KALE. The station uses 500 watts and is a CBS sustaining feature which KOK cannot handle.

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

WJW has more listeners in this rich market than any other station.

Headley-Reed Co., National Representatives

Edward Klauber, first vice-president of CBS, has been discharged from his bed last month following a heart operation. His family has appealed to him to return to work. The other vice-presidents have maintained he is perfectly well.

FRED BATE, with the Associated Press, which drafted the Young Pups, has been appointed European representative of NBC, sailing Sept. 20 for London, where he will set up headquarters.

ROY S. DURSTEIN, vice-president and general manager of BBDO, New York, and Miss Virginia Gardiner, singer frequently heard on NBC, were married in New York on Aug. 30 and planned for a tour of Europe for a wedding trip.

LESLEY BOWMAN, former assistant director of CBS field operations in New York, has been appointed chief of the network's eastern division, CBS, New York, and Miss Virginia Gardiner, singer frequently heard on NBC, were married in New York on Aug. 30 and planned for a tour of Europe for a wedding trip.

PETER GRANT, who obtained a law degree and was admitted to the Missouri Bar before he decided he would rather have a radio career, was confined to the announcing staff of WLO, Cincinnati.

WILLIAM FAY, general manager and Lewis and Son's Continuity Editor and announcer of WHAM, Rochester, recently became the father of girls.

BOND GEDDES, for the last five years an official of the Radio Manufacturer's Association, has been promoted to executive vice-president and general manager as part of a general reorganization.

LEW FROST, production manager of NBC, has been appointed program manager succeeding Thomas H. Hutchinson, resigned.

J. H. DeWitt is named chief engineer of WSM, Nashville.

JAMES W. BALDWIN, secretary of the Federal Radio Commission, and Mrs. Baldwin are parents of a daughter, Carol Ann, born Sept. 4.

RICHARD C. PATTERSON, former Commissioner of the State of New York, has been appointed executive vice-president of NBC, succeeding George F. McClelland, who has been designated assistant to M. S. Hilla, president of both NBC and RJ. McClelland, the latter's position to be filled by John S. Hilla.

MANTLE LAMM, Co. of America, Chicago (Aladdin Lamps), is sponsoring weekly programs featuring Smilin' Ed McConnell on various stations.

BEST GUESSER among Pacific Coast agency executives on the total ticket requests received for San Francisco originations of the five weekly segments of breakfast at Sardi's program, was given gratulations and an RCA personalized radio by that network's sales manager. Gratulators and winner are (1 to 1): Gene Grant, network account executive; Bruce Elliott, executive of Tomasekchi-Elliot, Oakland, (Cal.) agency and winner, whose 22,500 guess approximated the 20,167 total; W. B. Ryan, manager of KGO, San Francisco. Program is cooperatively sponsored by six firms on the West Coast.

The Other Fellow's Viewpoint

No Complaint!

EDITOR, BROADCASTING: KROS in Clinton, Ia., ceased to identify the talent on records and transcriptions on the day that Pettro's order became effective, preventing the members of the AFM from making recordings. Since that time only the titles and featured singers have been announced, providing the singer is not a member of the union. He is paid a royalty. The public is interested in the music rather than the artist is proved by the fact that there has not been a single complaint on the change.

KROS believes that if this practice were made general, and the radio industry would cease to give to orchestras, band leaders, and soloists the millions of dollars worth of free compliments that has been the introduction of recorded or transcribed numbers, the membership of AFM would see the resulting decrease in their earning capabilities, and would fight the Pettro edict with even more vigor than the radio industry.

Can't they see that they are killing the goose that laid the golden egg. They should remember the ASCAP experience.

MORGAN SEXTON, General Manager, KROS, Clinton, Ia., Aug. 28.

AMERICAN AIRCRAFT Institute Chicago (correspondence school), has started a late evening quarter-hour newscast three-weekly on WWBM, Chicago, M. A. Ring & Co., Chicago, is agency.

Page 36 • September 7, 1942

BROADCASTING • Broadcast Advertising
Lorillard's Plans For N. Y. Football

**Giant Games, Home and Away, Sponsored for Old Golds**

P. LORILLARD Co., New York (Old Golds), will sponsor all the home and away games of the professional New York Giants football team, on WHN, New York, starting with the New York-Washington game Sept. 27.

Continuing at the microphone as sportscaster, will be Red Barber, currently covering the Giants for out-of-town games, airing the play-by-play via special wire to the station.

**Schedule of Games**


Pabst Sales Co., Chicago, is sponsoring all games of the Brooklyn Dodgers on WOR, New York, in addition to the games of six other teams of the National Professional Football League on 10 stations in various parts of the country [Broadcasting, Aug. 24].

**Shortwave Programs**

FOLLOWING requests of overseas servicemen for more dance music, Hollywood and sports news and news of the war, the English section of the NBC International Division will extend its shortwave schedule to include more of this type of material. In addition to rebroadcasts of the popular network programs, the fall program will include Service Service for troops in the British Isles; Caribbean Caravan for men in the Caribbean, and Down Beat Down Under for Australia and New Zealand.

**Alexander Back**

A. L. ALEXANDER returns to WHN, New York, for his fourth year as conductor of Mediation Board. Listeners are invited to appear before the microphone and present their personal problems to a board of prominent personalities who attempt to give advice leading to better adjustments. The board changes each week and is made up of people from various fields who volunteer their services.

**LAMAR LIFE INSURANCE COMPANY**

**Farm Placements**

DE KALB AGRICULTURAL ASSN., De Kalb, Ill. (hybrid seed corn), has started sponsorship for 13 weeks of five-minute early morning farm news programs from communities in Illinois, Indiana, Wisconsin and Michigan, by Lloyd (Doc) Burlingham, five days a week on WLS, Chicago. Information on bettering crop production and livestock raising methods is included on the program. Agency is Western Adv. Agency, Racine, Wis.

**Cleaner Spots**

NACTO CLEANER Corp., New York, a newcomer to radio, last week launched a campaign on WJZ, New York. Nacto is participating twice-weekly in The Woman of Tomorrow, with Nancy Booth Craig, for a 12-week period. R. T. O'Connell Co., New York, handles the account.

**Petri Wine Spots**

PETRI WINES, San Francisco wines, recently started a concentrated Fall campaign of transcribed spot announcements using approximately 60 a week on WCFL, Chicago, and a total of a hundred spots a week on KFRC and KQW, San Francisco. Agency is Erwin, Wasey & Co., San Francisco.

**Swan Series on NBC**

LEVER BROS., Cambridge, Mass., will continue Tom and Jerry and Betty Lou on the air, and is scheduled to start the show on NBC, Oct. 5, in the Friday, 7-9:30 p.m. period for Swan Soap. A lineup of 125 stations will probably be used. Series was launched on CBS in June as 13-week summer replacement for Burns & Allen. Burns & Allen return their show to CBS Oct. 6 in their former period, 9-11 p.m., also advertising Swan Soap. Young & Rubicam handles the account.

**The Voice of Mississippi**

**NATIONAL ADVERTISERS** and New York's numerous nationalities have one thing in common. They both agree that WBNX is THE FOREIGN LANGUAGE STATION of GREATER NEW YORK.

No wonder, then, that WBNX with its 5,000 watts, directional, plays the dominant role in selling the 5,000,000* foreign-language-speaking-audience of the world's greatest market.

To cash in on the opportunities of this super-market, advertise your national products over WBNX, the Winner of the Peabody Citation for Public Service to Foreign Language Groups.

*Over 70% of metropolitan New York's population is foreign born or of foreign parentage.

Your Best National Spot Buy . . .
THE BUSINESS OF BROADCASTING

STATION ACCOUNTS

ep—studio programs
ne—news programs
r—transcriptions
s—spot announcements

WFAA-WBAP, Dallas-Ft. Worth
Interstate Cotton Oil Refining Co., Sherman, Tex. (Mr. Tucker's Shortening), 2 p.m. weekly, thru Cook Advertising Agency, Dallas.

Lever Bros., Cambridge

Rutin Mills, St. Louis, Mo. (Purina Foal), 3 p.m. weekly, thru Gardner Advertising Co., St. Louis.

I. W. K. & Sons, Chicago

Interstate Telephone Co., Cambridge

Interstate Telephone Co., Minneapolis (Robinson House), 11 a.m. to 5 p.m., 3 weeks, direct.

Baker's Yeast, Fort Worth, thru Studebaker Corp., South Bend (Studebaker Cid, School), 2 a.m., thru Bobble, Williams and Cunningham Inc., Chicago.

McKesson & Robbins, Bridgeport (Betsel), 6 a.m. weekly, thru J. T. Arche Adv. Co., N. Y.

Boyle, Lapis, St. Louis (4-Day Cold Tablet), 5 a.m. weekly, thru H. W. Kastor & Sons Adv. Co., Chicago.

Misc. Rain's Bakery, Fort Worth, 15 a.m. weekly, thru Tracy-Loocke-Dalton, Dallas.

Interstate Lumber Co., Dallas (Building Material), 6 a.m. weekly, direct.

Interstate Circuit Inc., Dallas (Interstate Theater), 2 a.m. weekly.

KGIR, Cleveland
Ohio Bell Telephone Co., Cleveland, 5 a.m. weekly, 25 weeks, direct.

Lever Bros., Cambridge (Rimso), 10 a.m. weekly, 4 weeks, thru Rosenthal & Ryan.

I. J. Fox, New York (turkey), 7 a.m. weekly, thru Van Kreider Adv., Cleveland.


Studer's Cheese, South Bend, 2 a.m. weekly, thru Roche, Williams & Cunningham, Chicago.

General Foods, New York (Post Toasties), 1 a.m. weekly, 8 weeks, thru Rhetton & Bowls, N. Y.

WCHI, Columbus, Miss.

Purine Mills, St. Louis, 3 p.m. weekly, thru General Foods Co., Fort Worth.

