It has paid KLZ well to concentrate relentlessly these past seven years on building its unrivaled news service. Today, when the public's insatiable hunger for news gnaws ravenously and ceaselessly, KLZ is well established as the standout news source in the Denver area... the station which has proved itself to be first, authentic, thorough and complete. KLZ's News know-how is typical of KLZ programming across the board. And, across the board, KLZ is a STANDOUT with Denver area listeners.
Atlanta

IS MORE THAN THE CAPITAL OF GEORGIA—IT'S THE COMMERCIAL AND FINANCIAL DYNAMO OF THE SOUTHEAST

And as such a market it affords an opportunity for advertisers who are looking to the future as well as the present.

Atlanta is the crossroads of transportation and communication for the Southeast. Its population has increased an estimated 13.2 percent from 1930 to 1942. 3,000 of America's leading companies have branch offices in Atlanta today. Increased employment is giving the people of this market increased purchasing power.

A far-sighted advertiser will aim for this tremendous buying power now?

To reach the people of Atlanta's growing market—use the Blue Ribbon Station WAGA, Atlanta.

"THE BLUE RIBBON STATION OF THE SOUTH"

Blue Network - Blair Represents Us Nationally
Thanks!

Postal Telegraph

JULY 30

CAMEL CARAVAN,
CARE COMMANDING OFFICER,
CAMP Niantic, Conn. —

IT IS INDEED A PRIVILEGE TO EXTEND CONGRATULATIONS TO THE MEMBERS OF THE UNIT WHO HAVE COMPLETED A YEAR OF OUTSTANDING SERVICE TO THE ARMY. YOU HAVE PROVEN THAT GOOD TROopers ARE GOOD SOLDIERS BY YOUR UNFAILING DEVOTION TO DUTY UNDER EVERY CONDITION OF WEATHER AND CIRCUMSTANCE. I AM SURE THAT YOU WILL ALL CARRY ON.

—OSBORN, BRIGADIER GENERAL,
DIRECTOR SPECIAL SERVICE DIVISION,
WASHINGTON, D. C."

HARRY L. STONE, Gen'l. Mgr., NASHVILLE, TENNESSEE

"Touchdowns" in Green Bay...

Sales for you right here...

You get both with:

WWL
NEW ORLEANS

50,000 watts -- clear channel

You don't hear much except football talk in the home town of the Green Bay Packers. Yet occasionally a Green Bayite will hear, and drop a friendly line to, Station WWL, New Orleans. These distant listeners aren't for sale—they're free. The real value of WWL to advertisers lies in its concentrated power and prestige right here in the Deep South, where it's...

The greatest selling POWER
in the South's greatest city

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

Don't work up a sweat over sales problems. Use KFAB to cool your fevered brow! Let KFAB waft your message throughout Nebraska and neighboring states...then fan it into a sales conflagration. We're rationing the KFAB schedule here and there...but there are still some choice availabilities, if you act now.
Thank you, WWNY.
You are one of five hundred enterprising radio stations in the United States who are making effective use of these programs. Keep your Commercial Department busy on them because an amazing proportion of these stations is turning music costs into music profits through ASCAP Radio Program Service.

WWNY
OFFICES AND STUDIOS IN HOTEL WOODRUFF
WATERTOWN, N. Y.
OWNED AND OPERATED BY THE WATERTOWN DAILY TIMES
THOMAS E. MARTIN
STATION MANAGER

THOMAS E. MARTIN
STATION MANAGER

AUGUST 17, 1942

Mr. Robert L. Murray
Radio Program Service,
ASCAP
30 Rockefeller Plaza
New York, New York

Dear Mr. Murray:

WWNY carried the first thirteen week series of scripts put out by ASCAP on a participating sponsorship basis. We have found the programs to be very successful and well received. We are already carrying the second thirteen week series which likewise has been sold on a participating sponsorship basis.

It is gratifying to receive tailor made programs of the high caliber maintained in the ASCAP Radio Program Service. With all best wishes, I remain,

Cordially yours

THOMAS E. MARTIN
STATION MANAGER

BROADCASTING • Broadcast Advertising
No, ladiez and gents, the handsome young man above is not a Hollywood impersonation of a brilliant radio executive—he is Godfrey Richard Shafto, and really one of the top-flight radio men in America today. Beginning as a radio ham at the age of 16, then as "Sparks" on sea-going ships at 20, and finally as Manager of Station WIS, Dick Shafto has lived, breathed (but not slept) radio for more than twenty years. And every one of those years has made Dick a more and more important person in this industry.

Speaking of successful years in radio, we think perhaps you'll find a "selfish" interest in one of our own corporate records—the length of time we've served so many of the stations we represent. Because, after all, one of a representative's greatest assets to you is the intimacy with which he knows his stations, their policies and their markets. Therefore, we're proud to tell you that here at F&P we still represent the first four stations we started out with, ten years ago—now represent nineteen stations with which we have been associated five years or more.

Good representation, it seems to us, is a matter not of divided loyalty, but of double obligation—to the station and to the advertiser. We think it's significant that after years of closest association, so much loyalty is returned to us from both sides of the fence. And this is the greatest kick we get out of our work, here in this pioneer group of radio-station representatives.
Elmer Davis Studies Proposal That He Be Government Voice

URGED by large segments of the public as well as his Government colleagues to return to the air as the Government war spokesman, Elmer Davis, director of the Office of War Information, last Tuesday discussed with officials of all four networks and the trade associations proposals that he broadcast a weekly news analysis on regular schedule. No decision has been reached by Mr. Davis last Friday.

Public Demand

When the former CBS news analyst was drafted last June by President Roosevelt to head OWI, reports immediately cropped up that he would become the official voice of the war-time Government, scheduled weekly on a nationwide network or networks. This report constantly recurred but received no confirmation at OWI headquarters.

With public demand for such a series steadily mounting, and with conflicting arguments advanced concerning the advisability of such an innovation, Mr. Davis called in the network and industry executives for an informal discussion. With Mr. Davis at the Tuesday session were William B. Lewis, former CBS vice-president, now chief of the OWI Radio Bureau, and Douglas Meservey, former NBC program official, now assistant chief of the Radio Bureau.

Attending the conference for the industry were Paul W. Kesten, vice-president and general manager, and Earl H. Gammons, Washington director, for CBS; Frank E. Mullen, vice-president and general manager, and F. M. Russell, Washington vice-president, for NBC; Mark Woods, president, and Kenneth H. Berkeley, Washington director, for the BLUE; Fred Weber, general manager, for MBS; John Shepard 3d, Yankee Network, chairman, and James D. House, WVL-WSAI, Cincinnati, for Broadcasters Victory Council; John E. Fetzer, WKZO, Kalamazoo, chairman of the NAB War Committee; and Eugene C. Pulliam, WIRE, Indianapolis, president of Network Affiliates Inc.

Four Sections

Title OWI Regulation No. 2, the order is divided into four parts: (1) New Radio Programs Proposed by Headquarters of Government Agencies; (2) Government Material Supplied by National Headquarters to Established Radio Programs; (3) Government Radio Programs Now on the Air, Produced by or for National Headquarters; (4) Radio Activities of Government Field Offices.

While OWI has been funneling more and more Government program material, concern has existed over the welter of material received direct from Federal agencies and bureaus. The regulations prescribe in detail the formula to be followed in clearance of all Government programs by stations and networks, eliminate overlapping and duplication, and disturb to a minimum extent normal program schedules.

In identical covering letters to sponsors and advertising agencies and station managers and networks on Sept. 9, Radio Chief Lewis made clear that the new regulation is established “because radio time is limited” and “to insure uniformity of Government war policy to the end that the public is not confused by

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WASHINGTON, D. C., SEPTEMBER 14, 1942
$5.00 A YEAR—15c A COPY

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Agencies with the networks or stations. In accordance with OWI regulations No. 1 such speeches will continue to be cleared by the Chief of the Bureau of Publications & Graphics of the OWI.

6. The distribution of all radio scripts and transcriptions will be handled by the Radio Bureau of the OWI unless otherwise approved by the Chief of the Radio Bureau of OWI.

B. Government Material Supplied by National Headquarters to Established Radio Programs

1. Proposals by Government agencies for the inclusion of special material in established programs, commercial or sustaining, will be submitted to the Radio Bureau, OWI. At the discretion of the Radio Bureau this material will be channeled to the proper outlets. Producers of radio programs seeking specific information or assistance from a Federal Agency will be referred directly to the information division of the proper agency; OWI shall be informed of the assistance or information supplied.

2. Proposals by private organizations, networks, or sponsors for Federal agency collaboration in developing programs series of programs will be cleared with the Radio Bureau, OWI, by the agency concerned.

3. Allocation Plans (for placing Government messages on commercial and sustaining programs) will be continued by the Radio Bureau of OWI.

Conferences Planned

C. Government Radio Programs Now on the Air, Produced by or for National Headquarters

1. All Federal Departments and agencies will submit scripts of all broadcasts to the Radio Bureau, OWI, for clearance.

2. Beginning Oct. 1, the Chief of the Radio Bureau, OWI will hold conferences with representatives of Federal Departments and agencies now broadcasting programs to review the importance of such programs to the war effort.

D. Radio Activities of Government Field Offices

1. Government radio material placed on local stations by or for the field offices of the several agencies will be cleared through the field offices of OWI. However, all instructions sent by the national headquarters of the Government agencies to field offices regarding the use of radio will be submitted for clearance to the Radio Bureau, OWI.

2. Proposals originating with field offices for new regional or national network programs or proposals for the inclusion of official material in established regional or national network programs, commercial or sustaining, will be submitted to the information headquarters of the agency concerned for clearance with the Radio Bureau, OWI.

E. This regulation will become effective on Oct. 1, 1942.

MILLION DOLLAR SALE of War Bonds to Mrs. Minnie Hiner, for the Grand Guardian of Neighbors of Woodcraft, put KEX, Portland, Ore., as tops after BLU's I Pledge America program. Palmer Hayt (t) chairman of the Oregon State War Bond staff, and publisher of the Portland Oregonian, which operates KGW-KEX, accepts Mrs. Hiner's check, while Arlen X. Pangborn (r), KEX managing director and Earl Riley, Portland's mayor look on. KEX sold $1,103,345 in Bonds, and received congratulations from Treasury Secretary Morgenthau.

Joint Radio Cooperation Of British-U. S. Praised

THE "splendid cooperation" of British and American broadcasters in their common cause of keeping the armed forces and the civilian populations of both nations informed and entertained was discussed and praised by all the speakers at a dinner given by NBC last Thursday at the Ritz-Carlton Hotel, New York, for Sir Cecil Graves, Joint Director General of the BBC. Event was the sole public appearance of Sir Cecil during his four-week visit to this country to discuss the problems of international broadcasting in wartime with American radio officials and executives.

Maj. Gen. James G. Harbord, U.S. Army's representative on the RCA Board, presided at the dinner, which was attended by about 150 distinguished guests, representing radio, the press and the armed forces. Speakers, in addition to the guests present, included Dr. James Rowland Angell, educational counselor of NBC, Fred Bate, manager of NBC's international shortwave department and previously head of the network's London office; Col. David Sarnoff, RCA president now on duty with the Army Signal Corps, FCC Chairman James Lawrence Fly and Niles Trammell, NBC president.

LABOR DAY SPEECH GETS 50.3 RATING

THE SPEECH by President Roosevelt broadcast on all major networks on Labor Day, Sept. 7, drew a listening audience of 37,362,400 and attained a rating of 50.3, according to C. E. Hooper. The Chief Executive's talk Sept. 3 before the International Student Assembly in Washington was rated 19%, by Hooper with listeners totalling 13,264,600. His Aug. 31 speech at Bethesda, Maryland, received a 19.3 rating.

The all-time high rating of 79% for a speech by the President was recorded by Hooper for his broadcast to the nation Dec. 9, 1941, two days after the Japanese attack on Pearl Harbor.

Government Analysis of Broadcasting gave the speech a 55.8% rating, covering percentage of set owners.

Bailey Stortz Receives Commission in the Navy

R. BAILEY STORTZ, for the last five years clerk of the Senate Interstate Commerce Committee, has been commissioned lieutenant (j.g.) in the Naval Reserve and was sworn in at the War Plans Section of the Office of the Director of Naval Communications, headed by Com. F. O. Willenbacher.

Mr. Stortz, it is understood, will be assigned to the Naval Reserve at Glenside, Pa., for a 60-day instruction course. Lt. Stortz is a graduate of George Washington U.

Mr. Dill's great popularity is expected to win him the election.

Dill served in the House from the Spokane district during World War I. Subsequently, he served two terms in the Senate but retired in 1934 and has since been engaged in the practice of law both in-Spokane and Washington, D. C.

Mr. Dill's Republican opponent in the race won elections will be Walt Horan, fruit grower. He defeated State Senator John Drumheller in the primaries.

Mr. Dill served as chairman of the Senate Interstate Commerce Committee, in which radio legislation originates, for several years prior to his retirement from public life. He was active in all matters relating to radio.

Frank T. Bell, former secretary to Mr. Dill and former Commissioneer of the U. S. Bureau of Marice, was defeated for the Democratic nomination in the Fourth Congressional District.

If elected he will be the second former Senator to serve in the new House. Rep. Wadsworth (R-N.Y.) formerly served as a Senator from New York.

AFM Seeks Raise

PHILADELPHIA Musicians' Union, Local 77, in entering negotiations for a new contract this month with the independent stations, indicated that it will ask for a $5 per man increase per week.

Contracts expire this month with WPEN and WDAS and attempts will be made next week to set up a new contract at WHIB for the first time. This station is to move to Philadelphia from Allentown, Pa., having increased its operations to 10,000 watts, fulltime.

Blue to Meet

FIRST BLUE business meeting since the network was organized in January will be held Monday, Sept. 14 at the Hotel Roosevelt, with Edgar Kobak, executive vice-president, presiding. Department heads, vice-presidents and division officials will attend to review BLUE operations of the past months and to discuss future plans.

BOARD of Governors of American Television Society, New York, is meeting Sept. 14 to decide future policies and activities of the organization.
Music Probe to Hear Davis, Arnold, Fly


DELAYED by President Roosevelt’s mandate that Congressional action be taken promptly on new wartime farm price legislation, the preliminary inquiry into the life and conquests of James C. Petrillo, music czar, gets under way this Thursday (Sept. 17) before the Petrillo Probe Committee, headed by Senator D. Worth Clark (D-Idaho).

Elmer Davis, director of the Office of War Information, who was practically jilted by Petrillo when he sought to have the AFM president call off his bans in the war interest, is scheduled as the first witness before the Senate Interstate Commerce Subcommittee.

Fly, Arnold Next

FCC Chairman James Lawrence Fly, likewise angered over Petrillo’s refusal to call off his punitive bans, is scheduled tentatively as the second witness, to appear on Friday. There is also a likelihood that Assistant Attorney General Thurman Arnold, who personally is handling anti-trust proceedings against AFM, will appear as the final preliminary witness on Monday (Sept. 21).

This decision was reached by Senator Clark after it became necessary to postpone the preliminary proceedings which were to have been held Sept. 14 because of Mr. Roosevelt’s request for action on cost of living legislation, made in a special message to Congress last Monday and followed by a frank talk on combined networks the same evening.

Senators Clark and Tobey (D.-N. H.) both are members of the Senate Banking and Currency Committee, which will hold hearings on the bill authored by Senator Brown (D-Mich.), dealing with such legislation.

Simultaneously, it was revealed that the hearing on the Dept. of Justice motion for an injunction against AFM and its members, scheduled for Sept. 16 before the Federal District Court in Chicago, had been postponed until Oct. 12.

AFM asked deferral because of the absence from the country of its general counsel, Joseph A. Padway, now in London attending a labor conference. Assistant Attorney General Arnold interposed no objection. It was also made clear, however, that the Government would not be disposed to concur in any further postponements on its motion to enjoin AFM from continuing its ban against use of union musicians in the making of commercial transcriptions for non-public use.

These actions came as Petrillo continued his relentless campaign against public performance of music. There were prompt repercussions to his surprise action of Sept. 3, banning the making of commercial transcriptions for one-time use on the air [BROADCASTING, Sept. 7]. Representatives of advertising agencies, national advertisers and transcription companies, called together by the NAB last week, deprecatd the action and studied means by which they could best cooperate with the Dept. of Justice in combating AFM suppression of this type of advertising, in the face of previous commitments by Mr. Petrillo that such recordings would be exempt.

Cincinnati Episode

There came last Wednesday a parallel of the so-called Interlochen incident, which has aroused Congressional and public condemnations from the broadcast camps, because of one of Petrillo’s earlier decisions. He claims competition with union musicians, resulting in purported unemployment.

Senator Clark said all members of his subcommittee plan to be on hand for the sessions beginning Thursday. Other members in addition to Senator Tobey are New York’s Lincoln L. Hill (D-Ala.), Senate majority whip, and Charles O. Andrews (D. Fla.) and Chan Gurney (R-S. D.), former operator of WNAX, Yankton.

Following the preliminary hearings designed to show the need for legislation to curb arbitrary labor union actions which deprive the public of morale-building substance in wartime, the Senate Interstate Commerce Committee will be called upon to vote out the Clark Resolution (S-Rea-256) introduced on Aug. 27. Favorable Senate action is regarded as certain—probably during the week of Sept. 21.

Strike Avoided

The probe committee then will have funds with which to retain experts and possibly a committee conference. Among witnesses expected to call will be Petrillo himself, it is understood, along with representatives of organizations and industries affected by the Petrillo summary actions.

Another musicians’ strike threat was averted last week after AFM had ordered CBS to “pull the plug” on dance band remote because WCAO, Baltimore, had declined to fire a staff orchestra because of specific contract provisions guaranteeing it “free flow of music.”

Last Wednesday night, CBS fed a studio band to the network because of the AFM edict, but subsequently it developed that L. Waters Milbourne, general manager of WCAO, despite the ironclad terms of his contract, agreed to fire an orchestra to avoid an increased stickup in order to avoid further retaliation upon the entire network. Thereafter Petrillo withdrew the ban and dance and remote were picked up Thursday evening.

WCAO entered a contract three years ago containing a clause specifically providing that it could release its staff orchestra if AFM in any manner restricted the free flow of music to the station. With the transcription-record ban, Mr. Milbourne invoked the clause. The orchestra was to have returned Sept. 1 following its summer vacation. When WCAO refused to negotiate, in the light of the protective clause, action was taken through CBS.

NAB Session

Heretofore, WCAO has paid approximately $9,000 annually for an eight-man studio orchestra. The new contract calls for an expenditure of approximately $13,360.

Acting immediately on the WCAO complaint, AFM decided against commercial transcription the NAB called together a group of about 24 representatives of transcription companies, advertising agencies and national advertisers last Tuesday afternoon in New York to discuss the effects of the AFM stoppage of sponsored transcribed programs for one-time use which had been effected Sept. 3 [BROADCASTING, Sept. 7].

Meeting was attended by executives of the Assn. of National Advertisers and the American Assn. of Advertising Agencies in addition to representatives of a hundred leading advertising agencies and of NBC’s Radio-Recording Division, Columbia Recording Corp., Associated Music Publishers, World Broadcasting System and Lang-Worth Feature Programs, all associate members of the NAB. Russell P. Place, NAB counsel, and Sydney M. Kaye, special counsel for the NAB, headed the association’s delegation to the session.

Question of how each group affected by the ban on transcribed programs could best cooperate with the Dept. of Justice in combating the AFM suppression of this type of advertising was discussed at length, but no official action was taken by the session. An unanimous adoption of a statement condemning the ruling against single-use transcriptions as “another act of aggression against wartime morale communications in the United States.”

“Who Is Injured?”

Statement released by Mr. Kaye following the meeting, goes on to point out that on July 31 Mr. Petrillo had written to Elmer Davis, director of the Office of War Information, that: “Electrical transcriptions for radio, used as intended—once only—are not detriments to the American Federation of Musicians if destroyed after such use.”

Stating that after granting permission for the continued recording of these programs for a month, Mr. Petrillo suddenly notified all advertisers and transcription companies to whom such permission

(Continued on page 84)

DETROIT SCHOOLS

Are Officially Opened by

—WJR Broadcast—

RADIO IN EDUCATION will take on added importance in Detroit public schools this year. Warren E. Bow, new superintendent of Detroit, the facilities of WJR, Detroit, to officially open the 101st year of the educational system, talking to teachers assembled at the City Hall.

Every school has been equipped with a receiving set, and a radio education program will be regularly scheduled in the class rooms. WJR will feed Columbia’s School of the Air to schools, as well as its own educational series.

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Atlantic Reverses Grid Policy, Arranging 53-Station Hookup

Gas Rationing Forces Cut in Schedule But Firm Will Air Eastern Contests for Seventh Year

REVERSING previous plans, Atlantic Refining Co., Philadelphia, has decided and announced for the seventh year broadcasts of football games of leading colleges in Jersey and eastern states and in Ohio, Joseph R. Rollins, spokesman for the company announced. Atlantic's schedule this year will be curtailed, Mr. Rollins explained, in line with marketing conditions in the gasoline jailing area. Instead of a net of 88 stations used last year, this year's plan is for 53 stations covering upward of 13 states.

Early in August, Atlantic announced it had been compelled to drop the football broadcasts because of the gasoline shortage. The decision was revised, however, and the company has worked out a schedule, still incomplete, which covers a territory north from Salt Lake City, Utah, and east from Cleveland and Columbus.

Harvard Signs

Highlight of the 1942 program is the agreement to broadcast Harvard U games commercially for the first time. The agreement with Harvard means that all schools of the "Big Three" will be included in the Atlantic sports network. Yale and Princeton were broadcast last year, Princeton for the first time. In metropolitan New York, WOR will handle a composite schedule of Princeton, Columbia and Dartmouth games. Upstate stations will broadcast Cornell, Syracuse and Colgate, the "Big Three" of New York State football.

Boston College, Holy Cross, Brown, Harvard and Yale will be heard in New England.

Plans for Eastern Pennsylvania and Southern New Jersey are incomplete. Use of 12 stations is contemplated, but contracts have not yet been completed with the colleges. So far a composite schedule of Temple and Villanova games on WIP, Philadelphia, has been approved. No other games or stations have been definitely decided on.

Pitt Included

Eight Western Pennsylvania stations will handle U of Pittsburgh and Penn State college games. Two-station hookup in Ohio will carry Ohio State's schedule, and a three station Maryland net will air Princeton and Navy.

Atlantic's original decision to drop the broadcasts after six years had come as a blow to colleges, al-ready facing a loss in athletic revenues. Atlantic had paid each school from $8,000 to $50,000 for radio rights each season.

Last year's Atlantic schedule, on 85 stations in the company's utilized critical materials area from New England to Florida on the Atlantic seaboard and as far west as Ohio, was the largest schedule ever placed by Atlantic. It included games of leading colleges, high schools and professional teams.

Humble Oil to Sponsor Southwest Grid Games

WBAP, Fort Worth, will be one of four Texas Quality Network stations scheduled to air ten or more Southwest Conference and post-season football games under the Humble Oil and Refining Company of Houston sponsorship banner beginning Sept. 26. Other TNQ stations will be WPAA, Dallas; KPRC, Houston, and WOAI, San Antonio.

KGKO, Fort Worth-Dallas, will be one of the Lone Star Chain outlets for twelve or more Southwest Conference and post-season football games for Humble, beginning September 26. Other LSC stations will be KXRO, Houston; KRIS, Corpus Christi; KTSO, San Antonio, and KRVS, Weslaco.

Franke - Wilkinson - Schiwek, Houston, is the Humble agency, and Kern Tips, KPRC manager, will serve as schedule co-ordinator.

SENTOFF TO ARMY was given Jack Lester (center), announcer of the BLUE-Chicago, on a recent daylight game. The BLU was playing the BBU in St. Paul. Joining him was Sid Jaffe, close to the microphone.

WENR May Carry Two MBS Pro Grid Games

WENR, BLUE outlet in Chicago, will probably carry two of the eight football games between the Army All-Stars and teams of the National Professional League, including broadcast this month on Mutual under sponsorship of Gillette Safety Razor Co., Boston, [BROADCASTING, Aug. 31]. Arrangements for WENR to carry the games have been okayed by Edgar Kobak, BLUE executive vice-president, if WGN, MBS affiliate in Chicago, is unable to broadcast them because of prior commitments. It was not stated which of the scheduled dates for the games were under discussion. Agency is Mason Inc., New York.

Authority to Operate 500-kw. Daytime License Change Is Asked by WLW

IN AN amendment to a pending application to increase its power, WLW, Cincinnati, last week filed with the FCC an application for authority to operate during daylight hours with 500,000 watts, continuing nighttime operation with 50,000 watts.

The previous application, which had been designated for hearing, requested authorization to operate with 650,000 watts fulltime, and to make changes in its transmitter and to install a directional antenna for night use. WLW now operates with 500,000 watts experimental from midnight until 6 a.m., using the call letters W8XO.

No Conflict

The new application, the FCC told, would not entail use of a directional antenna, since no interference element is involved during daytime. Moreover, no additional installation would have to be made, utilizing existing facilities, since the transmitter already is capable of emitting 500,000 watts.

The request is for a modification of license, instead of a construction permit, which would authorize use of the W8XO transmitter during daylight hours on the 760 kv. Clear Matinee when Durwood Kirby (holding mike), m. c. of the program supervised Ray Haag (left), the barber, scraping off half of Jack's carefully nursed mustache. The other half was left for the Army to remove because no agreement was reached during the broadcast as to who should pay.

NETWORKS ARRANGE FOOTBALL OPENERS

WITH the start of the collegiate football season on Sept. 26 the networks in most cases have scheduled the games they will broadcast that day. NBC will carry the Notre Dame-Wisconsin game, NBC will pick up the game played in Green Bay, Wis. with Bill Stern, NBC sports director, announcing. The BLUE will inaugurate its schedule with two games, Fordham vs. Purdue and Minnesota vs. Pittsburgh. Harry Wismer and George Higgins will be at the microphones.

Succeeding weeks' games will be selected the Monday preceding the competition according to a policy worked out by Phillips Carlin, BLUE vice-president in charge of programming. The first two weeks' contests most likely to play in the Sugar Bowl at the end of the season, a game already signed by the BLUE.

CBS will cover the Michigan-Great Lakes Training Station games, with Ted Husing and Jimmy D-lan chosen to report the various CBS football clashes during the season. Plans have not yet been announced its first game as BROADCASTING went to press.

Neshitt on Coast

NESBITT FRUIT PRODUCTS, Los Angeles (beverages), having revamped its schedule and shifting stations as well as network time, will air 12 hours, 10 minutes Oct. 6 renewing for 24 weeks Fulton Lewis Jr. on 11 Mutual-Don Lee, Pacific Coast stations (KXXL, KLW, KALE, KLO, WRS, KGA KIT, KRGK). Tuesdays, Thursdays, 9-4:45 p.m. (PWT). In addition the firm ran Nov. 10 for 21 weeks adds KJF FCRG KGB to the list. Agency is M. H. Kelso Adv. Agency, Los Angeles.

YANKEE PROMOTES TRAVERS, BARTLEY

ELECTION of Linus Travers as executive vice-president and of Robert Bartley as vice-president of the Yankee Network was announced last week following a meeting of the board of directors.

Mr. Travers, who has been with Yankee since its formation, is well known in both sales and programming and is one of radio's young- est major executives. He has served as chief aide to President John H. Shepard, took over executive direction of the regional chain.

Mr. Bartley joined Yankee in 1939 as executive secretary to Mr. Shepard. Formerly with the Securities & Exchange Commission, Mr. Bartley also handled the direction of the telegraph division of the FCC. He also served as an expert with the House Interstate & Foreign Commerce Committee in its holding company investigations.
Yes, in all things it takes perfect teamwork to do an outstanding job. That's why you should take advantage of the perfect teamwork of the BLUE NETWORK and WCBM to do your job in Baltimore. Together they form the most potent combination in the rich Baltimore area.
Commercial Vehicle License Required Under ODT Decision

No Gasoline, Tires or Parts Can Be Purchased Without Certificate; Motorcycles Exempted

Universal licensing of commercial vehicles excepting motorcycles to obtain further conservation of such equipment was announced Sept. 9 under General Order ODT 21 by Joseph B. Eastman, director of the Office of Defense Transportation. As a result of this far-reaching regulation, effective Nov. 15, every commercial vehicle used by broadcasters will be required to carry a certificate of War Necessity.

ODT spokesmen explained the applications would be mailed to owners of all registered commercial vehicles which were registered Dec. 31, 1941. The plan now calls for mailing these applications by counties to rationed areas first and then to the local authorities. When the national mailing is finished an announcement will be made and all those commercial vehicle owners who have not been supplied with applications forms by the proper authorities will be instructed in the procedure in obtaining their forms.

Terms of Licenses

Certificates will not be transferable since each certificate will specify the name and address of the person to whom it was issued, the vehicle or vehicle types for which it is issued, and the purpose for which and the conditions under which the vehicles may be operated, and such other terms or conditions as ODT may direct from time to time.

Under the order, no operator subject to its terms will be able to obtain gasoline, tires or parts without a certificate. Furthermore, the certificates will govern the maximum mileage that may be operated or the minimum loads that may be carried, or both, by all vehicles to which they apply.

By definition the order applies to all types of trucks and other rubber-tired vehicles propelled or drawn by mechanical power and built or rebuilt primarily for the purposes of transporting property, except motorcycles, and all motor vehicles used in the transportation of passengers or which are designed for public use or are available for public rental, including ambulances and hearses, but not including private passenger cars.

In making public this licensing program, Mr. Eastman said the country's present supply of commercial vehicles and tires "must be given the best possible care; they must be driven with careful regard for economy, and every unnecessary travel must cease. The situation is not hopeless," he added, "but it calls for all possible precautions."

The certificates are intended to assist three ODT spokesmen said: Operations confined to those which are necessary to the war effort or to the essential domestic economy; maximum utilization of the equipment involved and to encourage provision of rubber or rubber substitutes and other critical materials used in the manufacture, maintenance and operation of all vehicles covered by the order.

When a certificate is issued to a specific vehicle it will have to be carried on the vehicle at all times. Where certificates have been made for a fleet of vehicles (three or more owned or operated by one person), a fleet unit certificate must be carried on each vehicle.

Must Show Licenses

Unless authorized by rationing regulations of the Office of Price Administration or other rationing agency, no person may furnish gasoline, parts, tires or tubes to any operator affected by the order after Nov. 15 unless the operator or driver presents a certificate or signs a receipt, showing the number of the certificate covering purchase.

Under an arrangement between ODT and OPA, instruments authorizing purchase of fuel, tires and tubes will be issued only to operators presenting certificates. Gasoline and accessories will be purchased by OPA rationing boards in accordance with the terms of the certificates.

The order also provides that the tires of every vehicle affected by the order must be checked at inspection agencies designated by the OPA every 5,000 miles or at the end of each 30-day period, whichever occurs first.

The order also prohibits the continued use of any vehicle thus inspected unless the inspection agency designated by the OPA has certified that all reasonable adjustments, repairs or replacements "necessary to conserve and providently utilize" the tires of the vehicle will be made.

The order further provides for exemption of operators unable, under rationing regulations, to make such repairs.

All owners and operators affected by the order must keep a weekly record of all operations on a form prescribed on the back of ODT certificates and present it to keep any other records and render such reports as may be required by ODT.

WITH THIS TRANSACTION, WEII, Boston, has taken over the property, stock and barrels, of James Joseph F. O'Connell, president of the Boston Edison Co., which is presenting the bill of sale to Harold E. Fellows, general manager. While the price was not disclosed, it was understood to be in the neighborhood of $500,000. Effective Aug. 31, WEII became an owned and operated station of CBS. Prior to that time it was owned by Boston Edison and leased to CBS [Broadcasting, Aug. 24].

PUBLISHING POST GIVEN ETHRIDGE

MARK ETHRIDGE, former NAB president and since 1936 vice-president of General Electric Company, has been named publisher of the two newspapers in addition to his duties as executive head of WHAS.

Mr. Ethridge succeeds Lt. Barry Bingham, Jr., who is now on active duty with the Navy in London. Lt. Bingham has been publisher since the death of his father, the former ambassador to Great Britain, several years ago.

Mrs. Barry Bingham was named vice-president and director of the company. Mr. Ethridge, who in recent years has been active in radio as well as in the publishing field, was interim president of the NAB in 1938, serving until Neville Miller became the NAB's first paid president. Before joining the Louisville operation in 1936, he was publisher of the Richmond Times-Dispatch. Prior to that he was with the Washington Post and the Consolidated Press Agency. In addition to his title as publisher, Mr. Ethridge remains as vice-president of the Louisville properties.

LaRosa in East

V. LAROSA & SON, New York, will use women's participation programs on stations in several eastern markets for its macaroni products, starting Oct. 2 and continuing through Lent of next year. No further details are available at present. Advertiser has previously used Italian operatic music on four or five stations in the eastern area.

Marlin to Return

MARLIN FIREARMS CO., New York, which has been conducting a campaign of spot announcements and participations on a number of stations, is cancelling some of the schedule during September because of current difficulty in obtaining certain steel products for its razor blades. According to the agency, Craven & Hedrick, New York, the campaign will be resumed later in October.

LaRosa in East

GROCERY Manufacturers of America will hold its fall meeting at the Waldorf-Astoria, New York, Nov. 18-20, at which wartime problems confronting the food industry will be discussed.

NAB Board Plans Unity Discussions

Chicago Meeting to Consider Industry Controversies

INDUSTRY unity and settlement of controversies which have caused a schism in broadcasters' ranks will be keynoted by the NAB board meeting tentatively called by President Neville Miller in Chicago, Sept. 24-25, at the Palmer House.

The meeting may be postponed a week until Oct. 1-2, if it tends to interfere with Senate hearings before the Senate Petroleum Probe Committee on the resolution of Senator Clark (D-Idaho).

With many pressing problems confronting the industry, wartime exigencies, a number of directors have been asked by their district constituents to seek restoration of harmony in industry circles and to sever rate trade groups organized because of dissatisfaction with the NAB, it was pointed out, have caused a number of stations to refrain from joining any trade group because of doubt about the future of such organizations.

Efforts will be made, it was indicated by group spokesmen, to bring the NAB ags, possibly with the appointment of a strong committee, with broad powers, to handle all matters relating to the war in Washington.

Preparatory to the board session, President Miller called a meeting last Friday of the public relations committee, of which he is chairman. The group considered plans for evolving a national public relations policy for the industry.

Present were Frank King, WMBC, Jacksonville, chairman of the NAB Finance Committee; Richard H. Mason, WPTF, Raleigh; Gilmore N. Nunn, WLAP, Lexington, Ky.; Edgar H. Twamley, WPEN, Philadelphia; Walter J. Brown, WSPA-WORD, Spartanburg, were not able to attend.

At a luncheon the committee met with assistant director of censorship for radio; Lt. Col. E. M. Kirby, chief, Radio Branch, War Dept.; Gene Carr, Mr. Ryan's assistant, and E. H. Gammons, Washington director for CBS.

Hollinger Heads KDB

FIN HOLLINGER has been appointed general manager of Don Lee station at Santa Barbara, Cal., replacing Daniel J. Donnelly who has been promoted to assistant general manager of KFBK, San Francisco. Mr. Hollinger started as a sportswriter and sportswriter in Toronto, a nd worked for Canadian Broadcasting Corporation stations before joining WHLD, Niagara Falls, N. Y., in 1940 as commercial manager.

Mr. Hollinger has been with Don Lee since December 1941.
The 6th Army Corps needed permits from Carolina farmers to conduct field maneuvers across the farmlands of 17 Carolina counties. They brought the problem to WBT and asked us to lend a hand. We didn’t consider this request any more unusual than the scores of other chores WBT has been asked to do—from blowing bugle calls for scattered army units to finding weekend homes for visiting soldiers. So we scheduled announcements on the Grady Cole Alarm Clock…and got results!

Permits for the use of 24,385 individual farms—a total of 2,940,732 acres—came rolling in to Army headquarters…and Major F.W. Kells wrote WBT, expressing the Army’s thanks. WBT helped accomplish one hundred percent of what the Army wanted.

Of course, patriotism was a big force behind this response. But—human nature being what it is—patriotism is sometimes a matter of intent rather than action. In the great Carolina market which revolves about Charlotte, WBT gets action—because for 20 years we have fostered one of the strongest station-listener relationships in the nation.

That’s why so many advertisers stay so many years at WBT. We’d like to furnish details.

**WBT CHARLOTTE • 50,000 WATTS**

*The station an audience built*

Owned and operated by the Columbia Broadcasting System. Represented nationally by Radio Sales with offices located in New York, Chicago, Los Angeles, St. Louis, San Francisco
Vinylite Supply Hinges on Military

WPB Urges Salvage On Federal, Industry

Users Alike

ALTHOUGH there were no allocations of Vinylite for use in the production of civilian transcriptions for September, WPB officials say this is not to be taken as indication of policy on all future allocations. All allocations of the substance are governed by the extent of military demands for the material in the production of synthetic rubber materials used in raincoats, life rafts and the like. Government needs have been cared for to a certain extent and the importance of various agencies’ demands will govern the allocation of Vinylite to them. Thus far, the Treasury and the War and Navy Depts. have been assured of their needed supply. OWI will likely receive enough to maintain its operations but formal action has been withheld awaiting a full statement of its needs.

Other Government agencies which use Transformations are the Coordinators Inter-American Affairs Federal Security Agency, Dept. of Interior, Marine Corps, Maritime Commission, Office of Civilian Defense.

Reclamation through the salvage of all old records provides the key-note of continued operation for both private and Government needs alike, one WPB official observed. Although Vinylite reclamation has been variously estimated at 40% to 90% there is not yet any satisfactory figure available according to WPB.

Rumors that the Government may entirely curtail or perhaps cut off entirely the allocation of Vinylite for civilian use were current in New York last week, but they were received calmly by most animation manufacturers. Admitting that it added to the already appreciable difficulties of operation, executives of such companies as U.S. Broadcasting unaniomously said that in times like these Government needs unquestionably come first and expressed complete confidence in their own needs to those of the Government.

K. R. Smith, vice-president and general manager of Muzak Transcriptions, which makes the pressing of programs recorded by Associated Music Publishers and other clients, in addition to its own programs, said if stations using Transformations will cooperate with the pressing companies by returning all records as soon as they have been used, a critical shortage of new pressing may be postponed at least six or eight months and perhaps for considerably longer.

He said that these old discs can be reprocessed, with approximately 90% of the original material. The chief loss, he explained, is the centers over which the labels are pasted, as it has proved extremely difficult to separate the paper from the record and more practicable to cut out the center and repress the rest of the record.

Returns Asked

Mr. Smith said his company is asking all of its clients to request every station on their lists to return all records to them. He added that there is also an understanding, reached by the recording company set up a file to show the response of each station and that they discontinue service to any station not giving complete cooperation.

World Broadcasting System has had such a plan in operation for years, that company stated, explaining that World holds title to all of its records which are labelled to that effect and that they pay return express charges on the records. To facilitate this return they have the express company make periodic calls on the stations using their recordings to pick up used discs.

Columbia Recording Corp. is also requesting the return of its pressings, working through the advertising agencies placing the transcription campaigns. NBC Recording Division has as yet made no particular effort to get back old discs, but it will undoubtedly do so if they become an important source of supply.