Dr. Pepper Bottling Co., Dallas, 30 a.m. weekly, thru Tracy-Loocke-Dalton, Dallas.

WHBF, Rock Island, Ill.

Lever Bros. Co., Cambridge (Rimso), 10 a.m. weekly, thru Rosenthal & Ryan.

Interstate Telephone Co., Minneapolis (Robinson House), 11 a.m. to 5 p.m., 3 weeks, direct.

Manhattan Soap Co., New York (Sweetheart), 25 a.m. thru Franklin Bruck, N. Y.

American Can Co., Chicago & Cigar Co., New York (Pail Mall cigarettes), 5 to 12 weeks, thru Rosenthal & Ryan, N. Y.

Carter Products, New York (liver pills), 5 to 12 weeks, thru Ted Bates, N. Y.

Carter Products, New York (Arrid), 3 a.m. weekly, thru Ted Bates, N. Y.

WOWK-WGL, Ft. Wayne

Indiana Bell Telephone Co., Indianapolis, 25 a.m. to 12 weeks.

Manhattan Soap Co., New York (Sweetheart), 25 a.m. thru Franklin Bruck, N. Y.

Piggs Lake, St. Louis (Drool Groom), 10 a.m. thru Rosenthal & Son, Chicago.

Kellogg Co., Battle Creek (All-Bran), 10 a.m. thru Levine, Chicago.

KFI, Los Angeles

O'Brien Candy Co., San Jose (choco), 25 weeks, thru Bruncher, Davis & Staff, San Francisco.

O'Keefe & Merritt Co., Los Angeles (gas stoves), 2 a.m. weekly, thru Richard B. Atkinson Adv., Los Angeles.

Nassour Bros., Los Angeles (4 products), 2 a.m. thru Milton Weinberg Adv., Los Angeles.

KECA, Los Angeles

Golden Age Corp., Los Angeles (macaroni), 25 a.m. thru Bruncher, Davis & Staff, San Francisco.

Western Federal Savings & Loan Assn., Los Angeles (investment), 1 a.m. thru J. Elwood Robinson Adv., Los Angeles.

WRC, Washington

Chesapeake & Potomac Telephone Co., Washington, 22 a.m. thru Kaufman, Washington.

General Baking Co., New York (Bonne Maman), 24 a.m. thru Eyer & Illington, Philadelphia.

KJI, Hollywood

Golden State Cereal Co., San Francisco (Golden Valley), 5 a.m. thru Rosenthal & Ryan.

Sunny Sathy Vegetable Growers, Vermont, Cal. (asparagus), 2 a.m. weekly, thru Tyler T. Smith Adv., Hollywood.

KNX, Hollywood

Cumberland Cedar Co., Northfield, Minn. (M-xl-n), 1 a.m. thru H. W. Kastor & Sons, Chicago.

Bancroft Bros., St. Louis (4-Way coat zips), 2 a.m. thru H. W. Kastor & Sons, Chicago.

General Foods Corp., New York (Birds Eye Frozen foods), 2 a.m. thru Young & Rubicam, N. Y.

Vick Chemical Co., Greensboro, N. C. (Robin vodka, Virginia), 3 a.m. thru Morgen International, N. Y.

Dr. Pepper Bottling Co., Chicago (pancake flour), 6 a.m. thru Sherman E. Ellis & Co., Chicago.

TED COLLINS FIRST TO RECEIVE SCROLL

TED COLLINS, producer of Kate Smith's broadcasts on CBS, will receive a scroll in recognition of his efforts through his radio program to inspire the American public with the will to win the war. From the We Will Win the War Committee of the American War Foundations, New York.

Collins will receive the award from Hon. James J. Gerard, former chairman of the governors of the Committee, when the latter returns to the city after an uncompensated trip to the war effort.

Collins is the first person to be honored by the committee, which will select each month a person who has contributed to the war effort. The group is headed by George Peck, national director, and includes in its membership the governors of 21 States.

Kate Smith, songstress, is sponsored on CBS Sunday evening and Friday by General Foods Corp., New York, Swansdown Cake Flour and Calumet, and on the same network in Germany, radio programs which may be heard are aired for Grape Nuts, and remaining Sept. 18 for Jello-O Young Germany, New York, handles the account.

Seventh 'Charm' Season

GENERAL ELECTRIC Co. Scehematically entered its seventh season as sponsor for the Hour of Charm on NBC with the Sept. 6 program, which also marked the 300th broadcast of the show. Agencies are BBDO, New York, and Foster & Davies, Cleveland.

NEW RATING CHART IN HOOPER REPORT

A CHART of "Maximum Expected Statistical Variations in Ratings," designed to determine the amount by which one rating on a program must differ from another in order to indicate a definite change in audience size, is included in the Aug. 8-14 report of national program ratings issued by C. E. Hooper, Inc.

The accompanying explanation points out that in addition to "popularity a program's rating may be affected by the influence of contemporary events, weather conditions, changes in programming precedents and following the general growth of interest in the listener interest, variations in number of programs of the same type as the one studied and "chance variation inherent in every figure produced by a sampling operation." The chart shows the maximum plus or minus variations for any rating which may be expected to occur without reflecting any real change in the size of the program's listening audience.

WAGA Agrees with FTC To Drop Certain Claims

A STIPULATION has been entered by WAGA, Atlanta, with the Federal Trade Commission to cease certain representations regarding the station's transmittal facilities and power, stipulated with the Federal Trade Commission to cease representing that WAGA has more listeners in Atlanta than any other radio station, that when operating as authorized in its construction permit, it can be heard without interference over the entire State of Georgia; or misrepresented through exaggeration the number of prospective purchasers who listen to the station. Under procedure of the FTC, any complaints entered by that agency are dropped upon entrance of a stipulation.
VAL VITA FOOD PRODUCTS Inc., Fullerton, Calif. (food advertisers), faced with a shortage of fruit pickers, in a three-day campaign ending Aug. 26, used a series of 15 spot announcements on KFWB, Hollywood, to fill the quota.

CALIFORNIA AIRCRAFT INSTITUTE, Los Angeles (technical school), on Aug. 20 started sponsoring a nightly quarter-hour sports program titled "Sport Front" on KFWB, Hollywood. Contract is for 15 weeks, with Henry Jordan as sportscaster. Agency is Hilman-Shane-Breyer Inc., Los Angeles.

CALIFORNIA GROWN SUGAR, San Francisco (beets). Group, San Francisco ( beet sugar), in a 15-week campaign which started Aug. 24 is using daily participation in "Polly Patterson's Pantry" on KFAC, Los Angeles. Agency is McCaw-Eriksen Inc., San Francisco. Arden Farms Co., Los Angeles (Arden-ett ice cream), through Effective Advertising Inc., that city, is also using a similar schedule on that program. Latter contract is for 15 weeks, having started Aug. 28.

GOOD FOODS Inc., Minneapolis (Skippy peanut butter), has started "Skippy Hollywood Theater," weekly transistor program starring movie and radio celebrities, on WOR, Omaha. Agency is Campbell-Mithun, Minneapolis.

DR. A. W. CHASE MEDICINE Co., Ltd., Oakville, Ont. (proprietary), has renewed spot announcement campaign on CHSJ, St. John's, N. B.; CKAC, Montreal; CKLW, Windsor, Ont. Account was placed by Arditi Advertising Agency, Oakville, Ont.

SEABOARD FINANCE Co., Los Angeles (finance), with local office tie-in, on Aug. 31 started sponsoring a three-weekly quarter-hour newscast on KPO, San Francisco. Contract is for 52 weeks, Agency is Smith & Bell Adv., Los Angeles.

DAITCH DAIRY STORES, New York, will launch a twice-weekly network program on WEVD, New York, featuring Joshua S. Epstein, commentator, in Jewish news in English, starting Sept. 8. Business was placed direct.

BARNEY'S CLOTHING STORE, New York, will sponsor Hans Jacob, news analyst, three-weekly on WOV, New York, starting Sept. 14. Firm is currently airing announcements on WABA, Jersey City, WHN and WINS, New York, and recently renewed for another 52 weeks with WNEW, New York, for announcements and musical programs. Agency is Emil Morgi Co., New York.

Carter Serial
CARTER PRODUCTS Inc., New York, will start a spot radio campaign for Carter's Little Liver Pills on the Pacific Coast on Oct. 5, using a five-day-a-week transistored serial program, "Judy & Jane," on seven stations which are currently being lined up by Ted Bates, New York, agency in charge of the account.

Canada Will Use Spots In Insurance Campaign
CANADIAN DEPT. of finance starts on Sept. 7 a three-week paid spot announcement campaign on alternating stations to acquaint the Canadians on War Risk Insurance which goes into effect on that day. Under legislation passed early this summer the Canadian government will pay war risk insurance on property up to $5,000 and on chattels up to $1,200. There are 15 minute announcements in the series and they will run once daily. The account was placed by the Advertising Agencies of Canada. It is the second Department of Finance paid program on the air at present, the other, for War Saving Certificates, being a network daily show, "They Tell Me." Another campaign for the department is expected to start later this month for Victory Loan drive.

When you think of SPOTS... think of John Blair!

"Mom, do I have to listen to every soap opera on WDFD Flint Michigan?"
U.S. Sponsors Pushing Latin Markets

Long Range Campaigns Used to Keep Name In Public Eye

AGGRESSIVE RADIO campaigns in the Latin American markets are being carried on by American advertisers, according to R. C. LeBret, president of Export Adv. Agency, Chicago. Although there are distribution difficulties in getting transportation, the U.S. firms are planning long range campaigns to keep the names of their products before the Latin American consumers. In many cases the copy has been written in cooperation with the Office of Coordinator of Inter-American Affairs.

"Sometimes a dealer's shelves may be empty for four, five or more weeks down there, but the sponsors continue with their radio programs and you see the good results when new supplies arrive in the stores," Mr. LeBret pointed out.

Disc Music Popular

Because long series of spot announcements may be scheduled for 15 or 20 minutes at a time instead of between programs, the U.S. advertisers have found complete programs of good transcription music played in the United States win the listeners. Any music but hot jazz has their approval, Mr. LeBret remarked, but popular song hits recorded by Latin orchestras in New York are the favorites.

Current leading program in popularity, judging from letters and comments is a weekly quarter-hour script program of Hollywood gossip written by a South American living in Los Angeles, Mr. LeBret said. The program, sponsored by George W. Lucht Co., New York (Tangos cosmetics), is handled by local announcers on exchange and copy is sent by airmail each week.

It is broadcast in 16 countries, in Colombia on HJAN and HJAB, Barranquilla; HJXJ, Bogota; HJTABB, Bucaramanga; HJEB and HJED, Cali; HJJD and HJDE, Cucuta; HJDK and HJDE, Medellin; HJAH, Pasto; HJFA, Pereira; Radio Colonial, Popayan. In Argentina on LRI, Buenos Aires. In Chile on CB57, Santiago, and HJDE, Iquique; in Costa Rica on TIGPH, San Jose.

In Cuba on RHC-Cadena Azul, Havana. In the Dominican Republic, H1Z, Ciudad Trujillo; in Ecuador, HCGAI-HCGAK, Guayaquill, HJGB and HQCIR, Quito; in Guatemala, TGW, Guatemala City; in Honduras, RHN, Tegucigalpa; in Mexico, XEW, Mexico City; in Panama on HPBA-HOC, Panama City; in Peru, OAXA and OAX42, Lima; in Puerto Rico, WKAQ, San Juan; in Uruguay, Radio Femenina, Montevideo; in Venezuela, YV5RNY, YV5RL, YV5RW and YVIR, Caracas.

Campbell Soup Drive

Another U.S. company which has recently expanded their advertising schedule in South America through the Export Adv. Agency is Campbell Soup Co., Camden (condensed soups), sponsoring quarter-hour twice weekly transcribed musical and talks on nutrition on RHC, Havana, and WPAB, Ponce, and WIAJ, San Juan, Puerto Rico.

Wintersmith Chemical Co., Louisville (milk), advertises on five-minute and quarter-hour programs or transcribed musical programs four or five times weekly in Colombia on HJHF-HJFM, Armenia, HJAB-HJAN, Barranquilla; HJDC-HJCB, Bogota; GAB-GAK, Bucaramanga; HJGB-HJED, Cali; HJDE-HJDK, Medellin; HJFA, Pereira; in Mexico XEDR, Guaymas, HEB-HBEH, Hermosillo; XEDS, Mazatlan; XEB, Mexico City; XEFC, Merida, XET, Monterrey; XEAX, Oaxaca; XEFV, Tampico; XEB, Torreon; XEBY, Veracruz; in Panama on HP56-HOA, Panama City.

Miles Labs., Elkhart, has started to test Nervina on RHC, Havana, with thrice weekly programs of transcribed music. The company has recently expanded radio promotion of Alka-Seltzer, with transcribed musical programs on 18 Colombian stations, HJNF and HJPM, Armenia; HJAN, HJAB, Barranquilla; HJXJ and HJDC, Bogota; HJ7-ABB, Bucaramanga; HJEJ and HJED, Cali; HJAE and HJAF, Cartagena; HJBB and HJBC, Cucuta; HJFX, Manizales; HJDK and HJDE, Medellin; HJAH, Pasto; HJFA, Pereira; in Costa Rica on TIHR and TIPG, San Jose; in Chile on CB57, Santiago; in Cuba on RHC-Cadena Azul, Havana; in the Dominican Republic on H1B, Santiago, and H12, Ciudad Trujillo; in Ecuador, H2CR, Quito; in Guatemala, TGW, Guatemala; in Honduras, HRN, Tegucigalpa; in Mexico, XEW, Mexico City; in Nicaragua, YRNS, Managua; in Panama, HP55, Panama City; in Peru, OAX-4, Lima; in Puerto Rico, WPAB, Ponce, WKAQ, San Juan; in Venezuela, YV5RL-Radio Tropical, YV5RW, YV5RA, Caracas; and a short wave program from WLO, Cincinnati.

Knock's Hollywood Chatter

Hollywood gossip on five-minute and quarter-hour live programs is used by Knox Co., Los Angeles (cosmetics and pharmaceuticals), on OAXA, Lima, Peru, and WIAJ, San Juan, Puerto Rico.

Recently expanded schedules for transcribed musical programs two to five days a week have been placed by Bauer & Black, Chicago (Blue Jay Corn Plasters), in Colombia on HJAB-HJ, Bucaramanga; HJDC-HJCB, Bogota, HJABB, Cali; Cuba on RHC, Havana; in Mexico on XEFI, Chihuahua; XED-QED, Guadalajara; XEFC, Merida; XEB, Mexico City; and by Montgomery Waco, Wilmington, Del., in Colombia on HJDC-HJCB and HJXJ-HJDC, Bogota, and HJGB-HJED, Cali; in Peru on OAX41 and OAXA, Lima.

Schlitz Series

Joseph Schlitz Brewing Co., Milwaukie has sponsored Spanish and English quiz programs for several months on stations in Panama City and San Juan [BROADCASTING, July 27]. Seek & Kade, New York (Pertussin cough medicine), is using transcribed quarter-hour programs giving health advice on WPAB, Ponce, and WKAQ, San Juan, Puerto Rico.

Hussey Moves

ROBERT D. HUSSEY, radio department manager of Paramount Pictures Inc., has resigned and on Sept. 15 joins Frank W. Vincent Agency, Beverly Hills, Cal., talent service, as an associate. Hussey organized Paramount's radio department in Hollywood about four years ago, having previously been assistant to the then publicity department manager. His film studio successor has not been announced.

Extra Base HITS with WCHS CHARLESTON W. VA.

5,000 WATTS On 580 CBS

There's "sock" in SKW on our 580 kc frequency —equal to over a million watts at the other end of the dial.
HOW RETAIL TRADE HAS FAERED THIS YEAR

RECENT UPSURGE in consumer buying follows something of a slump in retail trade. For the first seven months this year, however, department store sales for the country as a whole averaged 13% above the like period last year, according to figures of the Federal Reserve Board. This is based on dollar sales and does not reflect prices which are considerably higher now than a year ago. Stores in some cities have shown large gains while a few cities have reported declines, according to the Federal Reserve figures, many of which are shown on the map above. Some of the largest increases were recorded by Washington, 26%; Charleston, S. C., 34%; Fort Smith, Ark., 40%; Wichita, Kan., 29%; Long Beach, Cal., 35%; Vallejo and Napa, Cal., 49%; Seattle, 34%. Among those showing decreases from a year ago were: Charleston, W. Va., 5%; Miami, 9%; Springfield, Mo., 9%; Hutchinson, Kan. 1%.

UNITED BUSINESS SEPTEMBER FORECAST

This map, reproduced by courtesy of United Business Service, Boston, shows business conditions in all parts of the U. S. and Canada as indicated in its surveys.

KIRO, Seattle, recently did a half-hour remote broadcast of a complete mobilization of local civilian and military protection forces from atop the Cobb Building where its studios are located. Art Lindsay, special events director, was at the mike.

Six Abandon CPs For 5 Kw. Power

Four Allow Permits to Lapse; Two Others to Follow

WAR CONDITIONS have hit the plans of at least half dozen stations for increasing their operating power with the disclosure last week by the FCC that four outlets holding construction permits for boosts to 5,000 watts had allowed their CPs to expire, while another two whose CPs are soon to expire have voiced their intention of dropping their plans for the present.

WSFA, WMBD Also

Expired are the 5,000-watt construction permits of KROW, Oakland, Cal., now using 1,000 watts on 960 kc.; KWK, St. Louis, currently with 5,000 watts night and 1,000 day on 1380 kc.; WBRR, Waterbury, Conn., with 1,000 watts on 1500 kc. at the present time; WKBH, La Crosse, Wis., with 1,000 watts on 1410 kc.

The other two—WFB, Montgomery, Ala., licensed for 500 watts night and 1,000 day on 1440 kc.; and WMBD, Peoria, Ill., at present 500 watts night and 1,000 day on 1470—have notified the Commission that they will allow their current CPs to lapse and accordingly let them be deleted at that time.

In practically all cases, the cause was laid to the unavailability

SERVICE CALLS HIT FT. WORTH OUTLETS

NINE STAFF changes at WBAP-KGKO, Fort Worth, were announced last week, principally resulting from men entering the service. A. M. (Woody) Woodford, production director, is now serving as Naval Warrant Officer at Farragut, Ida.

The engineering department has lost four men: Elliott Maeresh, a second lieutenant in the Army Air Forces; Bruce Howard, Navy Warrant Officer; Frank Parrish, also a Navy Warrant Officer; and Bob Bird, working under Civil Service for the Army Signal Corps. Additions to the engineering department are: Thomas Bedford, formerly of WHAS, Louisville, and Harvey Robertson, former chief engineer of KCMC, Texarkana, Tex.

Marvin Moore, formerly on the dramatics staff, has been made a fulltime announcer and Marie Galagher has been named a receptionist.

FCC Complaint

FRATELLI BRAVA, Co., New York, distributor and seller of Fernet Branca, medical preparation, has been charged by the Federal Trade Commission with false advertising. Complaint alleges representations by the company are "exaggerated, false and misleading."

of necessary equipment. WSFA and WMBD are the only ones whose CP's had been granted this year, the others having been issued prior to 1942.

IN VIRGINIA YOU REACH MORE PEOPLE AT LOW COST ON RICHMOND'S STATION

5000 WATTS DAY AND NIGHT 910 KC

EDWARD PETRY &CO.,INC.NATIONAL REPRESENTATIVES

BROADCASTING • Broadcast Advertising
ACA Appoints Darlington

EDGAR T. DARLINGTON, engineer of WFIL, Philadelphia, has been named vice-president of the American Communications Assn. broadcast division with headquarters at 1926 Arch St., Philadelphia. He has been identified with telephone, telegraph, marine and broadcast fields for the last 30 years.