CAPT. REDMAN GIVEN FAREWELL BANQUET

PREPARATORY to his departure for sea duty Sept. 15, Capt. Joseph R. Redman, Director of Naval Communications, was tendered a testimonial dinner Sept. 13 by high ranking communications officers of the Navy. He is being succeeded by Capt. Carl F. Holden, now in the staff of Admiral E. King, Commander-in-Chief of the U. S. Fleet and Chief of Naval Communications, as fleet communications officer.

High tribute was paid Capt. Redman whose work combined Naval Communications and, before Pearl Harbor, as assistant director. He has served as a member of the Board of War Communications as the Navy Department’s representative and also was succeeded in that assignment by Capt. Holden.

Toastmaster at the testimonial dinner was Comdr. F. O. Willenbacher, chief of the War Plans Section of the communications office. Among the war heroes who spoke were Col. Frank W. Wozencraft, Signal Corps, former chief counsel of The Transamerican Broadcasting Co., and Capt. John A. Kemp, chief of Transamerican’s office in charge of aviation communications in Naval Communications.

W. K. BUCKLEY Ltd., Toronto (proprietary), on Nov. 1 starts transcriptions of 60% of its production on 40 Canadian stations, and will later add 30 more. Wireless is a busy, growing one, with a number of stations. Account is placed by Walsh Adv. Co. Ltd., Toronto.

BEAUTIES BOTH, corn and cuties displayed with Don Radda, Washington, D.C., farmer (left), who won the $5,000 prize at the Palmer trophy show, at the World's Fair, New York City, on Oct. 13, at the Cannon Ball Farm, Franklin, Mass. This year Mr. Radda’s skyscraper of 26 ft. 10 in. was the tallest stail and broke the previous world mark by 3 ft. 7½ in. according to the station. In addition to the trophy, the winner received a $100 check from the Central Broadcasting Co. The girls had nothing to do with the corn but they give the picture glamour, as craning gobs.

New Series Begun By Campbell Soup

‘Digest’ Program on 66 CBS Stations Promotes Products

CAMPBELL SOUP CO., Camden, will start a program based on material appearing in the Readers Digest on 66 CBS stations, in the Sunday 9-9:30 p.m. period starting Sept. 13. Titled Radio Readers Digest, the series will be produced by Transamerican Broadcasting & Television Corp., New York, and will advertise Campbell soups.

Format of the program will vary according to the type of Digest material at hand. Music, dramatizations or straight reading will be used. Conrad Nagel, stage and screen actor, will serve as leading narrator.

Staff Named

Henry Heyward will direct the series, assisted by William Boussau and Robert Nolan, while William Spier, CBS producer-director, will direct. Scripting will be done by various members of the Transamerican staff script.

Campbell Soup continues as sponsor of Amos ‘n Andy on CBS, having permanently discontinued Bob Burns Show with the June 9 broadcast. Agency for Campbell is Ward Wheelock Co., Philadelphia.

REWARD WAS COMING to Charles E. Morin (seated), CBS San Francisco sales manager, and he gets it from Art Kemp, CBS Pacific Coast sales manager. Kemp offered Morin a prize if he could double CBS 1941 sales figures. Morin doubled, in fact almost trebled, the figure, so Kemp gave him a double pen set.

Sues Skelton

ALLEGING breach of managerial contract and asking $120,000 from Red Skelton, Hollywood radio-film comedian, Thomas J. Kennedy, New York business agent, filed suit in Los Angeles Federal Court Sept. 8. According to the suit, filed by attorneys, has two contractual agreements. One is with William Morris Agency Inc., talent service, to act as a key man contractual with Kennedy as general manager. The $120,000 asked, according to a plaintif7, represents money Skelton will earn under his present radio as well as picture contract with MGM.

Toothpaste Spots

J. C. ENO LTD., New York, (Mead’s toothpaste), through Atheron & Currier, that city, on Sept. 29 starts sponsoring the twice-weekly quarter-hour Hollywood Whispers with George Fisher, commentor, on 2 CBS California stations (KNX, KQW), Tuesdays, Thursdays, 5:15-5:30 p.m. (PWT). Contract is for 52 weeks. With opening of new markets other West Coast stations will be added to the list. Firm on Sept. 28 also starts thrice-weekly participation in Sunrise Salute on KNX, with a similar schedule on KQW, utilizing the Housewives Protective League program.
MORE LOCAL AND NATIONAL SPOT BUSINESS... than all other major Chicago stations COMBINED!

WGN CARRIES MORE LOCAL AND NATIONAL SPOT BUSINESS THAN ALL OTHER 50,000 WATT CHICAGO STATIONS COMBINED

Equally important is the fact that WGN also carries more total commercial hours per week (local, national spot, and network) than any other 50,000 watt station in Chicago!

A Clear Channel Station

50,000 Watts
720 Kilocycles
PROMOTION-minded radio men continued to uncover new ideas to help Uncle Sam finance the war last week, as station executives and artists all over the country sought to keep the country War Bond conscious.

In many cities, local radio stations have actively supported the motion picture industry's touring stars, publicizing and participating in their rallies. Paul Drenner, staff man of WAA, m. c. eed. the meeting at Newark's Military Park in his regular manner, and Teddy Powell's orchestra drew a crowd that bought $3,346,000 worth of bonds. The entire program was broadcast over WAA.

When Greer Garson, Heidi Lynam, and Anne Rutherford visited Albuquerque, N. M., KGGM set up its mike at the railroad station to spread word that the stars were in town for a bond rally. In 20 minutes, Albuquerque pledged $200,000.

In Fredericksburg, Va., Bill Seth, manager of WFVA was chairman of the committee for the rally when Greer Garson appeared. WFVA has been broadcasting a program Any Bonds Today daily since December 8.

Radio's Own Job

KXOK, St. Louis assisted the local motion picture council by donating the services of Marian Daught-

ery and Kathryne Diehl to KXOK Sextette, and other staff members for the rally presenting Edward Arnold and Frances Dee at Municipal Auditorium. A box seat was set for as high as $5,000.

In cooperation with other media, radio has maintained a steady campaign of its own.

For instance, WMCA, New York, is stimulating sales by awarding two original oil paintings of Betty Grable by Petty and Varga to the family buying the most bonds in September.

Arch McDonald, sports commentator of WJSV, Washington, has sold a quarter-million dollars in bonds on his program, and is now on his second quarter-million. On the second anniversary of WBRW, Welch, W. Va., all station adver-

tisers contributed commercial periods to the Station's War Bond and War Savings Stamps.

'Feud' Raises $6,000

Final returns on BLUE'S I Pledge America are summarized in a folder the network is dis-

tributing. Seven hours of enter-

tainment that painted a picture with songs and drama, of fighting America, raised $10,303,369.

The first hour and a half brought $8,000,000, and money poured in all evening.

A "Victory Booth", replica of a sandbag dugout, has been set up in Columbus, Ga., with popular young vocalist Sue Lauderdale on duty. Bungling it in the booth is an electric eye gun for each stamp or bond. Other WRBL entertainers, Jack Gibney and John Clarke have raised $107,000 on their program.

As a result of the "Smite-

reens and "Ellisville bas" two teams of staff members at KMBE, Kan-

sas City, gathered $86,275 in 18 days. Four special Feud for Vic-

tory weeks, with individual appeals marked the campaign.

Army jeep, carrying Col. Black, commander of the Technical Air School near Amarillo, Tex., de-

livered the first bond sold by KFDA. Station recently opened its drive with a 45-minute program. Show will continue weekly, toget-

ther with spot announcements.

Rally at Polk Gulch, Sacramento Street between Polk and Van Ness, San Francisco, sold $40,000 Bonds for the Air Force. Bonds donated by Polk street merchants were auctioned off for Bonds, and KGO artists entertained.

'Air Armada'

As a novel way to show results of its bond selling campaign, WMCA, New York, is building a "Air Armada" by ship Thursday evenings on a special program titled WMCA Bond Wagon. As bond purchases are phoned in, a "ship" is con-

structed piece by piece and when the air armadas is complete, WMCA plans to start a three-

ceanavy on the inaugural pro-

gram. WMCA"s built a ship, fully armed, in exactly 571/2 minutes.

WHOM, Jersey City, which had originally set a goal of $100,000 worth of bond sales by December 18, has been so successful in its first two weeks by selling bonds to the tune of $78,000 in cash that it has raised its "bond sights" to a quarter of a million dollars.

Mutual reports that its affiliates so far are selling the largest amount of bonds through the use of its sports broadcasts. WKW, St. Louis, has totalled $100,000 worth directly through its coverage of baseball games. A "Court of Honor" show conceived by WGR and WKEW, Buffalo, has received official praise from the Treasury and from Lord Mountbatten, leader of the British Commandos. Bond and stamp salesmen, referred to as "Censors" were donated from the city's juvenile organizations, with each child given mili-

tary rank dependent on his sales score. To date they have turned in $78,000.

More than $6,000 has been ac-

counted for on the five times week half-hour Bond Booster program of WEND, El-

miras, which gives credit on the show to 14 sponsors but does not advertise any product.

CKWS on the Air

CKWS, Kingston, Ont., went on the air officially Aug. 31, at 7 p.m. Guest speakers on the inaugural broadcast included Dr. Glenn M. Murray, managing director of CBC, W. Rupert Davies, president of the Allied Broadcasting Corp., Glen Baird, sales manager of the CBE, and Dr. A. Frigon, assistant general manager of CBC, as well as public officials. Station has complete modernized business offices in the Whig-Standard Bldg., Kingston. Transmitting equipment is housed south of the city.

MAURICE ENGLISH, chief of the editorial department of NBC's Inter-

national Department, has an article to appear in the October issue of W. E. W. W. of the United States under the title "The Coming European Civil War."
We mean it when we say

"THERE'S NOT ANOTHER LIKE IT!"

According to the latest report by the Bureau of Census, 82.8% of the Nation's homes have radios. That's very interesting, of course, but within WTIC's primary area 95.7% of the homes are equipped with one or more radios. Figure it out for yourself. That means a radio ownership of 12.9% above national average.

Lastly, but far from least, the listener loyalty and respect for WTIC evidenced by radio audience studies makes WTIC the best buy for your money.

Put WTIC to work for your product and you'll soon understand why wise national advertisers agree with us that

"THERE'S NOT ANOTHER LIKE IT!"
WPB Likely to Exert Control Over Electronic Devices Soon

Action on WPB War Proposals Expected Shortly With Chairman Fly’s Return to Capital

RIDIC CONTROL of the flow of electronic devices to essential uses is expected this week as the result of a WPB order which will insure the continued operation in part of radio and communications including broadcasting, without curtailing production except as it affects the manufacture of such non-essential commodities as blackout devices.

When the new order takes effect it was indicated that electronic equipment will not be manufactured or sold except on rated orders of A-3 or higher. While the regulation will likely affect manufacturers immediately, distributors will probably be allowed to dispose of stocks on hand. In addition it appeared likely that manufacturers would be allowed to anticipate rated orders for 40 days to come and thus insure minimum production runs.

The order will be far-reaching, it was said, encompassing transmission as well as receiving equipment. Through this order the WPB will have complete control of the many critical materials essential to the manufacture of electronic devices.

Fly On Job

Since BWC- FCC Chairman James Lawrence Fly only returned to his desk last Friday from an extended business trip there was no word forthcoming on the BWC tube survey or any indication of planted action on WPB’s proposals for wartime operation. It did seem likely, however, that action would come in the near future since WPB is anxious to establish wartime standards of operation to conserve components and tubes.

Overall needs and simplification occupied the attention of the Receiver Type Vacuum Tube Industry Advisory Committee meeting in Washington Sept. 9 with Frank H. McIntosh, chief of the civilian radio section of the Radio and Radar Branch, as Government presiding officer.

Efficient ways of producing tubes were also discussed and new facilities weighed. Some progress was reported in the plan to divide production among available plants — some turning out only civilian tubes and the rest devoted to military orders. There still remains one obvious obstacle to progress in the OPA Maximum Price Regulation. Manufacturers contend they have experienced a rising curve of operating costs which would make it impossible to devote their total production capacities to civilian production. Unless the OPA regulations are changed this factor may remain a barrier, it was said. The difficulty, it was pointed out, exists in the fact that the radio receiving set tubes are categorized under Durable Goods regulations while the industrial tubes are under the control of Machinery regulations.

An effort is also being made, it was reported, to balance inventorries of distributors and individual dealers. Another aspect of the problem was viewed in the increasing need for simplification and standardization. Every effort is being made to have discarded tube types covered by interchangeable tubes.

Progress was reported by the industry representatives in the conservation of material by requiring an old tube for each new tube purchased. Although this practice has not yet become universal many manufacturers are requiring this measure.

One report has it that many radio receiving sets would be out of use within 13 months unless provision is made for continued supply of materials. In answer to this, WPB officials maintain that every effort is being exerted to maintain the industry and the likelihood of such a statistical possibility is nil.

Furthermore, it was pointed out that no station’s needs have been overlooked where the need was essential and complete stabilization for wartime operation only awaits action by the FCC.

NEGOTIATIONS having been completed, trio consisting of (1 to r) Edward Codell, general manager of the Atlantic Coast Network; Edward J. Rosenwald, advertising manager of Plough Inc. Memphis, and Clarke R. Brown, radio director of Lake-Spiro-Shurman, agency of the same city, get down to the serious business of getting signatures on the dotted line.

March Renamed to FTC

FREDERICK H. MARCH, a member of the Federal Trade Commission since 1929, was unanimously confirmed for his third consecutive seven-year term by the Senate last Thursday. He is native of Litchfield, Minn., and is one of the two Republican members of the Commission. He served as chairman in 1933-36 and 1941.

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

Plough Buys Time On Atlantic Coast

Regional Chain Carries Four Features for Sponsor

LARGEST contract yet signed by an individual advertiser on the Atlantic Coast network was announced last week by Plough Inc., Memphis. The newly-formed Boston to Washington chain will be used to promote St. Joseph’s aspirin and Penetro products. The schedule consists of 24 quarterly programs per week. Contract will start Oct. 5, with shows running 52 weeks.

Four Features

Times and features selected by the client and its agency, Lake-Spiro-Shurman, Memphis, are as follows:

7:15-7:30 a.m., Monday to Saturday inclusive, an “early rise” show.

12:15-1:30 p.m., Monday to Saturday inclusive, Matinee at Capital Theatre, a recorded variety show featuring revivals of musical comedies and old favorites.

1:45-3:00 p.m., Monday to Saturday inclusive, a woman commentator series which will originate in Washington.

11:00-11:15 p.m., Monday to Saturday inclusive, a sportscast featuring Jack Stevens. This program will be interspersed with music apropos the sports season. Each program will be dedicated to individual universities and colleges.

Station commitments on ACN include: WNEW, New York; WPEN, Philadelphia; WBFR, Baltimore; WNBC, Hartford; WFCL, Pawtucket; WELI, New Haven; WCPB, Boston; WWDG, Washington; complementary outlets are WBOC, Salisbury, MD, and WJEJ, Hagerstown.

Contract was set by Edward Codell, general manager of ACN.

Atlantic Coast has started a half-hour pickup featuring name bands playing at Meadowbrook, N. J., Tuesday through Saturday. Each night the program salutes a station belonging to the network.

Carter in West

CARTER PRODUCTS Inc., New York (liver pills), as part of its national campaign, on Oct. 5 starts sponsoring the five-weekly half-hour transcribed serial, Judy & Jane, on 3 California Don Lee stations (KJH KDB KGB), Monday through Fridays 4:45-5:00 p.m. (PWT). Contract is for 52 weeks. Ted Bates Adv. Agency, New York, has the account.

Camp Greetings

GREETINGS from the boys in camp to the folks back home was the theme of Hello, New York, transcribed at Labor Day broadcast on WNYC, New York’s municipal station.開發 on Labor Day, half-hour program was written, acted, directed and produced by the service men at the camp who come from New York and serve in the old 102nd Cavalry.

Page 18 • September 14, 1942 • BROADCASTING • Broadcast Advertising
there's a far simpler way

The advantage (and a rare one indeed) of buying WMCA lies in getting a station with such a wide reputation for good programming at such a low cost. Proving that the price of effective radio need not be computed in Social Security figures.

We know

We've got good programs with good audiences.

Our clients know.

They've bought plenty of them.

Sach's Quality Furniture bought one SEVENTEEN YEARS AGO this September...that just completed its 6,000th CONSECUTIVE broadcast!

the changing new york radio scene

AMERICA'S LEADING INDEPENDENT STATION

WMCA
Weekly Output by Soldiers Helps
War Effort

By LT. COL. E. M. KIRBY
Chief, Radio Branch, Bureau of Public Relations, War Dept.

LOCAL radio stations throughout the United States contribute more than 500 regular scheduled Army camp broadcasts each week, a survey as of Aug. 31 has revealed.

Undertaken by the Radio Branch of the War Dept. Bureau of Public Relations, the survey further disclosed that Army news, variety and musical shows, respectively, were the type of broadcasts most often prepared by Army Public Relations Officers in cooperation with local broadcasting stations.

The full listing below of the number of shows and the time periods involved does not reveal the full story of these local camp Army radio programs. Nor is their contribution to the war effort readily apparent. But it is important influence cannot be over emphasized.

A Counterbalance

During World War I, Army camps had only their own newspapers, press material which they furnished to newspapers, and speakers to reach nearby communities and people in large. But by 1940, radio already was tackling the new task with a great deal of energy and imagination to serve the Army and the citizens at home.

Today local Army radio programs are an accepted medium of establishing closer relationship between Army camps and the neighboring communities.

Usually, the local citizens see the soldier only when he is on weekend leave and pleasure bent. They see him free from the arduous routine of relentless drilling and rehearsal for the battles he faces in the near future against enemies who ask and grant no quarter. They see the soldier seeking to concentrate a great deal of pleasure in his few free moments away from camp. It is difficult often, to believe that in the hands of these men we are entrusting our nation's future.

Local radio broadcasts serve to counterbalance these casual impressions. Camp broadcasts remind the people in the surrounding communities that the soldiers they see wandering about their streets, crowding their lunchrooms, theatres and recreational centers, are serious students during their duty hours—students of warfare and the hundreds of essential military training tasks, skills necessary in modern warfare.

Radio interviews have shown that the men of our Army are truly representative of the American people. For the most part, the Army soldiers come from every sort of home—representing every race, color and creed, dreaming the same dreams, experiencing the same difficulties, adjusting themselves to the war. These local radio broadcasts—unpretentiously in most instances—reveal the true pattern of our soldiers in training.

Above all, they show him as a patriotic lover of freedom, hungering for the best, mentally preparing himself for the worst, and confident and determined to win victory. Upon such things depends the morale of our people at home. Despite inconveniences—possibly because of them—civilian morale is usually higher in areas immediately surrounding training camps than in areas where no camps exist.

Local radio broadcasts have contributed much toward the Army and its purpose—and the increased desire of civilians to assure our troops of their full support.

The Army Story

Before we analyze the 600-odd Army radio programs, let us review the purpose of these various categories of local radio broadcasts: Their purpose as a whole is to tell the story of the American Army in training, to reflect the spirit of our troops, and keep the American people informed of the Army's progress.

Many times have been able to accomplish this mission more than adequately with limited personnel. Many former radio writers, producers, announcers, engineers now in training have contributed significantly in addition to their other duties—to assist the Public Relations Officers in preparing these broadcasts.

A major instance of the PRO's also serve in other capacities, such as the camp intelligence officer, special service officer, an instructor and so forth. Yet every known radio technique from straight narration and talks to the full variety and dramatic show has been developed. In some few instances, local radio stations themselves can take full credit for the high quality of a local Army camp broadcast.

They have assisted public relations officers—often coming to them, proposing a specific type of show which might best serve their community and the Army, assisting him in the preparation of the script and to secure the equipment for production from camp or studios.

In many cases, their specialized knowledge of the immediate neighborhood has been of immense aid to the public relations officer and the commanding officer in overcoming particular problems, whether they were direct public relations problems which cropped up suggestive of avoiding future problems.