CHARLES H. COLEMAN, engineer of WFIL, Philadelphia, is now a first lieutenant in the Army Air Forces.

LEROY ANSPACH and Bill Thummell, technicians of KYW, Philadelphia, have been commissioned in the Army Air Forces. William S. Gilbert and Marshall Sours, also leave the staff. Gilbert has been commissioned a Navy lieutenant (jg) and Sours will teach Signal Corps radio receptivity.

RALPH LAUTZENHEISER, formerly of KSL, Sioux City, Ia., is transmitter technician of WCCO, Minneapolis.

JOHN REILLY, formerly chief engineer of WRIR, Stamford, Conn., has joined WABG, New York, as a technician.

EWING JULSTEDT, former engineer of WFIL, Philadelphia, has been commissioned a lieutenant in the Navy.

ANTHONY LANDRY, formerly in the radio division of the Westchester County police, has joined the CBS engineering staff.

HERMAN WILSON has joined the transmitter staff of CHEX, Petersburg, Va.

FRANK SHANNON, engineer of KUNA, Philadelphia, has been commissioned a captain in the Army Air Forces.


Stricken while on a weekend holiday in the Thousand Islands, Mr. Hanover died shortly after his boat reached shore from Alexandria Bay. He had played 18 holes of golf two days before and was thought to be in excellent health. He was 59.

A native of Wisconsin, Mr. Hanover attended the U of Wisconsin for a short time. He joined Stromberg-Carlson when 18 in Chicago and grew up with the firm, having started in the purchasing department. He came to Rochester in 1904.

In Charge of Radio

At the time of his death, Mr. Hanover was in charge of all manufacturing and broadcasting operations, including the 50,000-watt WHAM, Rochester. He also was a director of the company.

While radio was still young, Mr. Hanover was quick to see its potentialities. The company was already in the set manufacturing field in 1926 when he, along with others, advocated acquisition of WHAM, which subsequently became a 50,000-watt outlet on its clear channel.

Mr. Hanover participated in many of the earlier conferences of the Federal Radio Commission and the FCC in the moulding of allocations policies. Company officials, identified with WHAM operations, recall that his primary consideration was always that of the listener.

"Mr. Hanover was a real credit to the industry," said William Fay, WHAM general manager. "His loss is a great blow to all those who were associated with him."

Mr. Hanover leaves his widow, the former May Radcliffe, and a brother and sister in law to whom he was extremely devoted. He was born in Jefferson, Wis., in 1883.

Mr. Hanover

Michelson Subscribers

CHARLES MICHELS, New York transcription firm, has signed several subscribers for a five-minute recording series, "A Toast to America's Allies," including KSOO, Sioux Falls, S. D., and WDAY, Fargo, N. D., both accounts placed through C. E. Richard Adv., Detroit. Contracts for the series are for 32 weeks. New subscribers to Smilin' Ed McConnell are: WNML, Richmond, for Baptist Book Stores; and WPAD, Paducah, Ky., for a local jeweler. The Shadow series has been purchased by three Kentucky stations: WPAD, WHOP, Hopkinsville; and WSON, Henderson, for Consumers Cooperative Milk Dealers. Other new subscribers: WSIX, Nashville, for Wherry Furniture Stores; and WQAM, Miami, for Bell Bakers.

WNOX Ups Power

WNOX, Knoxville, previously operating with 5,000 watts during the day and 1,000 watts at night on 1010 kc. has increased its power to 10,000 watts on 990 kc., as of Sept. 1. WNOX is operated by Scripps-Howard Radio Inc. and is affiliated with the Knoxville News-Sentinel.

1883 Edward A. Hanover 1942

WNOX, Knoxville, previously operating with 5,000 watts during the day and 1,000 watts at night on 1010 kc. has increased its power to 10,000 watts on 990 kc., as of Sept. 1. WNOX is operated by Scripps-Howard Radio Inc. and is affiliated with the Knoxville News-Sentinel.

580 Kc. · 5000 Watts

"First on all Puerto Rico Dials"

Box 4504

San Juan, P.R.
By MILTON C. HILL
WHKX, Cleveland

THERE are approximately 30,000 persons in Northeastern and Central Ohio who today have a greater appreciation of radio than they did a year ago. With few exceptions these 30,000 are average citizens. Formerly they knew that by dialing certain stations on their home receiving sets at certain times they could get programs they liked. That was the extent of their knowledge of and largely their appreciation of radio.

How did these people come to look at radio in a different light? Take the case of one individual for an answer. He was a member of the American Legion. At his Post meeting one night, a representative of a broadcasting company appeared with movie projection equipment. The man, representing three Ohio radio stations, explained that he would show a movie which had been made right in these stations' studios. The lights were dimmed. For a half-hour the man and his fellow Legionnaires sat and watched—very intently.

Revelation in Detail
It was a revelation. Never before had the man realized the multitudinous details of planning, selling, and production that are handled by the staff of a radio station. He hadn't realized that people were needed to sell radio time. He found that it takes promotion and merchandising to keep sponsors happy. He was amazed at the large staff of artists, announcers, and engineers that were necessary to keep a broadcasting schedule going smoothly.

The technique of the engineer in monitoring a musical program intrigued him. He was both amused and surprised when he saw the pictures of the announcers—they didn't look at all like he had imagined them. He was awed by the maze of technical equipment and the huge transmitting towers.

There was a question-and-answer session after the movie. Frequency modulation, television, and future developments in radio were foremost in the interests of the audience. The man from the broadcasting company predicted a bright future, pointing out that new technical developments would increasingly make radio a dominant force. Out of the whole period, which lasted about 45 minutes, a half-hour for the movie and 15 minutes for the questions, came this collective response from an amazed audience: "I never knew there was so much to it!"

Public Relations Are Improved
Without planning it, the radio stations had done more than advertise themselves. They had performed a service for the radio industry, and in doing so, improved their own standing in the eyes of the public. They had improved their public relations, and radio's public relations, merely by showing the enormity of the broadcasting task.

By effectively informing the public about radio through the motion picture the station had discovered an unusual creator of goodwill, and showing the movie continues today as an activity of multiple benefits.

The stations have two sets of modern sound projection equipment for showing this 16-mm. film. One to two operators are required, depending on the number and location of showings each day. This is handled by representatives of the promotion and publicity departments, who also make the bookings. Any organization which can supply an audience of 40 or more persons may have the movie for a showing without charge. The average audience has about 50 persons. The largest audience which has seen the movie was one of 12,000. Most of the public schools have booked it once or more. Bookings have been made for months in advance for all sorts of clubs, lodges, and fraternal organizations.

The film is not overloaded with advertising for the three sponsoring stations, WHK and WCLE in Cleveland, and WHKC in Columbus. For that reason it is relatively simple to get bookings with school and church groups and other conservative organizations which generally do not lend their meetings to promotional schemes.

It is costly, of course. The initial cost of producing such a film is quite heavy and the cost of showing it is roughly equivalent to adding another full-time employee to the sponsoring stations' staff. But it has been established as a valuable ally to broadcasting. It certainly is one which has great possibilities as a builder of genuine goodwill for commercial radio.

TIME OUT for the imperative needs of America at war

The entire production equipment and facilities of Fairchild Aviation Corporation today are being used for America's vital war needs. Commercial owners and users of Fairchild precision recording and amplifying equipment are advised to take the best possible care of the instruments in their possession. Our Service Department will gladly assist you in protecting and extending the life of Fairchild Equipment. Call upon us.

Hinks Commissioned
KENNETH W. HINKS, vice-president of J. Walter Thompson Co., Chicago, and account executive on the Swift & Co., Chicago (meat products, lard, butter, eggs, shortening, margarine), Elgin National Watch Co., Elgin, Ill., and Northern Trust Co., Chicago, accounts, has been commissioned a lieutenant—commander in the Navy and will report Sept. 18 at Dartmouth U.
Petrillo Edict
(Continued from page 7)
scribed programs for many stations, entailing not merely the loss of popular program material but also of advertising revenues which enable the stations to continue in business. In other words, this is a definite example of injury sustained by the broadcasters as a result of the Petrillo prohibition of recordings.

Petrillo wire read as follows:

This is to advise you that the American Federation of Musicians will not renew permits previously granted to you to make transcriptions. As to any transcription already made, previously granted permits are terminated.

Attempts to reach Mr. Petrillo for an explanation or amplification of his order were unsuccessful. Nor could any comment be secured from the AFM's national headquarters in New York. One curious angle of the situation was that as of Friday afternoon, neither NBC Radio-Recording Division nor Columbia Recording Corp. had received the union's telegram although copies had been received by World Broadcasting System and Associated Music Publishers.

Explaination of the AFM stoppage of the commercial transcriptions, as given on Thursday to Lee Graves of Compton Advertising Inc., by Harry Steeper, assistant to Mr. Petrillo, was that since the NAB had injected itself into the picture and was attempting to get an injunction, restraining the union from carrying out its prohibition against recordings, the AFM had decided not to grant any more special permits and to cancel those already granted.

Denies Compton Request
Mr. Graves had gone to AFM headquarters for an explanation of the union's rejection of Compton's application for a permit to record the Proctor & Gamble serial, Against the Storm, for use on 10 supplementary stations. Application was filed Aug. 7 and despite repeated attempts to get an answer from the union, no word was received until this week, when the union informed the agency its request was denied. As other commercial program permits had been granted by the AFM, Compton wanted an explanation for the apparent discrimination against its client.

Executives queried by Broadcasting on Friday were unwilling to discuss the problem posed by Mr. Petrillo's national headquarters, which wanted time to think it over and decide upon a plan of action before making any statements. Matters will be discussed and perhaps decided at a special meeting called by the AFM for Tuesday in New York, at which advertisers, advertising agencies, recording companies and broadcasters will all be represented.

ASCAP to Appeal Dismissal of Plea
Society Holds Wisconsin Act Violates Constitution

ASCAP will appeal dismissal of its suit for an injunction to restrain the unilateral loss of public performances of its music in Wisconsin, according to Louis D. Frohlich, general counsel for ASCAP. Society's attempt to enjoin permanently six tavern Keepers and dance hall operators from playing ASCAP music was denied Aug. 29 by Federal Judge Lewis B. Schwellenbach, of Spokane, Wash., sitting in the Federal District Court in Milwaukee.

 Held Unconstitutional
Finding that neither ASCAP nor the five publishers who were co-plaintiffs in the suit had complied with the provisions of the Wisconsin statute requiring that all performers of 25% of gross revenues to the State, the court upheld the constitutionality of the law and dismissed the plea. ASCAP counsel had admitted the failure to comply with the law, arguing that it is unconstitutional.

Counsel for the Wisconsinavern Keepers Ass'n., in defending the suit, argued that since ASCAP had not obtained a license from the State, which the law states is necessary for the licensing of music in Wisconsin, ASCAP may not prosecute anyone performing its music without a license in that State. ASCAP's appeal will reiterate the claim that the law is unconstitutional, it was stated, and will also claim that even if the law is constitutional and ASCAP is forced to cease doing business in Wisconsin it may still prosecute anyone performing its music without a license as that is a violation of the Federal Copyright Law, which the State law cannot supersede.

Fight Against Petrillo
Promised by Dr. Maddy

A CONTINUING fight against the Petrillo ban of student broadcasts was promised by Dr. Joseph E. Maddy, leader of the Interlochen Music Festival, last week coincident with the disbanning of the school for the season. Interlochen orchestra of high school students has broadcast over NBC during its summer session for 12 years, prior to the command of AFM President James C. Petrillo that NBC this summer cancel the broadcasts because of purported competition with AFM members.

Dr. Maddy said the students had scattered, scattered their homes on the "fight for freedom of speech." He declared he and his students would continue the battle for the rights of amateurs to radio expression, despite the Petrillo edict. Dr. Maddy is expected to be New with the Peace Committee of the Senate which gets under way Sept. 14 pursuant to a resolution (S. 296) of Senator D. Worth Clark (D-Idaho) for a full probe of the music situation.

CAESAR'S GHOST
'Little Pettrillo' Protests Toronto Child Orchestra

ARTHUR DOWELL, business agent of the Toronto Musicians Union, tried to do a Petrillo by protesting the appearance of a children's orchestra, instead of a union orchestra, at the 68th annual convention of the Trades and Labor Congress of Canada at Winnipeg on Aug. 26. He was booted, told to "sit down!"

A vice-president of the congress, Percy Bengough, Vancouver, stated the orchestra was sponsored by the International Ladies Garment Workers Union in Winnipeg to show what the union was doing to raise the cultural level of its members. J. A. Jamieson, representative of the Vancouver Musicians Union, said the children had done no harm to the musicians' union.

Paine to Coast

JOHN G. PAINE, general manager of ASCAP, and Oscar Hammertime, vice-president of the Society, left New York Sept. 3 for the West Coast to conduct the semi-annual meetings of Coast members as required by the organization's by-laws to be held 30 days in advance of the regular membership meeting in New York. Meeting is scheduled for Sept. 9. Mr. Hammertime will represent Deena Taylor, ASCAP president, who was unable to make the trip.

BLANKETING AMERICA

22 MILLION POSTAL TELEGRAPH OFFICES

Wherever there's a telephone... there's Postal Telegraph!

Next time you want speedy telegraph service — remember — it's convenient, it's economical, it's fastest to...

* Phone

For your convenience, charges appear on your phone bill
Radio's War Role Hits High Figure

NAB Reviews Achievements of Industry for Quarter

Radio's contribution to the war effort cannot be entirely measured in precise numerical terms, but some idea of the vastness of the industry's energy can be gotten from a summary tabulation of announcements and programs of local origin during the months of May, June and July compiled by the NAB.

Many Spots

During this three-month period radio served up a total of 1,541,640 spots alone, besides other renditions, distributed among the various Government agencies and keyed to comply with Office of War Information requests to cover special needs at various times.

Army—122,120 spots; 50 3-minute live; 90 15-minute live; 720-30 min. live; 880 60-min. live; 9,494 15-min. ET; 19 30-min. ET.

War Industry Info.—297,260 spots; 190 6-minute live; 10 15-minute live; 840 15-min. live; 10 30-minute live; 300 45-min. live; 10 60-minute live; 6,624 15-min. ET; 20 30-min. ET.

Army Emergency Relief—16,220 spots; 70 3-minute live; 190 10-minute live; 150 15-min. live; 30 30-minute live.

USO—73,240 spots; 40 6-minute live; 90 10-minute live; 1,550 15-minute live; 10 30-minute live; 360 45-minute live; 10 60-minute live; 110 15-min. ET.

Red Cross—82,100 spots; 50 6-minute live; 150 10-minute live; 1,500 15-minute live; 880 30-minute live; 80 30-minute live; 10 60-minute live; 5 15-min. ET; 10 30-min. ET.

Civil Defense (all kinds)—63,980 spots; 210 6-minute live; 3,270 10-minute live; 1,410 15-minute live; 10 15-minute live; 160 30-minute live; 20 45-minute live; 10 60-minute live; 10 15-min. ET; 10 30-min. ET.

Don't Spread Rumors—5,500 spots; 10 30-minute live; 270 15-minute live; 10 30-min. live.

Victory Gardens—7,620 spots; 400 6-minute live; 280 10-minute live; 350 15-minute live.

The Home Front—Live Local—120 6-minute live; 350 15-minute live; 4,170 30-minute live.

You Can't Do Business With Hitler—1,140 15-min. ET.

Neighborhood Call—1,310 15-min. ET.

This Is Our Home—4,000 30-minute live.

Three Things of The Nation—190 30-minute ET.


Other Govt. Agencies—65,210 spots (live & ET); 240 3-minute live; 1,580 10-minute live; 350 15-minute live; 1,260 30-minute live; 1,129 45-minute live; 1,520 60-minute live; 1,410 15-min. ET; 4,120 30-min. ET; 10 60-min. ET.

Other Lengths—30 6-minute live; 10 10-minute live; 3 15-minute live; 10 30-minute live; 5 45-minute live; 10 60-minute live; 10 80-minute live; 10 100-minute live; 10 120-minute live; 10 240-minute live; 10 15-min. ET; 10 30-min. ET; 10 60-min. ET; 10 120-min. ET; 10 240-min. ET.

WMBD is a member of CBS network

SPONSOR IN HOSPITAL and salesman on crutches proved no obstacle when Hugh M. Woods, station's oldest consistent advertiser, signed for his 15th year on KLZ. Denver. Mr. Woods signs in bed, while his nurse, and Pete Smythe, KLZ salesman, still on crutches recovering from a dislocated knee, look on. The Hugh M. Woods Mercanteile Co. handles lumber and building supplies in the Denver market area.

Bronson Aide to Ryan

EDWARD H. BRONSON, assistant manager of WCOL, Columbus, O., will join the broadcasting division of the Office of Censorship Sept. 8 as an aide to J. Howard Ryan, assistant director of the division. Mr. Bronson, it was said, will handle inquiries to the division from broadcasters. He formerly was an editorial staff member of the Columbus Dispatch and the Aerop Beacon Journal. While attending Ohio State U he edited the Ohio State Lantern, student daily, and is a member of Sigma Delta Chi, professional journalism fraternity.

Fould's Midwest Test

FOULD'S MACARONI Co. Libertyville, Ill., will start a 13-week test campaign about Sept. 15 in eight Midwest markets. Musical Sonovox announcements will be used at the end of the week six to 18 times weekly on WMQK and WGN, Chicago; WQIV, Cleveland; WJIC, Johnstown; WYRJ, Pittsburgh; WKRC, Cincinnati; WBNS, Columbus; WTOL and WSPD, Toledo; WOOD, Grand Rapids, Mich. Streetcar cards will be used in two other cities. Agency is Campbell-Ewald, Chicago.

Serial Transfer

PROCTOR & GAMBLE Co., Cincinnati (Oxystol), on Sept. 28 will discontinue Woman In White and will replace it with Ma Perkins on 99 CBS stations Monday through Friday 1:15-3:30 p.m. The company will continue Ma Perkins on 80 NBC stations Monday through Friday 3:16-3:30 p.m. for Oxystol. Agency is Blackett-Sample-Hummer, Chicago.

Pet Milk Discs

PET MILK Co., St. Louis (canned milk), has placed multi-hour transcribed nutrition talks by Mary Lee Taylor twice a week on KFI, Los Angeles; KPO, San Francisco; KJML, Fresno; KHQ, Spokane; KOMO, Seattle; KGW, Portland. Series started on the West Coast stations first week in August Gardner Adv. Co., St. Louis, is agency.

Religious Organizations Take Two Spots on MBS

TWO RELIGIOUS programs have been added to the MBS Sunday schedule, which already includes three programs sponsored by religious groups (Broadcasting, Aug. 17). In addition to Old Fashioned Revival Hour from 9-10 p.m., Gospel Broadcasting Assn., has started The Pilgrim Hour, 2-3 p.m., on about 150 MBS outlets. K. H. Alber Co., Los Angeles handles the account.

The Cadle Tabernacle, Indianapolis, has launched a half-hour at noon on the entire MBS network. Program includes five-minute sermons and music by soloists and a choir of 1,400 voices. Agency is Ivey & Ellington, Philadelphia.

MBS Billings Up

MUTUAL Billings for the first eight months of 1942 are $6,384,654, an increase of 58.65% over the corresponding period in 1941 when the total was $4,024,680. Billings for August were $518,226, representing a drop of 2.01% over figures for August of last year, $532,056.

What a difference the INTRODUCTION makes!