The many problems of Army health, food, entertainment facilities, the training regime and camp life have been presented to the community in full detail until the community has a clear-cut picture of the life in the camp as it really is, and the caliber of the men. The picture in many instances has supplemen-
ted the messenger information parents might have received from their own sons in distant camps.

Hearing the soldiers from nearby camps being interviewed over the local radio station has reassured many parents and satisfied them that their own sons are receiving the best possible training, under the most favorable conditions. This information, brought via the airwaves, has in no small measure helped to open up the hearts and homes of the citizens of these camp communities to our troops.

Now to glance at more specific information from the survey:

Regular Army programs broadcast weekly from Army camps, posts and stations in the United States:

<table>
<thead>
<tr>
<th>Department</th>
<th>Number of Broadcasts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Army News</td>
<td>172</td>
</tr>
<tr>
<td>Varieties (Local)</td>
<td></td>
</tr>
<tr>
<td>Musical</td>
<td>15</td>
</tr>
<tr>
<td>Medical</td>
<td>7</td>
</tr>
<tr>
<td>Channel (Religious)</td>
<td>24</td>
</tr>
<tr>
<td>Drama</td>
<td>9</td>
</tr>
<tr>
<td>Quiz</td>
<td>9</td>
</tr>
<tr>
<td>News (Exclusively)</td>
<td>7</td>
</tr>
<tr>
<td>TOTAL</td>
<td>621</td>
</tr>
</tbody>
</table>

Of the above shows, 77 were five minutes long, 396 quarter-hour broadcasts, 195 half-hour shows and nine full-hour broadcasts. A minimum of 250 radio stations are used for these regularly scheduled broadcasts. No count is included of the innumerable single-shot local broadcasts, nor of various events, nor the number of local broadcasts using camp or Army information or camp personalities.

Nor does the above count include transcriptions furnished irregularly to home town broadcasting stations or special Red, White and Blue Network type of broadcasts produced in the morning hours by the local radio stations for the men in nearby camps.

Many camps also furnish news items to hundreds of stations for use on established broadcasts. These news items deal with human interest material regarding soldiers who come from the state or city in which the radio station is located.

How They Serve

There is no estimate of the number of stations serviced with this special news service. But certainly the above data amply reveals the seriousness with which these broadcasters are accepting their public service responsibility to their immediate community and the nation during this war.

For the record, it might be well to review exactly how each type of Army camp broadcast serves the Army.

Radio News broadcasts (172) are the majority because many are scheduled more than once each week. They deliver to stations various items of camp news. Often an interview with a soldier or officer is included for the camp news is included in that person's mail news. Included in these Army newscasts also are Army sports "eavesdrops" on camp athletic activities.

Reprinting messages, announcements of local social events, camp dances and future camp activities also are reported. Perhaps more than any other

Page 20 • September 14, 1942

BROADCASTING • Broadcast Advertising
San Francisco signs up on the new KGO
... here are a few of the new signups since February

In May, Walter Guild, account ex., Sidney Garfinkel Agency, signed for a 1/2 hour KGO live-talent show for the Remar Baking Co. Last month Remar had their biggest month in history... with much credit to their KGO show. This is just one of many new locally-produced KGO shows.

Vice-president Lou A. Humason signs up for the second 26 weeks of “Let there be Music”... a half hour local dramatic show produced for the Meyenberg Milk Products Co. This again indicates the high regard of local advertisers for the new KGO. Keep posted on the new KGO.

Actual sales results won a 13 week renewal of a 7 a.m. KGO newscast. Hassel Smith, account ex., Botsford, Constantine & Gardner signs the renewal for Foreman & Clark, men’s clothiers. (KGO still has several fine news availabilities. Compare them with other San Francisco stations.)

M. E. Silva of the Sonoma-Marin Dairy signs over his whole radio advertising budget to the new KGO. This is one of the largest spot campaigns ever placed on a San Francisco station. Already sales results are justifying this decision. Another local success on the new KGO.

Benjamin Zukor, president of Zukor’s Dress Shops was one of the first local advertisers to join the new KGO. Since then, Mr. Zukor has renewed his 15 minute, 5 day a week program every time. This is another locally-produced program. Results count... you get results on the new KGO.

Six weeks ago R. C. Tonkin, Pacific Coast Manager, P. Lorillard Co., makers of Sensation Cigarettes, signed a 13 week contract for KGO’s popular 11 p.m. newscast. Already Mr. Tonkin is renewing for an additional 13 weeks. You, too, will find the best news buys on the new KGO.

These sign-ups tell of a few local successes on the new KGO. May we suggest that you let your Blue Spot Representative bring you up to date on the new KGO?

Blue Network Key Station for Northern California

Represented Nationally by Blue Spot Sales Offices
NEW YORK · CHICAGO · DETROIT · HOLLYWOOD · SAN FRANCISCO

810 KCVLS · 7500 WATTS
Don't feel crestfallen if your Humble (Ky.) business isn't worth getting puffed up about. Chances are, it's only because the Louisville Trading Area has 54% of Kentucky's total retail business! So forget Humble. Get Louisville and you'll really have something to be proud of! Incidentally, we humbly call your attention to the fact that WAVE covers the whole Louisville Area at lowest cost. Need we say more?

LOUISVILLE'S
WAVE

MR. RADIO EXECUTIVE:

Your time is valuable while you're in New York. That's why we want you to stay with us at the Roosevelt. You'll be only a few steps from your representative, your network and the radio agencies. Our private passageway from Grand Central Station leads right to the lobby where you can register for a comfortable room and bath from $4.50.

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

IT'S FIRST LIEUTENANT NOW!Lt. Alfred E. Teachman, assistant chief engineer of WEEI, Boston, is congratulated on his recent commission as first lieutenant in the Army Air Forces by Walter J. Stiles, chief engineer of WEEI and other members of the engineering staff. Left to right are Warren Stevens, Walter Stiles, William Rule, Lt. Teachman and Frank Evans.

Value of Music

Musical programs (149) serve a purpose similar to that served by other programs. Usually a simpler script is required and the program maintains its traditions. From the busy PRO's point of view and the broadcaster's side, these programs stand as the finest broadcasts. Army policy problems are at a minimum, especially in programs broadcast from the camp grounds. Timing can easily be furnished in advance and background interview of the soldier-talent readily prepared.

Interview programs (75) provide the greatest amount of factual material about the camp and the troops stationed there. Many camps have shown an aggressive policy in illustrating the difficulties some soldiers have had in making their adjustment to Army life—which has prepared future soldiers not to expect a bed of roses. At the same time, the number of interviews reflects that adjustment is not too difficult and that our soldiers are anxious to receive the stiffest training necessary to assure success.

Religious broadcasts (26) originate from the post chapel include a talk by the Army chaplain, organ music and hymns. These broadcasts reveal the religious side of our troops—many of whom have become a church-goer for the first time in their life, or during their stay in camp and have entered the ministry of public service—and emphasize the freedom of worship in Uncle Sam's citizen armies.

Dramatic programs (24) cover a wide field, dramatizing the experiences of soldiers in camp, presenting Army comedy sketches, inspirational and religious history programs and stories emphasizing the purpose for which we are fighting. They are designed to help the war effort. As a whole, these local dramatic programs are produced only where camp has an abundance of script-writing and soldiers act out usual cliches favorably with professional radio productions.

Lux Radio Shows (9) basically provide entertainment to the soldier and are a major contribution of the local radio stations. The station officers file reports to the soldiers—sometimes a long-distance effort that can be heard by thousands of families at home. Other units include war stamps and bonds. Military questions are occasionally included in the mix to maintain the military flavor of the broadcast. It is a definite contribution to the morale of the Army in a pleasant way.

Army Jitters broadcasts (8) are exclusively devoted to presenting our Negro soldiers to the public via radio. These programs usually originate where all Negro units exist. However, besides these broadcasts, Negroes also participate in camp programs wherever they are stationed.

Talking (7). The minimum number of straight talks indicate that Army Public Relations Officers realize the importance of utilizing when possible the mailbox and other techniques in presenting their material. They discuss a specific Army activity from the point of view and amount to a citizen's orientation course to promote better understanding of our Army.

Local Arrangements

It is significant to realize that in contrast to the totalitarian system of operation, the 600-old broadcasts prepared by camp public relations officers is not forced upon the local broadcaster. In fact, at no time has the War Dept. in Washington directed a request to a local broadcaster to grant a camp air time.

In all instances, arrangements were made by the local PRO and his immediate commanding officer are responsible for the content and quality of the broadcast. Three-minute weekly themes, together with background material to assist the PRO, may be obtained from him, but he is under no compulsion to use this material. The themes cover general war effort subjects: celebrating holidays, aiding government campaigns, War Savings Stamps, scrap, conservation, etc. The PRO is urged to tell the story from his own local and camp point of view.

The work of preparing these themes and of reviewing camp scripts is carried out under the guidance of Major Harold W. Kent, Director of the Editorial Section, by Joseph L. Brechenr, chief script writer and Stanley Field. When PRO's submit their scripts to the Radio Branch after broadcast for review and information the scripts are checked carefully for information which might be of national interest and also for quality and Army policy.

Where scripts have been below par in technique, specific suggestions are made for the improvement of the broadcast and the PRO is advised to consult with the production manager of the local station. In every instance these production people have been more than willing to help the Army camp improve its broadcasts.

Valuable Aid

There is no question that local radio broadcasters have made important contributions to Army public relations. Much of the energy, time and money the individual broadcasters have spent voluntarily to present local camps shows unfortunately will remain unaided and unknown, but from reports of PRO's in the field, the constantly improving quality of their broadcasts and the increasing number of broadcasts on the air each week, every local broadcaster and Army Public Relations Officer in the field can take pride in their collective contributions in using radio intelligently to help the war effort.

Salvage Campaign

SALVAGE DRIVE of the American Industries Salvage Committee was promoted last week through Penny Money Man, syndicated programs produced by Allen A. Funt, New York production firm. Programs aired in 41 key cities purchased small pieces of scrap material throughout the week, and 46 stations carrying the series made a total purchase of a large piece of scrap such as an old boiler or fire-escape on one day at the end of the week. $5,000 was appropriated to the stations for the project, with the amount appropriated to each station according to the size of the market.
They work together better... because they can talk together

The blimp
From the advantage of height
Spots the shark-like shadow
Slinking below the surface...

And passes the word
To the Subchaser
Which wheels with roaring motors
To lay the deadly pattern
Of thunderous depth-bombs...

An underwater barrage
That crushes the lurking sub
As a well-aimed rock
Will finish a snake.

That's teamwork
Teamwork made possible
By the radiotelephone.

Modern communication equipment
Designed and manufactured
By I. T. & T. associate companies
Is helping Uncle Sam
Coordinate his forces
On land, sea and in the air.

The broad, peacetime experience
Of I. T. & T.
In the field of communications
Is proving its value
In time of war.

INTERNATIONAL TELEPHONE AND TELEGRAPH CORPORATION

67 Broad St., New York, N. Y.
**Lever Bros. Story Promoted by CBS**

Oversize Brochure Reviews Seven Programs on Network

IN AN OVERSIZE brochure—20 pages measuring 14x17 inches—CBS last week presented to its affiliated stations the story of the seven program series which Lever Bros. Co. is sponsoring on CBS this fall: four evening shows on the full 114-station CBS network and three daytime serials using 77 stations in all.

"With this business," says CBS, "they present a friendly triple challenge to all of us: that radio brings more results than any medium; that CBS produces more results than any network; and that each CBS station deliver more audience than any station in its territory."

Adding that the brochure is CBS's first step in meeting this challenge says that the material therein "will help each station to meet the challenge in its own way... the best way."

**Stars & Plugs**

A double-spread is devoted to each program, one page filled with a picture of the stars, the other containing an envelope with promotion material and pictures. The promotion material includes copy for pre-program announcements on the air, for newspaper ads and publicity, for display cards and posters, and for letters to Lever Bros. dealers in the station's coverage area.

Programs covered are: *Luz Radio Theatre* on Monday evenings; *Burns and Allen*, for Swan, on Tuesday evenings; *Bob Burns*, for Lifebuoy, Wednesday evening; *What Great Program!* (Complete details in last week's column), on Thursday evenings; *Wednesday evening serials*, Big Sister, for Rinso; *Aunt Jenny*, for Spry; *Bright Horizon*, for Bugle Boy.

Brochure, produced under the direction of Thomas D. Connolly, CBS program promotion director, winds up with the plea for whole-hearted cooperation for every station and the promise that if additional material is wanted, "we will pitch you whatever you want to catch."

**NBC's Honor Roll**

NBC now has 353 employees in the armed forces as of Sept. 1, an increase of 21 over the Aug. 1 figure. Seventeen of the 21 were from NBC's New York studio. Page staff personnel has been the hardest hit by enlistments and inductions.

*THREE weddings are slated at KYW, Philadelphia, for September. Claire Keel of the XEN Theatre, and Clarence Smith, of the Westinghouse plant at Lester, Pa., were married Sept. 5. Eleanor Milazzo, wife of the program department foreman, and George Metz, are to wed the 10th; Ruth Schreiber, secretary to James A. Aull, director of publicity, and Richard W. Martin, are to be married Sept. 21.*
A RICH MARKET FOR A WISE ADVERTISER

50 RADIO STATIONS AT YOUR SERVICE COVERING THE COUNTRY

RADIO PROGRAMAS DE MEXICO
LARGEST LATIN AMERICAN BROADCASTING SYSTEM
P.O. BOX 1324, MÉXICO, D.F.
Top Radio Performers to Form ‘Committee of 25’ to Aid War

Kay Kyser Heads OWI Effort to Maintain Morale

By Working Through Local Committees

FORMATION of a “Committee of 25” made up of top-ranking radio performers, to act as consultants to the Office of War Information in furthering the war effort on all fronts, was announced last week by OWI, with Kay Kyser as chairman.

Organized after consultation with various Washington war agencies vitally interested in maintaining public morale, the committee members become in effect staff members of OWI. Their functions will be to pledge more effective use of war messages on their programs under OWI Network Allocation Plan and to work through the same 1,300 labor-management committees set up by the war production drive throughout the country.

The talent will be used on a planned schedule of production incentive rallies, similar to the Bond Wagons rallies conducted by Kyser in the 1930s, in New York, Chicago, Atlanta, St. Louis, Detroit.

Telegrams were sent by Chairman Kyser to the radio headquarters of OWI, inviting them to serve on the committee. In the group are Abbott & Costello, Goodman Ace, Fred Allen, Amos 'n Andy, Jack Benny, Edgar Bergen, Maj. Bowes, Bob Burns, Burns & Allen, Eddie Cantor, Bing Crosby, Red Grange, Clifton Fadiman, Jean Hersholt, Bob Hope, Andre Kostelanetz, Fibber McGee & Molly, Frank Morgan, Harold Joseph Peary, Edward G. Robinson, Lanny Ross, Kate Smith, Red Skelton, Fred Waring. Practically 100% acceptance was reported.

Three Meetings

OWI announced that a three-way plan was proposed by Mr. Kyser. The committee will meet for the first time at a series of conferences called by OWI with networks Advertising Age, New York, on Sept. 18, in Chicago on Sept. 21 and Hollywood on Sept. 24-25.

Some members of the group already are touring Army and Navy camps here and abroad and are performing valuable service through their programs by speaking to the country on such important war topics as salvage, bonds, recruiting, and other activities, it was stated. The group is expected to donate considerable time and effort in personal appearances before war plan workers, carrying to them not only entertainment but information on the progress of the war.

The Committee of 25 will work in close cooperation with four other committees which have aided OWI in effective use of wartime information: (1) A network committee, a committee of Government radio chiefs, the Advertising Council, and representatives of stations working through industry trade groups.

OWI TO USE SPOTS ON FARM-HOME HOUR

SPECIAL three-minute spot announcements by the Office of War Information and explaining the farmer’s relation to the war effort will be broadcast three times weekly on BLUE’s daily National Farm and Home Hour.

Announcements will give factual information about the basic issues of the war, and will supplement material already being presented on the program. Through the special interest to farmers, the messages will be of general nature.

One war message each week will deal with problems of the home front: rationing, control of the price of living, labor and other subjects. A second deals with the United Nations, telling the story of America’s relations with her allies, and countering enemy propaganda. The third is devoted to special events.

William B. Lewis, chief of the radio division of the OWI will introduce the series with a brief talk on the first broadcast. Spots are scheduled for Mondays, Wednesdays and Thursdays.

exceptions Expected

This order, it was pointed out, stated that public relations staffs at the various commands and bases would be reorganized to the number specified, with the proviso that exceptions would be made when certified by the chief of the OWI or other war agencies, with the Secretary of War. All of these applications are under advisement with action to be taken prior to Oct. 1, when the field reorganization becomes effective.

In the New York area, where an elaborate alert system had been created by the Radio Central Committee, it was held that reduction of the public relations staff to two officers and four men would make it impossible for the Army to furnish adequate information to the radio group and to the cooperative plan “completely useless.” This was brought to the attention of the Army and other Washington officials, and approved by the Secretary of War.

Exceptions were made to the minimum personnel classification in their public relations to make available adequate personnel on the OWI program. As it was said, are under advisement with action to be taken soon. All vital areas will have adequate personnel for their protection, it was stated authoritatively.

MARY LOU CARPENTER, daughter of H. K. Carpenter, member of the board of governors, and vice-president of WHK, Cleveland, designed the new reception rooms, now nearing completion in Mutual’s New York office.
WE PLACE THIS READY MADE AUDIENCE RIGHT IN THE PALM OF YOUR HAND . . . A PARTICIPATION IN A SPECIFIC 15 MINUTE PERIOD (ACROSS THE BOARD) WHICH ACCORDING TO THE HOOPER "CONTINUING MEASUREMENT OF RADIO LISTENING REPORT," (DECEMBER THROUGH APRIL) OF 8 BOSTON STATIONS, COMMANDS 22% OF THE ENTIRE LISTENING AUDIENCE. WE BELIEVE IT TO BE THE BEST BUY IN THE COUNTRY'S FOURTH LARGEST MARKET.

*This time is subject to prior sale, of course.*

WORL
BOSTON, MASS.
Mr. Amplistat's Girls

By MAURICE CONDON

Another of the current series wherein that modern Don Quizote, Mr. K. W. Amplistat tilts against the windmills of trite expression common to some branch of broadcasting. The cliches he now good-naturedly searches out are part of the vocabulary of the women's directors of the broadcasting stations.

Q. You are in charge of the programs relating to women's activities? A. I am the women's director. Q. That is your title? A. When it has to do with food or the things like that, I'm home economics director.

Q. How do you address your listeners? A. "The girls." Q. You mean your audience is entirely female? A. Oh, there are some men listen, I guess.

Q. Do you ever make reference to the men in your broadcasts? A. When I'm talking to the girls, I refer to them very lightly. Q. As? A. "The men, poor darlings." Q. Indeed. A. "You can't live with them, you can't live without them," I tell the girls, and I laugh.

Q. What kind of laugh do you utilize? A. A tinkling laugh. It goes well with my manner.

Q. Which is? A. Girlish, confiding, over-the-backfenceish.

Q. Good God! A. What is that, Mr. Amplistat? Q. I beg your pardon—I cleared my throat.

A. Oh, you men!

Q. Precisely. What is the nature of your home economics program? A. Recipes, hints on home making, little suggestions on how to make home more liveable, "Brighten each corner," I tell the girls.

Q. Commendable advice. A. "Remember, girls," I say, "be it ever so humble and all that sort of thing..."

Q. Not precisely the quotation but I'm sure the... or... girls understand.

A. They know my little ways by now, I guess.

Q. I'm sure they do.

A. I enjoy reading recipes to the girls.

Q. You feel it extends their culinary experience? A. Yes. Fits in time when I run short, too.


Q. And you give them a suitable amount of time to procure these necessary objets? A. I hum in a neighborly way.

Q. You hum. A. Then I read the ingredients, a pinch of this, a dash of that, a smidgin of the other.

Q. A smidgen? A. You men, poor darlings, how could you know about that.

Q. Of course. A. "I'll bake this myself in my own little kitchen, girls," —that's how I encourage them.

Q. Do you promise satisfactory results? A. "Follow my directions and you'll have divine results," I assure them. "The whole family will love it."