Don't ignore Peoria— or let Peoria ignore you! WM DB can quickly introduce you to this prosperous market because it holds a unique spot close to the hearts of the home folks here. It's a position earned through public service, community effort and consistently fine entertainment. No "outsider" can introduce your product with such certainty of response.

It's the Right Introduction

This Central Illinois market has been a WMDB knows this market, too. We'll gladly send you any information you ask for. Just drop a line to WMDB, Peoria, Ill.
KCQD
ANCHORAGE
Alaska
LOCATION
“The Nerve Center”
Hub of Alaska Activities
Low Rates - Real Results
Representatives
ROMIG FULLER
1411 Fourth Ave.
Seattle, Wash.

Ktar
Arizona. Broadcasting Co., Inc.
Phoenix, Arizona
Paul H. Raymer Company

NBC UP News
WRAK
Williamsport, Penna.
The station that’s doing a
selling job in a growing
industrial, farm and war
producing market.

KSTP
50,000 WATTS
Clear Channel
Exclusive NBC Outlet
MINNEAPOLIS * SAINT PAUL
Represented Nationally by Edw. Patri Co.

CBS Board Offers
Dr. J. S. Thomson
Manager’s Office
Maj. Murray Recommended
For Post of Director General
APPOINTMENT of Rev. Dr. J. S. Thomson, president of Saskatche-
wan U and a member of the
board of governors of the Cana-
dian Broadcasting Corp. since Feb-
uary 1940, to the post of general
manager of the CBC, was recom-
manded by the CBC board at its
Aug. 28 meeting at Ottawa.
The board also recommended that
Maj. Gladstone Murray, present
general manager, be appointed to
a new position of director-general
of broadcasting for Canada which
“would permit him to devote his
time to creative work of the CBC
and the development of programs”.
Dr. Augustin Frigon’s status as
assistant general manager is not
affected by the proposed changes,
which go into effect Jan. 1.

Representatives
J. P. Mckinney & Son

Dr. Thomson

“The most disquieting case in
the development of radio has been
the domination of the programs by
the interests of salesmanship. The
incessant stream of advertising
entreaties to buy this or that prod-
cut has a vulgar and depressing
influence on any intelligent mind.
The public has become weary and
disgusted, tolerating the senti-
mental vendors of various mer-
chandises with patient indulgence
which hardly any longer conceals
the contempt into which radio is
rapidly degenerating. If radio is to
develop as a genuine art, some
mealing must be taken with this
aspect of the business.”

Aural Journalism
The analogy we must draw is
no longer between the radio and
the movies, but rather between
radio and journalism. Radio has
been described as a new extension
of the art of the theatre; it is also
a new development in what may be
called aural journalism. Indeed
the newspaper business is notoriously
ugly about the growing power of
radio, and, from its point of view,
rightly so.”

CBC Information Post
Goes to Wells Ritchie
Wells Ritchie has been ap-
pointed press and information
representative of the Canadian
Broadcasting Corp. national pro-
gram offices at Toronto, succeed-
ing Sven Blangsted, who re-
signed recently as assistant to E.
A. Weir, supervisor of the Press
and Information Department. Rit-
chie is an original member of the
CBC National News Service, writing the first
news bulletin to go out over the
CBC service at 9:30 a.m. on Jan.
1, 1941.

Before joining the CBC Ritchie
had operated the Central News
Bureau at Toronto as a publicity
organization, and had been Toronto
Bureau manager and Ontario rep-
resentative of The Radio Press.
He started in newspaper and pub-
licity work in New York, did work
for the New York Times and for a
house organ of the New York
Telephone Co. A native of Toronto,
Nelson returned to start several week-
lies there, write theatrical and
movie comments. He studied jour-
nalism at New York U.
Canadian Broadcasters Included In New Rules Of Selective Service

Canadian broadcasting stations and all firms in the broadcasting industry come under the new National Selective Service regulations which went into effect on Sept. 1. Under these regulations, an employee may quit his job and no employer may lay off or discharge any worker without giving seven days' notice in writing. No employer may interview or engage any worker unless such worker has a permit to seek employment, and these must be obtained from the National Selective Service offices located throughout Canada.

The National Selective Service officers have power to order any person to report for an interview at the local office, to order any person who has been unemployed seven days to take any suitable work, and to order any partially employed person to take any suitable full-time work, and only the National Selective Service officer can give permission for persons placed in jobs by these officers to quit their jobs. Workers moved from non-essential jobs by the officers may claim re-employment in former jobs when the more essential work is finished. National Selective Service officers may pay transportation and other special allowances where workers are moved to distant jobs. There is a $500 fine and 12 months jail term provided for violations by employers, employees and others.

Canada’s New Board

Canada has set up a new War-time Information Board at Ottawa to supersede the Office of Director of Public Information. The new WIB will be directly responsible to the Prime Minister, and will open offices for the dissemination of news about Canada’s war effort in New York and Washington. Heading WIB is Charles Vining, 45-year-old president of the Canadian Newsprint Assn., who previously was an executive with Cockfield Brown & Co. Ltd., Montreal advertising agency. Vining’s chairman is Hon. Philippe Biais, K.C., Montreal lawyer and member of the Quebec provincial government cabinet. The WIB will take over the staff of the Director of Public Information, including C. H. Lasch, who has been director since its formation and who will be a member of the WIB.

Wander Shifts ‘Midnight’

To New Spot on the Blue

WANDER Co., Chicago, sponsor of Captain Midnight on MBS for two years, shifts the five-weekly adventure series to BLUE for a 10-week run, starting Sept. 28, for Ovaltine. Show occupies the 5:15-6 p.m. spot, the same period previously used on Mutual, Captain Midnight was sponsored by Skelly Oil Co. for two years prior to going on the air for Ovaltine.

Addition of the show to the BLUE schedule makes a full hour and a quarter of children’s programs on BLUE starting at 5 p.m., Monday through Friday.

THE ARMY TOOK OVER “The Old Hayloft” home of The WLS National Barn Dance since March 1932, while The Barn Dance moved to the Chicago Civic Opera building last week as the Eighth Street Theatre was turned into a schoolhouse for radio technicians of the Army Air Force. Glenn S. Snyder, manager of WLS, turns his theater keys over to Colonel A. Lindsey, executive officer of the school in Chicago’s Stevens and Congress hotels, while Harold Safford (left), WLS program director, and Major Alfred Adams (right), officer in charge of activities in the theater, look on.

Paul Searles in Navy

PAUL D. SEARLES, technician at KGW-KEX, Portland, Ore., has been commissioned an ensign in the Naval Reserve, and called to active duty. Mr. Searles, formerly a professor of radio at Oregon Institute of Technology, had been with KGW-KEX over a year. He will be stationed in New York and Mrs. Searles, a member of the studio office staff, will go East with him when he assumes his post.

Dairy Series

BELL BROOK Dairies, San Francisco (Bell Brook Milk), recently started a campaign, using transcribed and live announcements on KQW, KFRC, KJIC, KPO, several times weekly and in addition participated on home economies programs of Ann Hodges on KGO and Emily Barton on KFRC. Agency is Rotsford, Constantine & Gardner, San Francisco.

WTAG, Worcester, Mass., held its annual picnic for executives and employees. Over thirty attended, participating in a sports program, dinner, dancing, and an entertainment staged by WTAG talent.

One of New England’s best mail pulling stations - per inquiry costs - far below national average.

WHEB

PORTSMOUTH, NEW HAMPSHIRE

Reps.: JOSEPH HERSHEY McGILLIVRAY

Boston Rep.: BEATRICE BANAN

WRVA COVERS NORFOLK AND COVERS RICHMOND, VIRGINIA

WITH 50,000 WATTS BOTH DAY AND NIGHT

COLUMBIA NET WORK

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

September 7, 1942 • Page 47
**Network Accounts**

**All Time Eastern Time unless indicated.**

**New Business**

R. J. REYNOLDS TOBACCO CO., Winston-Salem, N.C. (Cigarettes), on Sept. 29, will start a new program with Mr. Abbott and Lou Costello on NBC, Thurs., 7-8 p.m. 


L. O. GROTHER LTD., Montreal (tobacco), on Sept. 15, starts Variety Entertainments on Channel One Monday, Wednesday, Friday, 8:30-9:00 p.m., Agency: Canadian Advertising Agency Ltd., Toronto.


HOWARD CLOTHES, New York (retail chain), on Sept. 28, opens new store in Wilmington, Del., with John Hull, actor, in True Story dramatizations, 7:00-8:00 p.m. Agency: Redfield-Johnstone, N.Y.

VICK CHEMICAL CO., New York (Val- rox), on Oct. 5, starts show on 20 Blue stations, Mon., Thurs., Fri., 9:45-10:15 a.m. Agency: Morse Inter- national, Los Angeles.


REYNOLDS IRONIZED YEAST, New York, on Oct. 5, starts radio show from New York, Tues., 9:30-10:00 p.m. Agency: Blackett-Sample-Hummert, Chicago.


Renewal Accounts

STERLING PRODUCTS INC., New York, on Sept, 21, renewed (Continued from previous page) on 82 NBC stations, shifting advertising from Andy Devine to Frank C. Creem, and adding for Phillips Milk of Magnesia, Mon., Wed., 9-10 a.m. Agency: Blackett-Sample-Hummert, Chicago.

STERLING PRODUCTS INC., New York, on Sept. 21, renewed (Continued from previous page) for Dr. Lyons Toothpowder, Tues., 7:30-8:00 p.m. Agency: Blackett-Sample-Hummert, Chicago.

CAMPANA SALES Co., Batavia, Ill., on Oct. 4, renewed (Continued from previous page) for 82 NBC stations for Dr. Lyons Toothpowder, Tues., 7:30-8:00 p.m. Agency: Blackett-Sample-Hummert, Chicago.

EASY to remember is license number of John Cary, engineer of WKBK, Youngstown. Through cooperation of the Ohio Highway Department, Engineer Cary has number “670-KC”. Of course, 570 kilocycles is the wavelengths of WKBN. To top it, Cary had an additional phone with station call letters.

AIR FARM FAIR
Program of KVOO Will Cover Entire Primary Area

EMBRACING remote broadcasts daily from 34 Oklahoma counties, the Farm Fair of the Air will begin on KVOO, Tulsa, Sept. 8 to continue through Oct. 31.

Sam Schneider, KVOO farm editor; Howard Phillips, engineer; Doc Hull, farm department announcer; and Hank Stanford, cowboy singer, will make up the sta- tion’s group which will also move daily to the five counties during the program. Five broadcasts daily of 15 minutes each will be devoted to informing 25 to 30 farm leaders and farmers in each county on contributions to the war agriculture program.

The KVOO crew will also supply local fairs cancelled because of war reasons.

On the tour the KVOO group will set up a war bond and stamp booth in each county seat during the day of broadcasts and also conduct a survey among farmers aimed to determine farm listening habits. The tour will wind up in Stillwater at the annual county agents’ meeting, it was said, and from there will salute six other counties which have requested participation in the Fair of the Air but which were out of the KVOO primary coverage area.

**Network Changes**

**LEVER BROS., Cambridge, Mass.** (Ringo), on Sept. 8 for 4 weeks replaces The Re- corders, Monday thru Friday, 12:30-1:00 p.m. Agency: Rathi & Rynan, N.Y.

**GENERAL FOODS CORP., New York** (Breakfast Foods), on Sept. 8, 9:15-10:15 p.m., will feature Walter O’Farrell from Calumet, to Diamond Crystal salt, on “Globetrotter” show. Agency: Brickman- Morris, New York.

**Baker’s Chocolate** (with Baker’s Chocolate), Tues., Wed. and Thurs., 5:00-5:30 p.m. Agency: Benton & Bowles, N.Y.

**COLGATE-PALMOLIVE-FEET CO., Jersey City, N.J. (Story of Bass Johnson)** on 6 NBC stations, 10-11 a.m. (rebroadcast 12:15 p.m.). Agency: William Esty & Co., N.Y.

**IRONIZED YEAST CO., Atlanta, (yeast), on Oct. 6 replaces Are You A Missing Heir weekly newscast on NBC stations, 8:30-9:30 p.m. (repeat 11:30-12:00 a.m.). Agency: Rathi & Rynan, N.Y.

**GENERAL CIGAR CO., N. Y. (White Owl cigars),** on Sept. 24 replaces Ray- mond Clapper, Tuesday thru Friday, 10:10-10:15 p.m., with Raymond Clapper.

**PROCTOR & GAMBLE CO., Toronto (Ivy & Oxord)** on Aug. 17 changed to new Canadian Broadcasting Corp. French stations Mon. thru Fri., 1:00-1:30 p.m. Agency: Kompton Adv. N.Y.

**CARNATION CO., Toronto (imit)** on Aug. 17 changed to new Canadian Broadcasting Corp. French stations Mon. thru Fri., 1:00-1:30 p.m. Agency: Barker Adv. N.Y.

**S. C. JOHNSON CO., Brantford, Ont.** (Four Worm) on Aug. 21 changed to Le Vieux Moulin radio station for Canadian Broadcasting Corp. French stations Mon. thru Fri., 1:00-1:30 p.m. Agency: Vickers & Benson, Montreal.

**GOLDSCHMIDT & CO., Chiness & Oxord** (Oxord), on Sept. 23 will replace Woman’s World, 9:30-9:45 p.m. and CBS stations Mon. thru Fri., 1:15-1:30 p.m. MS. Paine, and will also continue on 98 NBC stations Mon. thru Fri., 3:15-3:30 p.m. Agency: Blackett-Sample-Hummert, Chicago.

**Grosch Named Producer For New Camels Series**

**MARSHALL GROSH** will produce the new weekly half-hour variety show which will star Don and Lou Cost- ello, comedians, which starts Oct. 8 under sponsorship of R. J. Re- no1ds Tobacco Co., Winston-Salem, N.C. (Cigarettes), on approximately 100 NBC stations, Thursday, 7:30-8:00 p.m. (EWT), with West Coast re- broadcast. Grosh will also collaborate with Howard Har- ris on scripts, with other writers including John Evans and John Grant. Leith Stevens has been signed as musical director.

Hal Hackett, radio director of Grosh Enterprises, New York, is currently in Hollywood confer- ring with Eddie Sherman, busi- ness manager of the comedy team, and Richard Marvin, radio direc- tor of William Esty & Co., New York agency serving the tobacco accounts, taking up a special talent for the packaged deal show. It is understood that Betty Rhode, CBS’s female voice talent, will be the featured vocal spot. Program takes over the NBC time currently held by Bob Haw’s How’s I Don’t also spon- sorized by Rynan, N.Y., and the Grosh show is reported as costing spon- sor in the neighborhood of $10,000 per week.

**Radio Sailorettes**

A GROUP of 470 women sailorettes will be assigned Nov. 1 to the U of W.Windsor. After training during the summer, they were last announced when the V-10 group of the Naval Reserve.
BROADCASTING ENGINEERS WANTED—McLeod, Elliot & Millar, control engineer; and Kenneth McLeod, Carl Miller, and Larry Grant, transmission engineers.

WILLIAM A. HLEES, until recently general sales manager of the Nash Division of Nash-Kelvinator Corp., Detroit, has joined Young & Rubicam, New York, as an account executive. Prior to his leaving Nash, Hlees was vice-president and general manager of J. Stirling Getchell Inc., Detroit, and had previously been associated in the sales of Buick, Oldsmobile and Pontiac for General Motors Corp.

Help Wanted

Chief Engineer-Executive—Who in effect would be assistant manager if capable. In most desired are engineers with considerable living, 10 kw operation, new and latest equipment. Send voice and resume, address, form three complete working order-preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.

WANTED—Combination Announcer and Engineer—Here opportunity for a young man or woman with experience to manage and operate a station and also engineer. Close one week from date. Box 823, BROADCASTING.

WANTED—Combination Station Manager, Engineer and Salesman. Must have experience in all phases of Radio. Box 824, BROADCASTING.

Help Wanted (Continued)

Announcer and Engineer—Eastern local wants draft exempt, sober announcer; also licensed operator. Advise salary expected, references and availability date. Box 825, BROADCASTING.

Assistant Manager—5-5A, experienced programming, traffic operations, management. Capable, dependable right-hand, in ask. Box 826, BROADCASTING.

Station Manager—Experienced in every department, Independent and Network. Married, dependable, age 26. References. Box 826, BROADCASTING.

Equipment Engineer—First-class license. Eight years experience, including operation, maintenance five kilowatt. Wide experience in every department. Must have deep, well trained announcing voice. Box 827, BROADCASTING.

Engineer—Restricted License—Program Manager—Can Announce. Five years' Experience. KYYJ, Fort Lauderdale, Florida or South. Box 828, BROADCASTING.

Woman—Excellent air personality, fine voice, now employed handling daily woman's program, gospel program and copy. Versatile known music; can sing. Box 829, BROADCASTING.

WANTED—Operating Manager. Three years experience, operating, broadcasting, news. Excellent references. Box 829, BROADCASTING.

WANTED—Operating Manager. Have been in the business for 15 years. Excellent references. Box 830, BROADCASTING.

Announcer—Script-copy writer. Three years experience, N. Y.—radio major. Versatile. Box 830, BROADCASTING.

WANTED—Announcement Engineer. Have operated many stations. Capable, dependable, 25 years experience. Box 831, BROADCASTING.

WANTED—Combination Station Manager, Engineer and Salesman. Must have experience in all phases of Radio. Close one week from date. Box 831, BROADCASTING.

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ANNOUNCER—Want to round up the new recruits to fill out new papers. Result of a fad! Drop announcements: every one of the 60 reported in before noon.

STANLEY RICHARDS has returned to the air for his fourth year as stage and screen interviewer of WEVD, New York, with a program titled "Theatre Date." Series takes listeners on a tour of the city's stage and screen theatres, stopping briefly at various points for news reports, play and film reviews and interviews.

Holiday Mail WirG, GLENSIDE, Pa., is carrying daily announcements advising that listeners mail Christmas gifts early to members of the armed services abroad. The Nov. 1 deadline is stressed by the station, which has also sent out letters to all accounts and agencies advising them to start their "Christmas Gifts for Soldiers" advertising in September to speed up the early mail campaign requested by the Government.

CRYSALS by HIPower

Thousands of vital transmitting installations rely on the accuracy and dependability of Hipower Precise Crystal units. With recently enlarged facilities, Hipower is maintaining greatly increased production for all important services. Those essential demands require a return to normal, Hipower will be glad to help with your crystal needs.

HIPower Crystal Co.
Sales Division—205 W. Wacker Drive, Chicago Factory—2053 Charleston Street, Chicago, IIl.

JANsKy & BAILEY

An Organization of Qualified Radio Engineers

DEDICATED TO THE SERVICE OF BROADCASTING

National Press Bldg., Wash., D. C.

JOHN BARRON

Consulting Radio Engineer

Specializing in Broadcast and Allocation Engineering

Earle Building, Washington, D. C.

Telephone National 7757

Hector R. Skifter Consulting Radio Engineer

FIELD INTENSITY SURVEYS

STATION LOCATION SURVEYS

CUSTOM BUILT EQUIPMENT

SAINT PAUL, MINNESOTA

CLIFFORD YEWALLD Empire State Bldg.

NEW YORK CITY

An Accounting Service Particularly Adaptable to Radio

Radio Engineering Consultants

Frequency Monitoring


(Subscription, Wash., D. C.)

RING & CLARK
Consulting Radio Engineers

WASHINGTON, D. C.

McNary & Wraith Consulting Radio Engineers

National Press Bldg. Di. 1205
Washington, D. C.

Paul F. Godley Consulting Radio Engineers MONTCLAIR, N. J.