Q. But you warn them of the possibilities of failure? A. "Don't be discouraged if it doesn't turn out just right," I tell them. "If at first you don't succeed, try, try again."


Q. Nine? A. It's an expression I use often. Q. Oh. Do you point out the desirability of pleasing the husband with these delicacies? A. Pleasing hubbies, you mean.

Q. I am corrected. A. Oh yes, I always bring in the hubbies. "A well fed hubby is a happy hubby," I remind the girls. "The key to a man's heart is through—"

Q. The stomach? A. The tummy, Mr. Amplistat.

Q. We girls don't like to come right out with such words.

Q. I understand and commend your discretion. Do you advertise products on your program? A. Oh, certainly. Dresses and things.

Q. How do you describe the dresses? A. They are always "darling" and chic! The girls will cherish this creation on you," I say. "I just know you will wear this beautifully."

Q. What are the lines of the creation? A. Slimming and sparklingly new. Something really different. Very, very smart.

Q. It's a coat you are advertising? A. A flattering silhouette is yours, girls.

Q. Is the coat trimmed with fur? A. Lavishly trimmed with darling furs.

Q. Undoubtedly you advertise beauty aids, A. "Girls," I say, "loveliness is every woman's birthright." Q. Yes, but you are right.


Q. Into what does it transform the housewife? A. A new woman, thrillingly beautiful, hauntingly lovely, utterly feminine.

Q. Have you tried it yourself? A. I wear it all the time. As I tell the girls, I personally vouch for each and every product I advertise. It must have my personal endorsement.

Q. Comforting assurance. What is your mail reaction? A. The girls write me all the time—and I never get tired of hearing from them.

Q. Do you solicit mail? A. Not actually. Sometimes I mention, "I'm always happy to hear from you girls out there. Sit down and drop me a line. A penny postcard will do."

Q. A thrifty admonition. Are you always so happy on your programs? A. Always, Mr. Amplistat, I just bubble over. Life's too short, you know.

Q. You're right, madam. Thank you for ranging over my program. A. You men! There you go! Q. Precisely, with alacrity, here I go.

Exhibit by Government Shows Ad Achievements

GOVERNMENT recognition of the part advertisers are playing in promoting the war effort is evidenced by an exhibition of display advertising recently opened in the main lobby of the Dept. of Commerce building in Washington. Arranged by Florence M. Dart, advertising specialist of the Bureau of Foreign and Domestic Commerce, cooperating with 389 advertising agencies, the display is designed to show how "business keeps the nation informed on ways to help win the war."

Advertising samples illustrate how industry is contributing toward the sale of War Bonds and Stamps, promoting salvage drives, and urging efficient production and conservation of health and materials.

Commenting on the exhibit, Wayne C. Taylor, Under Secretary of Commerce said, "The exhibit is tangible affirmation of the Department's staunch belief in a strong, vigorous, and informative industry advertising program. As you have read," he said, "the Treasury Department estimates it has received free publicity on War Stamp and Bond promotion which would have cost $65,000,000 if purchased. It is safe to say the sum total of such donations in all advertising media has already reached many more millions of dollars. The good effect of such advertising is incalculable."

War Worker Talent

TALENT among war workers in the Chicago area include the personnel of The Will to Win, weekly half-hour heard over WIND, Gary. Male chorus, featuring Carnegi Illinois Steel Corp. appeared on the first program and Standard Oil workers are scheduled to appear on the second program. Along with the war workers representing a different war plant each week guest speakers are presented.
You get some screwy things in this business, like the other day a guy comes in, says his radio set hisses at him. This he don’t like on account of he used to be in vaudeville. The middle button on his set works fine, in comes Don Lee clear and loud. But when he presses the other buttons he gets only hisses—he is sure mad. I tell him that the other buttons are set for other network stations but he can’t hear them on account of they are so far away and the Pacific Coast is a big place (325,000 square miles, as a matter of fact). He gets Don Lee because they have a station within 25 miles of more than 9 out of every 10 Pacific Coast radio homes so naturally Don Lee comes in good everywhere.

He goes away happy though when I offer to connect his other buttons with things like the electric toaster, his badminton lights, etc. . . . Say, that gives me an idea . . . there must be plenty of people on the Pacific Coast whose other buttons don’t work. I bet I could make money connecting them to different appliances around the house.*

*You could make a fortune, brother, because there is a market of a million radio homes (in addition to the Los Angeles, San Francisco, Portland and Seattle areas) that is covered completely only by Don Lee.

Mutual
DON LEE

THOMAS S. LEE, PRES. • LEWIS ALLEN WEISS, VICE-PRES., GEN. MGR. • 5515 MELROSE AVE., HOLLYWOOD, CALIF.
"This is the National Broadcasting Company"

<table>
<thead>
<tr>
<th>CAP RATINGS</th>
<th>1941 (First seven months)</th>
<th>1942 (First seven months)</th>
<th>INCREASE</th>
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<td>(Day and Night)</td>
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<td>Average Program Ratings</td>
<td>13.7</td>
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the trend's the thing!

Tomorrow is what happens when today becomes yesterday—and in radio, as in any progressive business, you can get a pretty good idea of what tomorrow is going to look like by studying today and yesterday, both old tomorrows themselves.

Yesterday, NBC was"The Network Most People Listen to Most"—a fact demonstrated by the first all-county survey of listening habits ever made.

That was yesterday—what's happening today?

The chart at the left gives graphic reply. NBC ratings are even ahead of last year—indicating greater popularity still.

As for tomorrow—a trend like NBC's pretty much takes care of that. We invite you to keep an eye on it—and, of course, NBC.

The National Broadcasting Company
A Radio Corporation of America Service
Let's Get Together

BECAUSE everyone has been so preoccupied with the job of keeping things perking during these trying times, broadcasters have had little inclination to concern themselves with overall trade affairs.

Yet, there was never a time when industry unity was so important. And if broadcasters would reflect a bit on events of the last six months they would realize that much that could have been done has gone by the boards.

There have been delays, procrastination and inaction.

We have in mind particularly the manpower situation and equipment conservation. Failure to get relief promptly in either field will result in critical injury to an industry already adjudged "essential" in the war effort.

There are a half-dozen trade groups in radio, launched largely because of dissatisfaction with the NAB. What motivated formation of these groups, what influences outside the industry played a part in their creation aren't important now.

There's a big job to be done—and promptly.

The drain on station personnel through selective service has reached an appalling stage. The equipment situation gets more critical daily. The industry must be in a position to walk into the war agencies in Washington as a phalanx and tackle these problems.

The NAB board meets in Chicago, under present plans, on Sept. 24-25. Why isn't that the time to bury past grievances and discord? Why shouldn't the industry be brought together—NAB, BVC, NIB, NAJ, networks, clear channels, locals and regionals? Let's forget about domination by this or that group and pitch into the only real job that confronts radio—that of helping win this war.

Personalities conflicts should be brushed aside. Give the NAB management a strong war committee and added personnel. Unite all of the industry trade functions under the NAB, and let that committee, representative of all segments of radio, have plenary powers.

At this late date it seems to us the only way the job can be done. Some six months have been lost. Little if anything has been accomplished to allay the personnel and equipment problems, except for the paper work.

We hope that when NAB President Neville Miller convenes the board later this month, such a plan will be uppermost in the mind of every board member.

The Shortwave Plan

MUCH TOO LONG delayed, the plan for an expanded American shortwave broadcasting system, approved by the Government operating agencies involved, looks like the answer not only to the wartime problem of getting America properly represented on the international wavelengths but also to the industry's fears.

Unless radically altered by the military chiefs and the WFB, who must make the necessary equipment available, it definitely scotches Government ownership. It is basically sound—the concept of Government-licensed "partnership" in shortwave broadcasting (Broadcasting, Aug. 24, 31)—and it looks as though it will go through.

It seems a pity that so simple a plan should have taken so long to evolve. It will probably take at least six months to get the projected 22 new shortwave transmitters on the air.

Meanwhile, the Axis powers, with their own and their seized stations, numbering at least 100, are scattering their propaganda far and wide to the corners of the earth. Democracies are slow in starting but, once started, they can do the tasks assigned them with vim and vigor. To A. M. Craven, the OWI's Robert Sherwood and the Rockefeller Committee's Don Francisco the country and the broadcasting industry owe a debt of gratitude for working out a "combat plan" for the war of the wavelengths that should work and that at the same time preserves the integrity of the American system of broadcasting.

Command Performance

PERHAPS the greatest radio "success story" born of the war is one that is even heard in this country, and isn't a commercial. It's the story of Command Performance, weekly transmitted program on the air 32 times each weekend over the shortwave transmitters, rushed to Australia by bomber, and performed over all British Broadcasting Corp. beams. It's the favorite of our expeditionary forces.

Command Performance was a spontaneous outgrowth of the war. Wherever our forces have gone they have carried with them memories of their favorite programs—as symbols of the life back home, and as the promise of the life to which they would return. So it was only natural that the War Dept. Radio Branch should evolve the idea of carrying to

T he R ADIO B OOK S H ELF

TO AID in the instruction of radio personnel in the armed forces Fundamentals of Radio (Prentice-Hall—$5.50), was written by Lynne C. Smeby, former NAB director of engineering and now a civilian consultant of the Army Signal Corps, along with Edward C. Jordan, Paul H. Nelson and Fred H. Pumphrey. W. Everitt, professor of electric engineering at Ohio State U., served as editor. Essentially the book intends to acquaint the reader with the underlying principles of radio as simply and directly as possible. Its acceptance by many schools and colleges in teaching radio is an ample vote of confidence.

ALTHOUGH titled Tune In for Education, Eleven Years of Education by Radio, the appeal is somewhat of a misnomer for it is simply a listing of the work performed in the field by the National Committee on Education by Radio, New York. The contributions are valuable but the book is not a complete chronicle of radio in education.

This book does tell the early efforts of the group in promoting radio, its accomplishments and the future possibilities of the medium.

BROUGHT up to date, Principles of Radio by Keith Henney (John Wiley & Sons—Price $5.50), is now in its fourth edition designed to aid military personnel engaged in radio activity and prepare civilians who will soon find themselves in similar capacities within the ranks of the armed services. Set forth in text-book style, this volume covers the scientific knowledge essential to an understanding as well as the theory and mechanics of radio.

A DIALECT text book for actors has been compiled by Lou Herman, Chicago radio script writer, and his wife Marguerite Shalett, radio actress. More than 31 dialects are included in the book, and a phonetic system is used to explain each pronunciation. Titled Foreign Dialects for Radio, Stage and Screen, it will be published by Alliance Book Corp., New York, in October.

the boys precisely what they wanted. It's now in its 33rd week.

The technique is simple. A hundred boys in Ireland want to hear Jack Benny and Jascha Heifetz in a duet, or the banter of Bing Crosby and Bob Hope. They get it. The artists and the bands and personnel contribute their services. A couple of weeks ago a special performance of Command Performance was put on in Washington, in connection with the War Bond Drive. On hand were such figures as Crosby, Cagney, Dinah Shore, Connie Boswell, Ginny Simms, Abbott & Costello, Dr. Frank Black, Hedy Lamarr and others. It was all gratis.

There isn't enough sponsor money to put on a Command Performance domestically. Yet there is so much feeling, sentiment and goodwill in the program that it shouldn't be lost to 130 million listeners at home. We suggest that this Christmas one rousing Command Performance, all done up in holly and ribbons, be given universally. Let's have it on all the stations, all the networks, as well as the short waves, for an hour. Let's have it for the Army, the Navy, the Marine Corps, and the merchant marine, as well as the home front.

It's radio at its best.
Cecil Parks Underwood

We Pay Our Respects To

Personal Notes

William EGolf, commercial manager, and Walt Dennis, sales promotion manager of KVOO, Tulsa, have left the first tour of western cities for KYOO promotion. Mr. Egg will attend the American Federation of Advertising Board of Directors meeting in New York, Sept. 25, as a vice-president of the American Radio

Robert Cade Wilson Jr., formerly with CBS, more recently with the staff of American Weeklies, has been commissioned captain in the Provo Municipal Police Dept. of the Army.

Yale Lasker, son of George Lasker, general manager of WOR, Boston, joined the Army Air Forces. He will continue studies at Northeastern U until called for active duty.

Bert Pike and Bert Wallace have joined the sales staff of CKGC, Timmins, Ont.

Andy Warlowe, formerly newspaper editor of Lindsay, Ont., has joined the sales staff of CHEX, Peterborough, Ont.

Riley L. McQuage, in charge of promotion and feature advertising for the Jacksonville Journal for eight years, has joined the sales and promotion department of WWJ, the Journal station. In 25 years as a newspaper advertising man, he has also advertising manager of the Cotton Trade Journal, and former advertising manager of the New Orleans States.

Ralph R. Brunton, president of KHQ, Spokane, has been appointed to the advisory committee of the San Francisco League for Service Men and Women.

Neal B. Welch, veteran South Bend newspaperman and former advertising executive of the South Bend News-Times, has been appointed promotion manager of WSBT, South Bend, Ind.

under sponsorship of California Packing Corp.

New program manager of NBC Western division in Oct. 1932, Underwood became assistant program director two years later. When NBC expanded its Hollywood operation, he was transferred to that city in May 1934 to assist John W. Swallow, Western division program manager, and while there produced many of the big-time sponsored network programs. In Aug. 1936, Ceece was in New York as Ruthrauff & Ryan, producer of the weekly CBS Ken Murray Show, sponsored by Lever Bros. Co. (Rinso, Lifebuoy). Five months later he returned to Hollywood and started the CBS Al Jolson Show for that same sponsor.

Marilyn Jordan, stars of the weekly NBC Fibber McGee & Molly Show, sponsored by S. C. Johnson & Son, moved from Chicago to California in the spring of 1937. Underwood was begged by Needham, Louis & Brorby as program producer during the West Coast origination. With return to Chicago Ceece went along. He has been a part of that “happy family”.

When the Jordans established residence in Southern California in January 1935, Needham, Louis & Brorby opened offices. Underwood was made manager-producer with regular assignment later also including the weekly NBC Great Gildersleeve, sponsored by Lever Bros. Co. Ceece also helped formulate and produce Fibber McGee & Molly summer replacements which include Attorney-at-Law in 1938; Abe Templeton from 1939; America Sings with Meredith Wilson’s orchestra in 1942; Has Pard with Ransom Sherman in 1941; and the combined Meredith Wilson’s John Nesbitt program of 1942.

Away from radio Underwood is a 14-handicap golfer. He’s also a badminton enthusiast and reads adventure stories for relaxation. He enjoys long drives alone in his car which counts 200,000 miles to his credit. Quick-witted, and soft spoken, Ceece is 5 foot, 11½ inches tall and carries his 170 lbs. well.

Married to Harriet Killmark of Spokane on June 5, 1922, they have three children. A sophomore at UCLA; Jack in his second year at Hollywood High School and Don, a junior high school student.
FLORENCE MEYERS

WMAW's "Jack of all trades" is Florence Meyers, official-
ly director of women's fea-
tures and continuity head of the Midstacts. WMAW station, but
actually a writer, musician, busi-
ness woman and general expert.

Miss Meyer known on the air as "Mary Kay", joined WMAW in
March, 1941 to take over The
Woman's Corner. Under her direc-
tion the program became strictly
household, food and family. Light-
er human interest items were saved,
and We Women, a quaint hour of personality pointers, re-
views and stories about women in
the news, was created.

This is her work on the air. But in
addition, Florence plays the pipe
organ, conducts the children's story
program, organizes and acts as commentat-
or at the annual WMAW Spring
style show, operates a Sat-

day afternoon jive program, does
commercial continuity.

"Mary Kay's Jive Session" is so
popular among young people that
she is frequently asked if they could hold a dance
in the studio while Mary Kay did the broadcast. Miss Meyer
wrote a new program, Speak Up, Americas, WMAW bond
selling show which gained national
recognition from the Treasury
Department. WMAW's HF, Miss Meyer's can-
cidate for the "gal who has ac-
complished more on the air in her
first 15 months than any other gal."

Page 34 • September 14, 1942
The result is an almost complete realignment of Los Angeles stations. By every standard of comparison—power, frequency and clear channel—KMPC is now in the “first group” of stations offering complete, intensive coverage of Southern California. Yet KMPC is only fifth in cost! This new combination of unexcelled coverage and low rates gives advertisers an excellent opportunity to establish or maintain their position in this market at minimum cost.

A “Good Buy” Before... Now Better Than Ever
Advertisers found that even with KMPC’s former 5000 watts, they could do a fast, thorough selling job in Southern California for less money. KMPC’s new “first group” position makes it more than ever first in value! It will pay you to thoroughly consider KMPC as a supplementary station to your present radio schedule, or for giving you thorough coverage by itself. Write today for full information.

*A “FIRST GROUP” STATION...FIFTH IN COST*
ST
US
ST
MO
JO
TRAP
DON’T
WITH WLOK, Lima, Ohio, has
added a new morning show
previously handled by his
brother, Bob, who is now
in the Navy.

PETERS, formerly of KSAN,
San Francisco, has joined
WDAY, Hartford.

MORRIS, formerly of WLS,
has rejoined the announcing
staff.

GARRETT, formerly of
WFBN, Indianapolis, and
WLOK, Lima, Ohio, joins the
announcing staff of
WDRC, Hartford.

MAHAN, former chief
announcer for WIBK, Utica,
and formerly announcer
of WSYR, Syracuse, WBEN,
WEBR, Buffalo, and WBGY,
Schene

REICHARD, former
js., radio sales manager
for WIBK, Utica, and
formerly announcer
of WSYR, Syracuse,
WBEN, WEBR, Buffalo,
and WBGY, Schene

AWARD, formerly
ight announcer for
IBK, Utica, and
formerly announcer
of WSYR, Syracuse,
WBEN, WEBR, Buffalo,
and WBGY, Schene

TENNESSEY.

GARRETT, former
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formerly announcer
of WSYR, Syracuse,
WBEN, WEBR, Buffalo,
and WBGY, Schene

TENNESSEY.
Eagle and career cast recruiting dramas dramatizing Marine exploits in the SERIES Globe as Darst 15-newspaperwoman and of luth. Winters, WHN "RICHARD DORF, Naval Reserve. HOWARD BARNES, caster J ACK TEMPLE, announcer WKBN, Trenton, has been MARVIN GRAHAM, newscaster, has been added to the staff of Mutual EDWARDS, of AMES. formerly manu-

His tour of duty as AMERICAN LEGION Radio Information, was heard in a Double of NBC, has been elevated to the staff of WJWC, Hammond-Chicago. HOWARD BAR NES, assistant director of music of CBS, has been commissioned an ensign in the U. S. Naval Reserve. RICHARD DORF, of the program department of the FM station of WHN, New York, has resigned to report for duty in the Army. Rec. Winters, WHN announcer, is in Chicago awaiting an Army call. MERRILL TRAPP, formerly salesman and announcer of WMU, Duluth, Minn., has joined the sales staff of WJWC, Hammond-Chicago.

ZANO WALL, of the commercial department of WWNC, Asheville, N. C., recently became the father of a girl.

Miss Darst on KMOX KATHERINE Darst, St. Louis newspaperwoman and one of the city's first woman commentators, has joined KMOX, St. Louis, and is scheduled to give a five-week 15-minute news analysis. Miss Darst first got on the air in 1944 as women's editor of the St Louis Globe-Democrat with a daily news-cast on KMOX. Her newspaper career began on the Star-Telegram and included work on the Brooklyn Eagle and eight years on the Globe-Democrat.

SERIES of 20 15-minute transcriptions dramatizing Marine exploits in the war will be available to stations about Oct. 1 as part of the Corps' recruiting program. Recorded by NBC Transcription Division, the discs use professional actors, and finish with a brief recruiting talk.

**Legion Coverage**

AMERICAN LEGION convention, opening in Kansas City, Saturday, Sept. 19, will be covered in three broadcasts by BLUE, including ceremonies in connection with the presentation of the Legion's Auxiliary Radio Award to the network which has made "the greatest overall contribution to our war effort." Sunday, Sept. 20. Mutual also plans to cover the convention, al-

**KFI-KECA Shifts**

IN A REALIGNMENT of personnel, John J. Edwards, production manager of KFI-KECA, Los Angeles, has been appointed program director. He succeeds Glen Heisch who resigned to join the Office of War Information in San Francisco. Don McNamara, staff announcer, has been elevated to production manager. Matt Barr, on the publicity staff of NBC, Holly-

**OWI WILL REVISE RADIO WAR GUIDE**

REVISION of the existing Radio War Guide will shortly be an-

**Ohio State U Publishes Critical Study of Radio**

COLLECTION of 11 essays by Norman Woelfel, assistant director of the General Education Board sponsored by the Federal Radio Education Committee of the FCC, have been included in Bulletin No. 62 of The Evaluation of School Broadcast publications of Ohio State U, a critical appraisal of the social, artistic and educational significance of radio. With the title Radio Over U. S. A. the essays were collected from a series in the professional education journal Frontiers of Democracy, and in Child Study. Included are five articles on radio as a contribution to national morale, and two essays each on radio for children, radio as a distinctive art form, and radio in the universal school.

WFVA, Fredericksburg, Va., sent Charlotte Smith, who was a Miss Fredericksburg in the "Beauty Queen of the South" contest held over the station last summer to the Atlantic City "Miss America" Beauty Pageant as Miss Virginia for 1942.

**More power to you!**

**More power on WSIX,"The Voice of Nashville", means more punch . . . more sales . . . more service to EVERY advertiser. Stepped up from 250 to 5,000 watts, with—as yet—no change in rates, advertisers on WSIX are getting greater coverage for their money.**

**If you want to cover the rich Nashville market, come in on these old rates now!**

**SPOT SALES, INC., NATIONAL REPRESENTATIVES**

**BROADCASTING • Broadcast Advertising September 14, 1942 • Page 37**
STANLEY TOBIN, formerly publicity director of Gerer, Cornell & Nevels, New York, has joined the public relations staff of S. W. Ayer & Son, Philadelphia. He has been engrossed in public relations work since 1929 and prior to that worked on several newspapers.

RUSSELL K. CARTER, for 11 years president of the Carter-Thompson Co., Philadelphia advertising agency, has joined Gray & Rogers, Philadelphia, as account executive. The Carter-Thompson agency filed a voluntary petition for bankruptcy last month in the U. S. District Court.

KENNETH BEAVER, manager of the San Francisco office of Long Advertising Service, recently received a commission as lieutenant in the Navy.

BOB WELCH, Hollywood producer of Young & Ruthless, on the weekly Ediddle Custod Shop sponsored by Bristol-Myers Co. (Spad, Sol Hepatica), has been shifted to the weekly NBC Jack Benny Show, sponsored by General Foods Corp. (Grapenates), in a similar capacity. Latter program resumes Oct. 4, following a summer layoff.

BOB HOLBERT, formerly of Myron Selznick & Co., Hollywood talent agency, has joined the Army Air Forces ferry command. He is currently stationed at Prescoot, Ariz., for his training period.

H. L. HULSEBUS, formerly vice-president in charge of space of the recently dissolved Ackert-Hulsen Agency, Chicago, has joined Leo Burnett & Co., account executive in charge of Archibos-Tokpa & Santa Fe Railroad account.

JEFFERSON KAYE WOOD, account executive of Buchanan & Co., Los Angeles, is a commissioned captain in the California State Guard.

RALPH HART of the radio department of Lord & Thomas of Canada, Toronto, has joined the Royal Canadian Artillery.

PAUL H. BOLTON, president of Bolton Advertising Co., Youngstown, O., and chairman of the Victory Publicity Committee of the International Affiliation of Sales & Ad, Clubs, as well as of various salvage campaigns, has been appointed by Director Joseph B. Eastman of the Office of Defense Transportation as Chief of Campaign Section, Division of Information, ODT. He will serve as liaison with the Office of War Information on all public campaigns for U. S. Truck Conservation Corps, "Share-the-Ride", Retail Deliveries, Passenger Travel, Auto and Fire Conservation and other drives.

WMAQ is the station which carries 7 of the 8 most popular programs on the air.

WMAQ is the station most people in 33 important trading centers listen to most.

WMAQ is the Chicago station listened to most in 9 metropolitan centers.

WMAQ is the station that most people in 123 counties of Illinois, Indiana, Michigan, Iowa and Wisconsin listen to most.

And as a consequence, it is the best vehicle for your sales message in the Nation's second market.

WMAQ Chicago
Key NBC Network Station in Chicago
Represented by NBC Spot Office in New York Chicago Boston Washington Cleveland
Denver San Francisco Hollywood

SEND FOR THIS BOOK TODAY!

You'll want it for Facts on the big Iowa market

Here's a survey conducted by P. L. Wheel, Univ. of Virginia, covering 9,216 Iowa families in all 99 counties, in a series of annual studies of the Iowa radio audience. News facts and figures revealed a billion-dollar market! Tells virtually everything about Iowa listeners. Every executive needs it. Write for your free copy. Hurry!

Address Dept. RS, CENTRAL BROADCASTING CO. Des Moines, Iowa

WILBUR PRECKENRIDGE, former general manager of Newspaper Advertising, Inc., and previously sales manager of the Bureau of Advertising, ANPA, has joined Kenyon & Kelchard, New York, in an executive capacity. Mr. Preckenridge was also closely associated with the late Henry Kelchard, former president of the agency, in the organization and operation of the Continuing Study of Newspaper Readership.

JOHN C. McMANUS Jr., previously copy writer of William Rats & Co., J. M. Mathes Inc., and X. W. Ayer & Son, has joined the copy staff of Maxon Inc., New York. McManus's most recent position was with Beeper Copper & Brass Inc., New York, where he handled the Beeper Award, industrial promotion project.

CARL C. SUBER, formerly with X. W. Ayer & Son, New York, has joined J. M. Mathes Inc., New York, as account executive. Samuel L. Ham, copywriter of Mathes, has been commissioned a lieutenant in the Naval Reserve and has reported for active duty.

F. KENNETH BRINN, account executive of Pedlar & Ryan, New York, has received a leave of absence from the agency to join the OWI as a campaign manager in the bureau of campaigns. His duties at Pedlar & Ryan have been taken over by L. G. Van Akin, vice-president, time and space buyer of the firm.

KENNETH GRIFFITHS, formerly in charge of the detail department of Arthur Kudner Inc., New York, has resigned to join the OWI in New York.

EDWIN P. CURTIS, formerly radio publicity director of RBNO, New York, and now assistant of the Third Training Regiment, Camp Wheeler, Ga., has been promoted from the rank of captain to major.

A. R. WHITMAN, account executive of Benton & Bowles, New York, has been elected a vice-president. Whitman, who joined the agency in 1933, will continue the life insurance account and direct the firm's war activities.

AGENCY


RECORD GUILD OF AMERICA, New York, to R. L. Baldwin Inc., New York. Radio will be used.

PANTHEON PRODUCTS Co., Detroit (Camps-Itemz), to Jos. H. Gross, Sill, & Caron, Detroit. Radio, newspapers, magazines, direct mail.

New Duff Campaign

TEST campaign for Duff's Waffle Mix, using newspaper and spot radio in seven key cities, was announced by John Walker, sales manager, P. Duff & Sons, Pittsburgh. Radio schedule had not yet been determined, but will likely be used to outline spot recordings used this past year for Duff's Gingerbread Mix, according to the agency, Thowell Adv., Pittsburgh. Test cities are Boston, New York, Baltimore, Washington, Philadelphia, Pittsburgh and Chicago.
DONALD A. BREYER

ONCE A CAMPAIGNER in a political sense, Donald A. Breyer, vice-president, radio director and timebuyer of Hillman-Shane-Breyer, Los Angeles, today directs advertising campaigns for many a choice account carried by that organization.

Don's brief "soapboxing" career began and ended shortly after his graduation from the U. of California in 1934 with the gubernatorial campaign of George Creel. Don was placed in charge of the Young People's division. Following that, he joined the Sidney Garfinkel Adv. Agency, San Francisco, as an account executive and remained until 1936.

His early radio experience dates back to that period when for more than two years, he was also writer-commentator of the quarter-hour chatter program, Hollywood Reporter, sponsored by Joseph Magnin Co., San Francisco department store on KPO, that city, and later released via transcriptions on seven other stations. After a tour as sales promotion and advertising manager of the C. H. Baker Co. (California shoe chain), in San Francisco, he again joined the advertising agency. Armed with a new point of view and an appreciation of the problems of the field, he renewed his former affiliation in late 1939, this time as a managing partner of the agency in charge of the Los An-

gles office, then being established. He continued until the agency's Southern California office merged with Hillman-Shane Adv. Agency in August, 1941. In December of that year he was elected vice-president of the firm and his name was added to that of the firm. Don then took over the radio department in addition to his other executive duties.

Married to Mirian Lubin Aug. 19, 1936, Don makes his home in Beverly Hills close to his Los Angeles office. His relaxation usually consists of a little friendly gin rummy game. Don's sense of humor is adequate to cover any situation. Squab stuffed with wild rice is his favorite dish—and he can prepare it.

KFOR, Lincoln, will join the BLUE as a basic supplementary station Sept. 19, the network's 1,584 affiliate. Owned by Cornbelt Broadcasting Corp., KFOR operates with 250 watts on 1240 kc. fulltime. Its base network rate is $25 per evening hour.

RECRUITING NURSES

Red Cross Chairman Thanks

OWI, Radio for Help

COOPERATION of radio and other media is praised in a letter from Norman H. Davis, chairman of the American Red Cross to Elmer Davis, chief of the OWI, expressing thanks for efforts of the OWI radio staff, and radio sponsors in making the recent Red Cross nurse recruiting drive a success.

The Red Cross chairman wrote:

"I wish to express the deep appreciation of the American Red Cross to you, the members of your radio staff, and through you to the many radio sponsors whose assistance was of great benefit in the recent nurse recruiting drive undertaken by the Red Cross for the Army and Navy.

"Our drive was successful due to the splendid cooperation of radio and other media.

"I know our relations will continue on their present pleasant basis."

Canada Loan Drive

CANADA'S third victory loan is to be launched about mid-October, and the Dept. of Finance has started placing network radio shows in conjunction with the drive. First show is a series of half-hour Sunday evening dramas, between the Jack Benny and Charlie McCarthy programs. These start Sept. 20 on 54 Canadian Stations. A second all-star variety show, similar to variety shows used for other war loan drives with big names from the American and English stage, screen and radio, is understood to start on Oct. 7, but final plans on this show are not yet complete. Both programs are placed by the War Finance Group of the Advertising Agencies of Canada.

O. G. MORBY, former timebuyer for McCann-Erickson, San Francisco, has replaced Finn O'xart as San Francisco manager of Radio Sales, Inc. O'xart has been transferred to Hollywood to become network and local sales representative for CBS.

KSD

In St. Louis

THERE IS ONE AND ONLY ONE BASIC

NBC NETWORK IN THE WORLD

In the prosperous area where St. Louis is the center,
KSD is the only basic NBC Network station.

It is 225 miles from KSD to the nearest NBC station.

Full 24-HOUR Associated Press Service

KSD

EXCLUSIVE BASIC NBC NETWORK

KWKH

CBS-50 KW

The Selling Power in the Buying Market

A Shreveport Times Station

SHREVEPORT, LA.

The Branson Company

Station KSD—The St. Louis Post-Dispatch

POST-DISCAPLAY BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO ATLANTA SAN FRANCISCO HOLLYWOOD

BROADCASTING • Broadcast Advertising September 14, 1942 • Page 39
WADC, Akron
Purcix Bakers Corp., Chicago, (Tastee breads, cakes, cookies, pastries), 3 weeks, thru Campbell-Mithun, Minneapolis.
Garcia & Hess, Chicago, 3 to 1 week, thru Small & Seifel, N.Y.
Bobalo Watch Co., N.Y. (Bobalo watches), 3 to 1 week, thru The Biow Co., N.Y.
Dr. B. Caldwell, Montreal, Ind. (proprietary), 10 to 1 week, thru Sherman & Marzette, Chicago.
McAuliffe & Robbins, Bridgeport, Conn. (calcium graphic), 1 week, thru J. D. Tarcher & Co., N.Y.
Carr Products, N.Y. (Carter's Little Liver Pill), 1 week, thru Ted Bates, N.Y.
G. E. Conkle Co., Cleveland (Conkle feeds), 3 to 1 week, thru Rogers & Smith, Chicago, Ill.
Procter & Gamble Co., Cincinnati (Dus soap flakes), 1 to 1 week, thru Compton Adv., N.Y.
Household Finance Corp., Chicago (loans), 3 to 1 week, thru BBDO, N.Y.
Johnson & Anderson, New York, N.J. (banded ad), 10 to 1 week, thru Young & Rubicam, N.Y.
Ludens Inc., Reading, Pa. (cough drops), 3 to 1 week, thru M. Mathes Inc., N.Y.
Marchant & Snow Co., (Sweetheart soap), 8 to 1 week, thru Franklin Bruck Adv. Agency, N.Y.
Musterole Co., Cleveland (Musterole), 3 to 1 week, thru Erwin, Wasey & Co., N.Y.

CFRB, Toronto
Canada Starch Co., Toronto (corn syrup), 1 to 1 week, thru Vickers & Benson, Toronto.
Gables Advertising Co., Toronto, 1 series, thru Vickers & Benson, Toronto.
R. W. Burns Jr., Co., Toronto (gum), 3 to 1 week, thru J. R. Anderson, Toronto.
Gibson Mfg., Guelph, Ont. (ovest), 3 weeks, thru R. C. Smith & Son, Toronto.

WJZ, New York
N. Y. State Bureau of Milk Publicity, 9 to 1 week, thru J. M. Mathes Inc., N.Y.

WTRY, Troy
Foster-Millburn Co., Buffalo (Don's Pils), 2 weeks, thru Spot Broadcasting, N. Y.
Mushroom Soup Co., N. Y. (Sweetheart soup), 1 week, thru Franklin Bruck Adv. Co., N. Y.
Benedict & McGee Co., Canastota, N. Y. (shaving gum), 1 week, thru Newell-Emmett Co., N. Y.
Lever Bros., Cambridge, Mass. (Rinso), 2 weeks, thru Rothman & Ryan, N. Y.
Colgate-Palmolive-Peet Co., Jersey City, N. J. (Rinso), 2 weeks, thru Rothman & Ryan, N. Y.

DKRF, Hartford
American Cigarette & Cigar Co., New York, 1 week, thru Rothman & Ryan, N. Y.
General Baking Co., New York (Bund Cakes), 2 weeks, thru Swallow-Rommett Co., N. Y.
H. H. Gold & Sons, Boston (dairy products), 3 to 1 week, thru Harold Calot, Boston.
Lever Bros., Cambridge, Mass. (Vimma), 10 to 1 week, thru BBDO, N. Y.
Maryland Pharmaceutical Co., Baltimore (Ren), 7 to 1 week, thru Joseph Katz, N. Y.
Musterole Co., Cleveland (Musterole), 130 to 1 week, thru Erwin, Wasey & Co., N.Y.

KSWO, San Francisco
Golden State Co., San Francisco (milk), 2 weeks, thru Rothman & Ryan, San Francisco.
Dairy Bowl-Dairies, San Francisco (milk), 3 to 1 week, thru Brinar, Davis & Staff, San Francisco.
Weinstein Co., San Francisco (department store chain), 3 weeks, thru Butts, Constantine & Gardner, San Francisco.
Union Sugar Co., San Francisco, 3 weeks, thru Carl C. Wetzlauf, San Francisco.
Farm Journal Magazine, Los Angeles, 6 to 1 week, thru Clarence B. Buskell Agencies, Los Angeles.
Pacific Telephone & Telegraph Co., San Francisco as series, direct.

WHN, New York
Central Winery, Fresno, Cal. (Legrand Golden Wines), 10 to 1 week, thru Weisz & Geller, N. Y.
Foster-Millburn Co., Buffalo (Don's Pils), as series, thru Street & Finney, N. Y.

KOY, Phoenix, Ariz.

KQW, San Francisco
Knapp Co., Los Angeles, Calif. (Klondike's Art Paste), 5 to 1 week, thru Elwood Z. Chapman, Los Angeles.
Larue Bros., Richmond, Va. (Domino cigarettes), 5 to 1 week, thru Warner & Lugel, N. Y.
Smith & Murphy, Philadelphia, 5 to 1 week, thru BBDO, N. Y.
Bell Brown Dairies, San Francisco (milk), 5 to 1 week, thru Botzfeld, Constantine & Gardner, San Francisco.
Vick Chemical Co., New York (Vicks Cough Drops), 2 weeks, thru Merse International, N. Y.
Johnson & Johnson, New Brunswick, N. J. (Bund-Aid), 1 to 1 week, thru Young & Rubicam, N.Y.
Luden Co., New York (Luden's Cough Drops), 3 to 1 week, thru Mathes Agency, N.Y.
O'Sullivan Co., New York (O'Sullivan Broths), 3 to 1 week, thru Sherman & Marzette, Chicago.
Armour Bros., San Francisco (Armour beer), 4 to 1 week, thru Brinar, Davis & Staff, San Francisco.
Pond wheat, San Francisco (wine), 1 to 1 week, thru Erwin, Wasey & Co., San Francisco.
Fontana Food Products, San Francisco (canned goods), 1 to 1 week, thru Long Adv. Service, San Francisco.

WJJD, Chicago
H. Walker & Co., Chicago, 2 weeks, thru Carson, Chicago.
Central Baking Co., New York (Wonder Bread), 8 to 1 week, thru Bates, Chicago.
Overman & Co., New York (Rubber Life), 1 to 1 week, thru John F. Minter Co., N.Y.

WIND, Chicago-Gary
H. R. Kaas Clothing, Chicago (men's clothing), 4 to 1 week, thru Rocklin Irvin Investment Co., Chicago.
Mighty Mac, Chicago (Food NASCO), 1 to 1 week, thru United Adv. Co., Chicago.
Continental Baking Co., New York (Wonder Bread), 8 to 1 week, thru Bates, Chicago.
WCHB, Chicago
Chicago Furniture Mart, Chicago (retail furniture), 1 to 1 week, thru United Adv. Co., Chicago.

WHEB, Portsmouth, N.H.
H. H. Hudd & Sons, Boston (ice cream), 3 to 1 week, thru Harold Calot Co., Boston.

CHR. HANSEN LAIR, Little Falls, N. Y. (Junket), will present The Star Express on WEVD, 9:50-10 a.m., five days weekly. Program is produced by Joseph Jacobs Jewish Market Organization, New York, Agency is Mitchell-Faust Adv., Chicago.

BLUE BIRD POTATO CHIPS Inc., Oakland, Calif. (Laura Scudder's potato chips, butter), has found that the condition of competitive products is such that the company must be accurate in its advertising. Four dailysuch advertising constitutes an effective means for the treatment of numerous ailments, including rheumatism, arthritis and others, according to the Commission.

The Commission found that such diathermy machines are used by physicians with caution, after thorough diagnosis, under careful supervision. Respondents were ordered to cease and desist advertising representing their device safe and harmless, or as a competent or effective treatment unless such advertisement is limited to cases where the condition is chronic rather than acute, and unless competent medical authority has determined diathermy is indicated, and the user has been adequately instructed.

Sterling Stockholders To Vote on New Name

A SPECIAL meeting of the stockholders of Sterling Products Inc., which has been called for Oct. 15 in Wilmington, Del., to vote on a recommendation of the board of directors that the corporate name be changed to Sterling Drug Inc., was announced last week by James Hill Jr., president.