MO 2-7859

George C. Davis
Consulting Radio Engineer

Munsey Bldg. District 8456
Washington, D. C.

Frequency Measuring Service

EXACT MEASUREMENTS ANY HOUR—ANY DAY

R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

Munsey Bldg. Republic 2347

BROADCASTING FOR RESULTS!
Radio Specialists For Army Needed

50,000 Experts Required To Service Air Forces

Recruiting drive to enlist 85,000 maintenance and communications specialists for the Army Air Forces, Ordnance and Signal Corps was launched last week, with Maj. Gen. George E. Stratemeyer, Chief of the Air Staff, warning that a shortage of technicians loomed because of the unprecedented expansion of the Air Forces.

The continued growth of the Air Forces alone demands 50,000 skilled men without delay, Gen. Stratemeyer said. Though tens of thousands are now in training, they are not ready.

The shortage includes Aircraft Radio Mechanics, and Aircraft Radio operators. Radio broadcasting field engineers, loud speaker test men, public address service men, radio chassis aligners, automobile radio installers, amateur radio mechanics, and recording engineers needed by the military forces immediately. There is also a shortage of airport control operators, communications operators, radio dispatchers.

"Shoulder Muscles"

Gen. Stratemeyer pointed out that the technical services "are the shoulder muscles of the Air Force stage. They keep the striking power of our fighters razor sharp. Without them the air armada would be grounded in a short time.

"Heroic work has been done by our maintenance and communications men," the General continued. "Without them as a backbone, the structure of the Air Force could not stand.

Skilled men between the ages of eighteen and forty-four are eligible to enlist. Subsequent opportunities for promotion and technical education are plentiful, and the men may eventually become commissioned officers. Applicants need not be aviation mechanics, professional radio operators, nor repairmen. All that is required is knowledge of one phase of precision work that can be applied to the broad field of airplane maintenance or aviation communications.

Army Air Forces Asks Stations To Plug ESMDT Radio Course

Another request to the broadcasters has been made by the Army Air Forces to alleviate the increasing demand for radio operators in that branch of the service by urging listeners to enroll in the Engineering, Science, Mechanical, and Defense Training radio courses offered by the Government.

Effective immediately qualified individuals taking the Office of Education course in fundamentals of radio may enlist in the Enlisted Reserve Corps of the Army Air Forces.

Deferred for Course

Col. A. W. Marriner, director of communications, Army Air Forces, requests broadcasters to inform listeners about the new ruling as a stimulant to enrollment in the Engineering, Science, Mechanical, and Defense Training radio courses.

Those enlisting the Air Force

"Optimists" To Use Discs

More than 500 stations will carry transcriptions and other material as part of "Optimists Week," Nov. 1-8, sponsored by the Optimists International of the U.S. and Canada, organization devoted to problems of youth. Programs will feature a concerted appeal for more courage, confidence, and practical optimism in settling petty differences between individuals and classes. Joe E. Brown, Bob Burns, Eddie Cantor, Bob Hope, Charlie Chaplin, and J. Edgar Hoover are among those taking part.

Jantzen Test

JANTZEN KNITTING MILLS, Portland, Ore. (Jantzen Bugle cream) is currently conducting a test campaign on KOIN, Portland for the product, new on the market. Agency is Botsford, Constantine & Gardner, San Francisco.

Purity Bakeries Revise Ad Setup In 14 Markets

PURITY BAKERIES Corp., Chicago (Tahoe bread, Great Northern cakes), has revised the direction of its advertising activities. The following markets will be handled direct by the company out of Chicago under Walter Hopkins, advertising manager: New York, Detroit, Chicago, St. Louis, Kansas City, Flint, Toledo, Sedalia, Mo., Springfield, Mo., Dallas, Fort Worth, Abilene, Wichita Falls, Tex., Muskogee, Okla.

Advertising for the company's bakeries in the following markets will continue to be handled by Campbell-Mithun, Minneapolis; St. Paul; Cincinnati, Hamilton, O., Indianapolis, Indianapolis, Louisville, Memphis, Nashville, Baltimore, Minneapolis, Des Moines, Columbus, Akron. Advertising plans have not been formulated.

Transmitter Bovines

CATTLE, 64 head, graze at the base of the towers of WBL, Syracuse, and inside the city limits too. The stock is 100% owned by the station, which explains their double purpose — keeping the grass trimmed in the rich creek bottom land where the WBL towers are located as well as to utilize the grazing land to produce food for victory.

HALLICRAFTERS GET ARMY-NAVY EMBLEM

HALICRAFTERS Co., Chicago, radio equipment manufacturers now converted entirely to the manufacture of war equipment, have been awarded the Army-Navy "E" for high achievement in production, by Lt. Col. Halligan, president.

In a letter of notification from the Secretary of War Robert P. Patterson, the company was complimented for its work on government contracts. "The high and increasing demand for the men and women of The Hallicrafters Co. is inspiring," Secretary Patterson wrote. "The production of this equipment will be difficult to surpass, yet the Army and Navy have confidence that it was made only to be broken."

Formal presentation of the "E" banner will be made at the Hallicrafters Main Plant, Wednesday, Sept. 9, with Army, Navy, and civil officials present.

Avozet Feeler

AVOSET Inc., San Francisco (Avozet whipping cream) has started a test campaign in Portland, Ore., using a series of transcribed spot announcements on KQIN, KGMB, KALL, and KGON, and in addition home economics participations on KGW. The campaign is running through October. In addition to the main test market Avozet is using transcribed spots on KGMB and KGU, Honolulu; KINY, Yakima; KGAR, Fairbanks, Alaska and HPSG-HOA-HOP, Panama, C. Z. Agency is Botsford, Constantine & Gardner, San Francisco.

Beet Sugar Series

CALIFORNIA GROWN SUGAR Corp., San Francisco (beet sugar) has instituted a radio campaign during the current fruit and vegetable canning season, using participations on home economics programs from California stations (KOIN KQH KJF KFPC) on an average of four times weekly. Agency is McCann-Erickson, San Francisco.

LOCAL civilian defense in action under air raid conditions has been filmed under the direction of Clair Wieden, news director of WOWO-WGL, Fort Wayne. Newsreel narration was by Paul Roberts, also of WOWO-WGL.

EMPLOYEES' SHOW

Corning Glass Works Series

Uses Worker Talent

CORNING GLASS WORKS, Corning, N. Y., recently sponsored a weekly Family Party series on WHCU, Ithaca, with music and comedy furnished by talented employees under the sponsorship of Bob Smith, formerly an m.c. with CBS and Mutual.

Broadcasting from Corning by remote control, the show was designed as a vehicle of entertainment for Corning Glass Works families. It was auditioned by patrons at the plant, with the assistance of Joe Short, WHCU program director.
Some call it “air force”—to others it’s simply KMBC advertising. At any rate, it’s the power that sends sales soaring higher and higher in the Midwest these days. When you take off with KMBC, you go places because you’ve got the services of by far the largest radio staff in Kansas City . . . the highest quality in programs and production . . . the strongest, most consistent promotion . . . and of course, the assurance that KMBC leads in Kansas City listeners more often than any other station. Fact is, KMBC measures first in this area by nine standards of station superiority. For a quick flight to sales heights, call in a Free & Peters man and reserve space on this “9 Way the Winner” station. From then on . . . it’s happy landings!
announces A PLAN TO HELP
YOU GET THE TUBES YOU NEED

In fulfilling the latter part of its pledge "Production for War—Cooperation for All," RCA has evolved a plan to help commercial broadcast stations obtain at least some of the Power Tubes that many of them now need.

With amateurs "off the air" for the duration, it is obvious that here is an important reservoir of needed tube types which, even though partially used, might still prove invaluable to commercial stations. Through the QST advertisement illustrated here, as well as through individual efforts by many of its Power Tube and Equipment distributors, RCA has been collecting data on the types, number and condition of tubes available from this source. These RCA distributors now welcome the opportunity to serve by putting commercial stations in touch with amateurs or others who have tubes to sell under this Plan.

Thus, if you need tubes of the types indicated in the QST advertisement and are willing to accept partially used tubes at fair prices, condition considered, we suggest that you contact your nearest RCA Power Tube and Equipment distributor at once. He'll do his best to help you get them.

A SITUATION exists today where many important broadcast stations are operating without spares, where police stations have been off the air—where important services have been curtailed for lack of a tube.

To remedy this situation RCA is appealing to amateurs and experimenters who have tubes on hand for which they have no immediate need. RCA types listed below are those for which the demand is most critical. If you have any of these tubes in good operating condition, you should get in touch with your nearest RCA Power Tube and Equipment Distributor. It is quite likely he will be glad to purchase them or put you in touch with stations that need these tubes. In the event that he cannot, if you will advise us of the type tubes you have, their age and condition, and the price you expect to receive for them, we will be happy to pass that information along to an interested customer.

QST - DEVOTED ENTIRELY TO AMATEUR RADIO

A SERVICE TO RADIO AMATEURS AND COMMERCIAL BROADCAST STATIONS BY THE TRANSMITTING TUBE DIVISION OF RCA MFG. CO.

BROADCAST AND POLICE STATIONS NEED YOUR TUBES
...NEW OR USED

Here’s an opportunity to turn your idle transmitting tubes into cash—perhaps keep some important station on the air—and help your country!

Many of these RCA Transmitting Tube types, now idle in amateur radio equipment, may be made available to commercial broadcast stations, thanks to the activities of RCA and RCA Power Tube and Equipment Distributors. If you need any of the types indicated in this current QST message to amateurs, advise your RCA Distributor.

THESE ARE THE RCA TYPES!

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CO... TO HAMS IN THE SERVICE
If you have any of the tubes listed below in your rig at home, write your Father or Mother or Dad a note and ask them to get in touch with your RCA Tube and Equipment Distributor.

PRODUCTION FOR WAR
—COOPERATION FOR ALL

RCA Manufacturing Company, Inc., Camden, N.J.