An accompanying letter to stockholders, signed by Edward E. Rogers, chairman, explained that "subject to the passage of pending legislation the corporation may deem it advisable to simplify its subsidiary corporate structure and to operate some of the businesses now being carried on through subsidiaries." The organization includes 29 domestic and a number of foreign companies, all wholly owned subsidiaries.

Business Paper Group Sponsoring Ad Contest

AWARD for the best all around use of business paper advertising has been set up by the Chicago Business Papers Assn., with agencies and publishers as well as advertisers eligible to submit any individual ads or campaigns used in 1942. A specially designed trophy of non-critical material will be awarded for the ad or campaign that best emphasizes the value of over-all planning and execution of business paper advertising. Contest will close Jan. 31, 1943.

KROW, Oakland, Calif., has completed 150 consecutive weeks of broadcasting the Night School of Americanism, a radio feature of the Italian American Hour. Since 1938 the program has dealt with American history, citizenship lessons for aliens and topics promoting the democratic ideals and the American way of life.

FTC ORDERS CHANGE IN DIATHERMY ADS

GEORGE S. MOGILNER and James Walker, trading as Merit Health Appliance Co., 707 South Hill St., Los Angeles, selling and distributing a therapeutic device called "Merit Short Wave Diathermy" have been ordered by the FTC to cease and desist certain advertising claims.

Respondents represented that unsupervised use of their device by the public for self-diagnosed conditions through misuse-applications constituted an effective means for the treatment of numerous ailments, including rheumatism, arthritis and others, according to the Commission.

The Commission found that such diathermy machines are used by physicians with caution, after thorough diagnosis, under careful supervision. Respondents were ordered to cease and desist advertising representing their device safe and harmless, or as a competent or effective treatment unless such advertisement is limited to cases where the condition is chronic rather than acute, and unless competent medical authority has determined diathermy is indicated, and the user has been adequately instructed.

Here are a few miscellaneous facts gathered from the latest Hooper survey covering 55,854 homes within the Denver 5-cent telephone area:

- 75% of the time, KOA has more evening listeners than all other stations in Denver.
- The 10 top-rated daytime serial 5-a-week strips... the 50 shows with the highest Denver Hooper ratings... are all on KOA!
- The 10 top-rated evening programs... the shows with the highest Denver Hooper ratings... are all on KOA!
- Morning, noon, and night... KOA has more listeners in Denver than the second and third-ranking stations combined.

And, when you consider that KOA has 10 times the power of any other Denver station...it's easy to see why KOA delivers not only the greatest Denver audience... but also a vast majority of listeners in the rich Rocky Mountain and Plains States region.
Agency Copywriters in Chicago Active In Preparing War Savings Broadcasts

MANPOWER of the Chicago agency copywriters has been mustered on a voluntary basis by the War Savings Staff of the U. S. Treasury under the direction of R. J. Scott, radio chief of the War Savings Staff for Chicago, to write radio commercials for the Bond drive. At present assignments consist of writing one-minute speeches and one-minute and half-minute announcements of straight copy without dramatization or sound effects.

At a recent Treasury luncheon the following Chicago copywriters were awarded Treasury citations: Kirby Katz, Franklin C. Tyson, Ray Sen, Francis T. Quinn, Jerome Jess, Lee J. Marshall, Enrl. H. McCloud, David P. Lewis, Robert Knapp, Roland Blair, Howard A. Crum, Robert Gingrich, George F. Drake, Kathryn Brady, Garrick Taylor, Fred Vosse and Herbert White.


Ruth Brannan, Bazzell & Jacobs; Horace W. O'Connor, Albert Frank-Guenther Law; Herbert White, McCann-Erickson; Edward Bern- hard, Roth, Schenker & Bernhard; Ray Seng, Roche, Williams & Cun- nyngham; Ray E. Broholm, WLS; M. Belfield, Country Life; Bill Murphy, continuity editor of NBC; Jack Mitchell, free lance; Ruth Lawrence, U. S. Savings & Loan League; M. S. Heiss, Kinsane Magazine; and Elinor M. Zeigler, Chicago Sun.

Ken Carpenter is vice-chairman of the committee on public information for the Treasury.

Macharrie to England

LINDSAY MACHARRIE, BLUE staff production director, has been granted a leave of absence by the network, effective Sept. 20, to go to England to write, produce and direct a series of programs for the American Red Cross. Shows will be short-lived to this country by the BBC and will also be trans- scribed for America.

Weather Man Series

BROADCASTING

Hourly Block Plan Adopted by Mutual
Balanced Program System to Be Started in October

REVISED network program service, highlighted by a specifically planned hour-by-hour format to go into effect early in October, was announced by Adolph Opfinger, Mutual program director, who presided over a two-day meeting of the board of directors which was attended by representatives of the Mutual network program managers and network executives at the Four Seasons Hotel in New York.

Mr. Opfinger stated that each hour block of time on the network would become an independent self-sustained unit balancing news, music, variety and war-effort features to offer listeners a varied combination of broadcasts. A feature of the fall schedule, he stated, will be six half-hour variety musical shows inserted in the daytime hours.

13 Newscasters Daily

On each hour from 10 a.m. to 10 p.m., five days per week, Mutual will present 13 different newscasters, including Sydney Moseley, Boake Carter, Cedric Foster, Frank Singletary, Shep Gordon, Philip Kene - Gordon, Fulton Lewis, jr., Cal Tinney, Gabriel Heatter, Raymond Clapper and John B. Hughes.

Additional program features designed to spur the war effort will be scheduled into the hour blocks, with new programs of this nature originating from New York and Buffalo. The daily 5:15-6 p.m. Children’s Hour, now highlighted by Superman at 5:30 p.m., will contain two more well known series, details of which will be announced later.

A resolution was adopted by the Mutual program managers pledging further cooperation to the armed forces and the various governmental agencies.

Winchell Leads in West

AUGUST Pacific program ratings released by C. E. Hooper following the measurement of listening homes west of the Rockies, list Walter Winchell’s program in first place with 16.7, although the commentator was on vacation and was replaced by substitute commentators. The other nine programs in the Pacific – Top 10 – follow in order: One Man’s Family, Mr. District Attorney, Ray Kyser, Sitting Up the News, News (Alka Selzer), Frank Morgan, Adventures of the Thin Man, Major Bowes and The March of Time.

The appearance for the first time of four news reports in the “Top 10” reflects the public’s continuing interest in radio news reporting, according to Hooper.

MARK VAN DOREN, chairman of Invitation to Learning on CBS, has edited a House Library Edition of the discussions of literary works, featured on the program. First edition of 50,000 copies has been released by Garden City Publishing Co., N. Y.

LATIN BEAM GIVEN
THREE NET SERIES

ADDITIONAL programs to be short- waved to Latin America in cooperation with the radio division of the Office of the Coordinator of Inter-American Affairs via CBS [Broadcasting, Aug. 31] are: Your Hit Parade, Twenty Fifth Letter, and Their Words Burn.

Hit Parade, the American Tobacco show, will be short- waved to Latin America simultaneously with the domestic broadcast. English announcements will be faded out and Spanish and Portuguese messages substituted.

Starting Sept. 18 a series based on the scripts of former CBS series Twenty Fifth Letter, will be short- waved to Latin America.

Their Words Burn, a third series, will consist of dramatizations of the lives of famous European writers whose works have been burned by the Nazis and who have been persecuted by the Axis.

NO GENTLEMAN FARMER is Earl Godwin, well-known White House correspondent, heard on Ford Motor Co.’s Watch The World Go By, BLUE network. Earl spends all his leisure moments on farm at Fairfax, Va., 15 miles from Washington, doing chores.

Bendix Interested

BENDIX AVIATION Corp., South Bend, Ind., which last year sponsored the Government Treasury Hour program on the BLUE for a 13-week period, is reported interested in taking over Cheers From the Camps, Army show which General Motors Corp., Detroit, is currently sponsoring on CBS on an institutional basis but will discontinue after the Sept. 29 broadcast. No confirmation of the rumor could be obtained from Campbell-Ewald Co., New York, agency handling the show for General Motors, nor from Buchanan & Co., New York, the Bendix agency.

Wolters in 'Digest'

LARRY WOLTERS, radio editor of the Chicago Tribune, is the author of a feature story in the October issue of Readers Digest titled “Command Performance for the AEF”. The story describes the operation of Command Performance, the War Dept. weekly transcribed program for the forces abroad.

ARIZONA

Leads the Nation in INCREASED FARM INCOME

NO WONDER!

This sun-bathed, irrigated empire produces the year-round. Recent nation-wide comparisons of 1929-1941 Farm Incomes reveal that Arizona tops every state in the Union with a gain of 147%. This is but one of the many ways in which Arizona’s per capita wealth is growing by leaps and bounds. Reach for your share of it through KTAR . . . Arizona’s oldest and most powerful broadcasting station.

NO WAY!

'TIS A SALES MANAGEMENT AUGUST 15TH

KTAR PHOENIX ARIZONA

Affiliated with the PHOENIX REPERTOIRE

Represented Nationally by

RADIO ADVERTISING BUREAU

New York Chicago Detroit San Francisco Los Angeles

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Anzac Coverage
FROM halfway round the world, passed by the censor, came a letter to Mildred Bailey, of Modern Kitchen broadcast, on WTAG, Worcester, requesting a copy of Miss Bailey's WTAG cookbook. The writer, at 42B Dunedin, New Zealand, had read about the cookbook in the June 1 BROADCASTING.

DICK SEITZ, engineer of WPIL, Philadelphia, has been promoted to engineering supervisor, replacing Louis Littlejohn, who was recently promoted to acting chief engineer.

RAYMOND HARRIMAN, formerly of WHAL, Baltimore, has joined the engineering staff of WIP, Philadelphia.

CHANCE COLEMAN, engineer of WPIL, Philadelphia, who had been with the station almost since its inception, is at Miami Bench as first lieutenant in the Army Air Forces.

ROBERT SHORT, announcer of WHU, Richfield, will also be control engineer of the station.

ART GARCIA, formerly of KICA, Clovis, N.M., is now on the engineering staff of KGGM, Albuquerque, N.M.

JACK R. WAGNER, formerly of the engineering staff of KFW, San Jose, Cal., is now civilian radio engineer with the Signal Corps at McClellan Field, Sacramento, Calif.

SAM LYLES, transmitter supervisor of WFTF, Raleigh, N.C., recently married Delphine Sherrod.

ROBERT MEDLER, transmitter supervisor of WJHL, Johnson City, Tenn., entered the Army Sept. 2.

MARTHA DEANE, commentator of WOR, New York, demonstrates the effectiveness of "black light lamps" during a studio blackout. Microphone has been painted with invisible paint and script has been typed with a standard typewriter ribbon dipped in the same paint. When exposed to the unseen rays of the ultraviolet lamp, developed by Westinghouse Electric & Mfg. Co., and called the "black light lamps," all printed objects give off a luminous light.

U of Chicago to Conduct Army Electrical Course
NEW 20-week course in advanced radio, electronics, and microwaves will be opened at the U of Chicago for the Army Signal Corps, with men 18-45 who have had college mathematics, including calculus, and a year of college physics, eligible.

The tuition free course is sponsored by the U. S. Office of Education and candidates must apply for admission to the electronics group of the Army Enlisted Reserve Corp. Men accepted are paid $1,620 to $2,600 while at the university, and qualified trainees are awarded second lieutenant's commissions on completion of the work. Men not physically qualified will be used as civilian engineers.

KTHS, Hot Springs, Ark., 10,000-watt clear channel BLUE affiliate on 1600 kc., has appointed The Brannum Co., exclusive national representatives, as announced by Kenneth Kelham, manager.

U. S. And British Forces Merging Communication
A PROGRAM of closer coordination of radio and other communications between the United States and British combat forces has been inaugurated following conferences in this country between Air Commodore O.G.W. Lywood, Director of Signals, British Air Ministry, and officers of the U. S. Army Signal Corps and the Army Air Forces, the War Department announced last Friday.

The British delegation was conducted on a tour including visits to radio transmitter centers, research and development establishments, and communications training schools. The tour was arranged by Maj. Gen. Dawson Olmstead, Chief Signal Officer, and Col. Alfred W. Martin, Director of Communication for the Army Air Forces.

Called to Colors
WAR DUTY has called four more from the staff of KYW, Philadelphia. Two engineers, James Thunell and LeRoy Anspach, have been commissioned second lieutenants in the Army Air Forces and have left for active duty. Another going into the Army is Jack Pearce, traffic supervisor. Another member of the engineering staff, Marshall Soura, resigned to teach mathematics and elementary radio in a Government-sponsored course at the South Philadelphia High School. New addition to the engineering staff is Robert J. Culler, formerly of WPDR, Baltimore, who replaced LeRoy Anspach for the duration. Another newcomer to the KYW staff is Colonel Bill Galiehe, formerly educational director of WPIL, Philadelphia, and identified with children's programs.

New FM Outlet
WPEN, PHILADELPHIA, because the fourth station in the city to provide listeners with FM service. The station opened its FM adjunct, WPEN-FM, Sept. 17, at 8 p.m. and 10 p.m. WPEN, WPEN-FM, the other Philadelphia stations operating FM adjuncts.

Radio Courses Listed
COLUMBIA U, which launches its 1942-43 session Sept. 24, will offer its usual courses in radio writing and production. In H. T. Titerton, script division manager of NBC is to be a speaker in one of the eight roundtable conferences on professional writing and the dramatic arts.
A Good Night's Sleep

STRAUSS WALTZES, semi-classical and popular musical selections are featured on a half-hour program of quiet music of yesterday, Labor in Britain.

Family, was awarded to the Dayton Council for Defense by Dan T. Moore, director of the Fifth Region Office of Civilian Defense. The series is broadcast on WHIO, Dayton.

A FOOD QUIZ show, with food prizes for individuals who know the names of food and cooking technique, was started Sept. 10 on WFIL, Philadelphia, by the Philadelphia Record, broadcast advertising.

Personal correspondence of Rose Hildebrand, British novelist and war refugee in Chicago, and her 14-year-old son Peter, from their friends at home, provides material for Letters From England, a new program series titled, When I Grow Up, scheduled twice-weekly, 5-5:15 p.m. Written and directed by Edmund Dawes, educational director of WFIL, each program gives a boy or girl the opportunity to discuss their chosen profession.

No other commentator in the history of radio has had the distinction of being quoted so greatly in the Congressional Record. 100% of Fulton Lewis, Jr.'s, broadcasts pertaining to his investigation of the synthetic rubber situation have been inserted in the Senate proceedings. Surely, no other radio personality is so highly regarded.
Nebraska’s Salvage Campaign Succeeds With Help of Radio

WOW Awarded Creighton Plaque For Its Part in Promoting Drive That Drew Nelson’s Praise

WHOLEHEARTED support of all the stations in the State contributed to the successful scrap salvage drive conducted by the Omaha World-Herald, which was cited by WPB Director Donald Nelson as a model campaign, according to the Nebraska Assn. of Broadcasters.

In a letter to Editor & Publisher, trade journal in the newspaper field, Art Thomas, secretary of the Nebraska association and manager of WJAG, Norfolk, said that “unfortunately your article did not tell the whole story.” Mr. Nelson, following the success of the Nebraska campaign, had invited leading newspaper publishers to Washington to spur the scrap drive.

Radio Support

“You should tell the publishers who were influenced by your article,” Mr. Thomas advised the trade journal, “that they cannot duplicate the Nebraska plan unless they have the same wholehearted support from all the radio stations in their States that the World-Herald had in Nebraska.”

Outlining the content of Mr. Thomas was the American Sept. 5 of Creighton University in Omaha, awarding its School of Journalism plaque to WOW as the station which performed “the outstanding work in promoting the recently successful scrap metal drive.” Rev. Thomas S. Bowdern, S. J., rector of the school, advised John J. Gillin Jr., WOW general manager, of the award by the faculty members of the school and congratulated him on “a patriotic service well done.”

Mr. Gillin in commenting on the award said that Nebraska did a “grand job” in collecting the scrap, but that it was the people who did it. “The part radio played in the campaign, however, should be told to the nation. The Omaha World-Herald did an outstanding job, but Art Thomas is right in the fact that radio did its share and did wholeheartedly support the campaign.”

“There should be some way in which a better relationship could be worked out between the broadcasters and the publications — newspapers as well as magazines,” Mr. Gillin commented. Mr. Thomas, in his letter to Editor & Publisher, continued:

“Ask the World-Herald if they did not solicit and get the help of all the radio stations of Nebraska. Your article gave stations no credit for the success of the scrap campaign and they are entitled to a great deal.

“Radio is used to this sort of treatment at your hands and I would say nothing about the matter were it not for the fact that I mentioned the article. I think you can get the newspapers of the United States behind a campaign which cannot succeed as it did in Nebraska.

“We believe you should give your readers the full facts. If you feel I am prejudiced, make an investigation of your own.”

The full text of Father Bower’s letter to Mr. Gillin follows:

It is a distinct pleasure to notify you that the plaque offered by the Creighton University School of Journalism to radio stations which have worked out a successful scrap metal drive was awarded to WOW.

The faculty members of the Creighton University School of Journalism, who judged the entries submitted in this competition, have asked me to convey to you their congratulations on a patriotic service well done.

Presentation of the plaque will be made in the near future with a fitting ceremony. We shall release a story to your news department at the earliest possible date.

For your information, in the competition for daily radio stations to the radio stations in Nebraska, judges awarded the first-place plaque to the Rolling Daily Citizen, a first honorable mention to the Plattsmouth Evening Journal, and a second honorable mention to the Nebraska City News-Press. The Omaha World-Herald, which did an outstanding job in sponsoring the recent drive, eliminated itself voluntarily from the competition for daily newspapers.

In the weekly field the first-place plaque went to the Blair Pilot-Tribune. Honorable mention citations were given in this order: the Medison Star-Mail, the South Omaha Sun, the Randolph Times-Enterprise, the Dighton Journal, and the Omaha Star.

Again, congratulations to you and to all the Nebraska radio officials, and newspaper editors and publishers, who showed cooperation necessary why Nebraska is properly called "The White Spot of the Nation."

Game Meat Series

ILLINOIS Commercial Men’s Assn., Chicago (personal accident insurance), on Sept. 15 will start sponsorship of Sportmen’s Spotlight, weekly quarter-hour for hunters and fishermen on WGN, Chicago, by Bob Becker, outdoor editor of the Chicago Tribune. Use of wild game in home meals is urged to aid in the Government’s meat conservation plan. Agency is L. W. Ramsey Co., Chicago.

Detroit WAVE Candidate

FIRST officer candidate for WAVEs from Detroit area was Martha Jane Shug, transcription librarian of WXYZ for the past two years. Miss Shugg, daughter of a World War second lieutenant, and sister of an Air Force flying cadet, will train at Smith College for a commission. A graduate of Wellesley, she majored in music theory.

 RADIO USES WOMEN and more women! WSPA, York, Pa., airs a remote from a downtown adequacy spot with girl operator, Jane Trent, at the controls for Announcer Saralee Deane.

Wyoming Budget

RADIO TIME BONUS Station Gives Discounts In Extra Time

TO ASSIST the wartime advertiser, "faced with curtailed budgets expected to stretch to vast proportions," WSAN, Allentown, Pa., is offering a series of "wartime discounts" payable not in money but in time in the station. This bonus time may be added to the end of the contractual schedule on hand during the contract period, according to the announcement made by B. Bryan Musselman, general manager of WSAN. It is suggested that stations make presentation as the initial campaign or in lesser units than the original campaign.

The WSAN wage wars apply to all non-network advertisers spending $500 or more, net, with the station during a calendar year. Discounts run from 3% in additional time for advertisers spending $500 net to 10% in additional time for advertisers spending more than $1,000 net with WSAN.

WINS WAVE TITLE

WINNER of the "Miss WAVE" title, as announced last Thursday by WEFV, New York, at a luncheon at the Waldorf, was Miss Katherine Donaldson of New York, who was selected by seven judges from the contestants born in August, 1922, Miss Donaldson will be given a Saks Fifth Ave. evening outfit, an evening gown as WEFV’s guest at a Broadway show and nightclub, plus publicity and promotional builds to help further any radio, screen or stage aspirations she may have.

"E" AWARD TO PHILCO

JOINT Army-Navy "E" in recognition of their war production records has been awarded the Trenton, N. J., and Sandusky, Ohio, plants of Philco Corp., formerly leading manufacturer of civilian radio sets and other electrical equipment. Philco, now 100% converted to war work, is producing communications equipment for tanks, airplanes and ships, shells and fuses, and industrial storage batteries.

GIROUX Co., New York, has received a "cease and desist" order from the Federal Trade Commission regarding certain advertised representations for its products, Apex, English Pride and Old English Brand, table sources.

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HOW TO GET THE MOST OUT OF YOUR RADIO DOLLAR IN CENTRAL NEW YORK

Pick the one Syracuse Station in four that consistently shows more audience than the other three stations combined. Does it six times a day — day-in and day-out. Pick

WFBL
Syracuse, N.Y.

MEMBER OF BASIC NETWORK COLUMBIA BROADCASTING SYSTEM
FREE & PETERS, Inc., Exclusive National Representatives

BROADCASTING • Broadcast Advertising
RUNOFF IN PRIMARY FACED BY SANDERS

A RUN-OFF in the Democratic primaries for the 6th Louisiana district, involving Rep. Jared Y. Sanders Jr., Baton Rouge, author of the bill to reorganize the FCC, will be held next month because of the failure of the incumbent to get a clear majority in the primaries last week.

Mr. Sanders was opposed for the Democratic nomination by James H. Morrison, Hammond, La., attorney. Under the state rules, the run-off will be held prior to the November elections. The nomination is tantamount to election in Louisiana.

Mr. Sanders, who has served in the 75th, 76th and the present (77th) Congresses, introduced his bill (HR-5497) for sweeping revision of the Communications Act and reorganization of the FCC on Aug. 5, 1941. Hearings were held on the measure several months ago, with a subcommittee to be appointed shortly to rewrite the measure.

Three Contracts Signed By AFRA's Negotiators

AMERICAN Federation of Radio Artists has signed a contract with WNAC, Boston, covering staff announcers, marking the union's fourth Boston contract, according to Emily Holt, national executive secretary of AFRA. Renewal contracts for two, an agreement with KFWB and KMPC, have also been negotiated, signed and approved by the AFRA board, she said.

AFRA tellers have completed their tabulation of votes for the three board members at-large, representing the 12 locals which do not have enough large memberships to entitle them to individual representation: Boston; Dallas; Detroit; Lawrence, Mass.; Miami; Philadelphia; Pittsburgh; Portland, Ore.; Racine, Wis.; Rochester, N. Y.; Schenectady; Washington, D. C. Elected were: Lawrence Tibbett, national AFRA president; Gunner Back, president of the Washington local, and Richard Osgood, Detroit president.

STANDARD RADIO has added the following new and renewal subscribers to its Program Library Service: WSKY, Oklahoma City; KERN, Bakersfield, Calif.; WGN, Chicago; WAVE, West Palm Beach; WBBM, Chicago; WOR, New York; WOC, Davenport, Iowa; WOCN, Hammond-Chicago; WPRO, Providence, R. I.; and WHDL, Olean, N. Y.

Palmolive Shifts Account to Bates

COLGATE-Palmolive-Peet Co., Jersey City, announced last week that effective Oct. 1, advertising for Palmolive soap would be handled by Ted Bates Inc., New York. The company spent about $2,000,000 last year on advertising for this account, and is currently using Bachelor's Children on NBC to promote it. On Sept. 28, however, that program will be taken over by Continental Baking Co., New York, which will place it on CBS for Wonder Bread [Broadcasting, Aug. 31], an account also handled by Ted Bates. The newly appointed agency will announce plans for Palmolive soap later.

Colgate will launch Can You Top This? on NBC Oct. 3, in the Saturday, 9-9:30 p.m. period for Colgate Dental Cream. Program is currently handled by WOR, New York, Tuesday 8-9 p.m. and will continue on that station for Kirkman & Son, Brooklyn, a division of Colgate. N. W. Ayer & Son, New York, handles the Kirkman account, and Ted Bates Inc., New York, is dental cream agency.

Nei Fall Spots

NEHI Corp., Columbus, Ga., last week started its fall campaign for Royal Crown Cola to run through the end of this year on stations in selected markets. Drive will consist of spot announcements on a varying basis per week. Agency is BBDO, New York.

Logue's 30th

FRANK A. LOGUE, auditor of Westinghouse Radio Stations, stationed in Philadelphia, marked his 30th year of service with Westinghouse Sept. 9. This is the longest term of service with the company of any member of its broadcasting staff.

Quaker Oats

QUAKER OATS Co., Chicago, in an extensive campaign for Aunt Jemima pancake flour has placed, through Sherrin Inc., Chicago, five-minute transcribed programs three to six times a week starting Sept. 1 on WEWI WABC, WCAU WWJ WGN KNK KPO, and starting Sept. 29 on WOL WJSW WMAL WBRR WNBC WBBN WOR WEA WNEW WJZ KYW WGST WADC WCAE KARK WYK WROC WFW WSM WSL KZK WFAA WJAX WGBR WRPY KMBC KTSA WHO WHAS WWL WJR KSD WOW WMC WMJ WBBM KFRC KIP KSL KIRO.

Wyatt for Donohue

JACK WYATT Jr., formerly production manager of WNEW, New York, has been named radio director of Buchanan & Co., New York, succeeding Joseph Donahue, who has joined the Myron Selznick office in Hollywood.

They Bloomed

GARDEN FLOWERS grown from seeds offered listeners last May on CBS First Breeder Bonsai Planets, recently in a huge boxnut delivered in person to studios of CBS Chicago, by Mrs. J. R. Wendell, a fan from Joilet, Ill. Mrs. Wendell brought her sinnies and gladiolas from Joilet for her favorite Constance Crowley, portrait of Mrs. Brewster.

Ham Registration Modified

ONLY permanent changes of address need be registered with the FCC. The Commission has notified amateurs registering under Order 3520, which requires notification of address change within five days. Licences in the Armed Forces need not report changes incidental to military service.

J. WESLEY KOCK, engineering staff member of KFKE, St. Joseph, Mo., since 1934, and chief engineer for the past six years, has been commissioned a lieutenant in the Army Signal Corps. Fred Dunn succeeds him as chief engineer.

Plug Beauty

THEY may be "Plug Uglies" to Reader's Digest, but radio announcements impress listeners if eight-year-old Ruth Duskin, Quiz Kid participant, is any evidence. Recently the Kids were tapping out "La Conga" rhythm, when Ruth gave out good and clear with "Why that's Dad's Old Fashioned Root Beer."

The audience caught on but Breakfast Club man Don McNeill had no time to tell listeners of 67 stations in the hookup that Ruth was repeating selling slogan of Dad's root beer, announced to the Conga best.

A Better Sales Buy Than Ever

5,000 Watts day and night.

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

At exceptionally low cost, covers the Delmarva Peninsula and southern New Jersey.

Write direct to:

Sales Representative
PAUL H. RAYMER CO.
New York - Chicago
San Francisco
Co-Op Disc Plans

The Cooperative League of the USA, which represents 19 regional consumer cooperative groups with headquarters in New York, is planning a 13-week campaign of quarter-hour dramatized transmissions for its October drive, but has not definitely decided on the key stations to carry the campaign. The series will probably be on a once-weekly basis and will feature educational scripts. Agency is Atheron & Currier, New York.

N.Y. Store Series

FRANCIS ROGERS & SONS, New York department store, on Sept. 14 will start Kathryn Craven's program News Through a Woman's Eyes five times weekly on WNEW, New York, in the period 4:45-5 p.m. Miss Craven conducted the program on a sustaining basis on WNEW throughout July 31 and will continue to analyze the headlines on the commercial series. Agency is Collo, McNamara & Schoeneich, New York.

First MAN TO BE SHOT FROM A CANNON!

WRC

980 KC 5000 WATTS

RED NETWORK OF NATIONAL BROADCASTING CO.

Represented Nationally by NBC Spot Sales Offices in Washington-New York-Chicago-San Francisco-Seattle-Cleveland-Denver and Hollywood

* Apologies to Famous First Facts

SIX PHILADELPHIA stations-KYW, WCAU, WPIL, WHIP, WVEE and WDAS—joined in a salute to Rear Admiral Milo Frederick Drassell in a special program Sept. 6, welcoming him to his new post as Commandant of the Fifth Naval District. A feature of the broadcast, which marked one of the few times that local stations cooperated in a joint program, was the rear-admiral's traditional 'thirteen gun salute' in the form of 13 pledges for the purchase of war bonds from workers of the Philadelphia Naval Yard. Musical background was furnished by Horace Heidt's orchestra, broadcasting from the stage of the Stanley Theatre, Camden, N.J.

WHIT, New Bern, N.C., devotes 8-9 p.m. daily to commercials for merchants in the coastal towns of Morehead City, 35 miles distant, and Beaufort, 40 miles from New Bern.

WHBC, Canton, O., originated for Mutual a Montalbano audience in the opening of the program "Women's Eyes" five times weekly. Agency is Collo, McNamara & Schoeneich, New York.

Record for Gifts

RECORD GUILD of America, New York, through its newly-appointed agency, A. A. Salzman Inc., New York, will launch a campaign Oct. 12 for records as Christmas gifts. Firm will use one and five-minute recordings on stations in communities where the discs may be purchased at local stores. The Guild will launch a similar drive for children's records after Christmas. The announcers include tunes from the records offered for sale.

KTHS Names Branham

APPOINTMENT of the Branham Co. as exclusive national advertising representative for KTHS, Hot Springs, N.C., under new management headed by John McCormack, was announced last week. Mr. McCormack is general manager of KWKH and KTBS, Shreveport, in addition to supervising the KTHS operations. Kenneth Kellam is resident general manager of KTHS. The station, a BLUE outlet, operates with 10,000 watts on 1090 kc.

Johns Joins Walker

J. FRANK JOHNS, manager of the New York office of Howard H. Wilson Co., on Sept. 14 takes a similar position with the Walker Co. Before going to New York, Mr. Johns spent two years with Wilson Company in Chicago and for five years was with Free & Peters and its affiliated station representative organization, Free, Johns & Field.
A Furniture Store's Extra Punch

Portion of Net Used To Buy Bonds in Norfolk Plan

BY SOL LADERBERG
Advertising Manager,
A. J. Legum Furniture Co., Norfolk

The booming city of Norfolk, Va., presents many problems to advertising and merchandising men in the various retail stores. The choice of advertising media must be considered carefully. Where this could be done with a foot-rule a year ago, it takes a yardstick today.

The population of the community has doubled, and the effective metropolitan area has expanded to take in a good part of the adjoining counties. It is estimated more than 50,000 new homes or housing units have been built in the last two years. In spite of this growth it has not been adequate to care properly for the influx of war-workers to this market.

It is my opinion that many of these new residents do not have the same interest in our newspapers that they had in their own home-town publications. Also, I question whether or not the newspapers have been able to get circulation into all the war-inflated communities.

Sold On Radio

I am convinced that most of these new-comers own radios. On the basis of this reasoning, we negotiated a contract with WGH, BLUE and MBS outlet for this Norfolk-Portland-Newport News market.

A. J. Legum, the proprietor of the store, has always been a firm believer in advertising, promotion, and merchandising in an "all-out" manner. Evidence of the success of this policy is that for a number of years now this store has done the largest dollar-volume of any furniture store in the market.

We approached radio with the same thinking. We wanted to dominate the air. To promote a special sales event we signed for eight 100-word announcements daily, and bolstered this spot campaign by sponsoring the MBS Fulton Lecture program locally on WGH five nights weekly.

This event needs a word or two of explanation. Mr. Legum had invested $50,000 in War Bonds, and planned to buy more. He conceived the original idea of offering to buy War Bonds with all the money that was spent with him for furniture. That, simply, is the story.

We went through the store and reduced our floor stock, which inventoried at approximately $200,000, by $50,000. This represented an average reduction of 25%.

Swift Action

That is the story we had to tell over the radio. We based the advertising on price and patriotic appeal, pointing out that purchasers could get needed furniture, and the money they paid down would be used to buy War Bonds. One or two featured specials were advertised on each announcement. The program copy was used simply as an idea.

We planned to run a two-week event. At the end of the first week we were four or five days behind on deliveries, and our floor was practically cleaned off. We were forced to end the event after seven days of selling.

The results speak for themselves. We are principally a credit store, and most of our sales are handled on a budget payment plan. This was also true of the sales made during the event. However, at the end of the seven days, Mr. Legum found that $38,750 had been paid in cash.

This money was invested the following week in War Bonds. We now plan to hold a special-event each month, with all money received being used to buy bonds at WGH. However, we feel in the future that we will be forced to limit this event to a one-day sale.

Edward E. Bishop, general manager of WGH, has arranged to sell Mr. Legum the War Bonds on a special broadcast, as a means of promoting the station's sale of Bonds. We have signed a yearly contract with WGH, providing for the use of 1,500 announcements, and a daily fifteen-minute program.

MONTHLY BONDS, are bought from WGH, Norfolk, by the A. J. Legum Furniture Co. there. Net profits derived from a special sale day each month are used to purchase at least $5,000 in bonds every 30 days. A. J. Legum (left) is receiving bond from Edward E. Edg- gar, commercial manager of the station.

Maltex Buying

MALTEx CEReALs Co., Burlington, Vt., has started participations in George Putnam's Sunday morning periods on WEAF, New York, and will participate in Marjorie Mills Hour on the New England Regional Network, in its fall and winter campaign. Company will also use participations in Maltex's Private's Page Of The Air, starting Sept. 21. A similar lineup was used last fall. Other stations will be added later. Agency is Samuel C. Croot Co., New York.

Skyways Pipe Spots

W. C. MACDONALD Inc., Montreal (Skyways pipe tobacco) on Sept. 14 start a five-week dramatized announcements on 12 Canadian stations. Account was placed by Richardson-MacDonald Adv. Service, Toronto.

WMUR, Manchester, N. H., has appointed Joseph Hershly McGillivra national sales representative, and Robert C. Foster, New England representative. The station became a basic BLUE affiliate Sept. 1.

TO CONSERVE equipment, CFGP, Grande Prairie, Alberta, goes off the air on weekdays from 1:30 to 4:30 p.m.

CASE HISTORY #29

The Pilling Baby Carriage Company signed first contract in 1929. During these thirteen years there have been a great number of changes in local carriage business. Mr. Pilling came for a week—has stayed 13 years with WHEC.

Pilling Baby Carriage Co., is located far from Rochester's shopping center. For this rather exclusive sort of business of theirs, Pilling's uses WHEC exclusively. In fact, for Pilling's little carriages for little tots we've made a little announcement each day now for 13 consecutive years! An answer to those who say, "My business is different—it's not adapted for radio advertising."

MR. PILLING CAME FOR A WEEK—HAS STAYED 13 YEARS WITH WHEC

WHEC
ROCHESTER, N.Y.
BASIC CBS McKinney & Son, Representative
Sessions on Shortwave Programming Are Launched by International Group

WITH PROPOSED revision of American shortwave radio programming as the main consideration, conferences were started last Wednesday in Washington to coordinate the informational activities of the Office of War Information and the Inter-Allied Information Committee.

Reports from Allied Governments critical of the conduct of American shortwave policies it is understood, were thoroughly discussed at the meeting, participated in by Elmer Davis, director of OWI, members of his executive staff identified with foreign informational activities, and a large number of representatives of the Inter-Allied group, created two years ago with headquarters in New York. The latter committee was financed by governments of the United Nations and served by an international staff.

French Present

The tenor of the meeting, first of a series to be held, was to work in closer harmony with all the United Nations in the handling of war information and propaganda. In addition to the regular delegation, the Fighting French also had a representative at the session.

Complaints from abroad apropos shortwave operations, it is under-

stood, have centered around purported lack of understanding of the psychology of listeners abroad, notably those in German-occupied Europe.

Among those who sat in on the meeting for this country were Robert E. Sherwood, chief of the Overseas Branch of OWI, in charge of shortwave programming; Archibald MacLeish, assistant director of OWI; Paul C. Smith, head of the OWI News Bureau; and Charles Steigman, representing William B. Lewis, director of OWI's Radio Bureau.

Speculation over revision of American shortwave programming, frequently under consideration since the war's advent, developed following the session. Further meetings, probably through subcommittees, are planned on this phase.

It was stated following the session that the committee will continue to perform the following services: maintain in New York a clearing house for research and reference with respect to documentary material obtained from information services of the United Nations; publish a monthly periodical containing texts of speeches, statements and other documents of the United Nations; and coordinate, prepare, and make available material from United Nations sources for radio, films, photographs, exhibits, press, and other information media. It is understood that the policy and program of the Inter-Allied Information Center shall be consistent with those of the Office of War Information and that the OWI will be represented in connection with all of the committee's activities.

Unity Needed

The keynote of the session, from the information standpoint, was sounded by Harold Butler, British representative and supervisor of British publications in the United States. He said:

"On no front is unity more necessary than on the information front. For years Hitler has poured out hundreds of millions of dollars to sow distrust and hatred among us, to breed disunion and confusion on the home front of every nation whose downfall he plotted."

"Our business then is to fight back to nailing every lie as soon as it appears, to warn our peoples all the time against being fooled by the enemy. Every slander spread against an ally is a trick won by Hitler. Every doubt raised as to the resolution or integrity of an ally plays into his hands. These things begin by weakening morale at home and from there it is bound to spread to the man in the field. I believe that this Inter-Allied Information Committee can do a lot to scotch the German viper. By telling the facts about each other we can go far towards nullifying his power to harm."

"We all have records as nations of which we may be justly proud. Let us tell them to each other. In that way we shall sterilize the seeds of disunion which the enemy is trying to plant among us. By forming a common information front we shall create a real United Nations morale, based on mutual trust and common ideals, which will not merely checkmate the machinations of our foes, but will drive us with high hearts along the path to victory."

Shave Cream Spots

BURMA-VITA Co., Minneapolis (shave cream), on Sept. 14 started one-minute, ten-transcribed musical announcements ten times a week for 26 weeks in 12 markets on the following stations: WEWI, WNAC, Boston; KRLD, WFAA, Dallas; KTRN, KFRC, Houston; WABC, WOR, New York; WABC, WWJ, Detroit; WHA, WHAM, Rochester; WFIR, WBAL, Baltimore; WIKR, WBEN, Buffalo; KYW, Philadelphia. Agency is MacFarland-Aveyard & Co., Chicago.

Open Chicago Office

IN CONJUNCTION with WORL, Bostom, and WPHN, Philadelphia, WOV, New York, has opened a Chicago office at 300 N. Michigan Ave., to be managed by Dana Baird, general manager of WORL, sales staff. The new office will handle mid-Western and Western sales exclusively for the three Eastern stations, according to the announcement made by Ralph N. Weil, manager of WOV.

C. FRB TORONTO 860 KILOCYCLES

"When the Major listens to his favorite program on WFDF Flint Michigan, he doesn't like to be interrupted!"
Tube Rebuilders To Expand Plant

NEW ORLEANS Firm Salvages Equipment to Ease Shortage

FREELAND & OLSCHNER Inc., a New Orleans company which has been engaged the last several years in rebuilding vacuum transmitting tubes, has announced plans to expand facilities last Friday set Dec. 11 as trial date for the Government anti-trust suits against RCA-NBC and CBS, alleging monopoly in broadcast operation.

Also set for trial on the same date was the $3,000,000 triple-damage suit of MBS against NBC. Since the Government suits against RCA and CBS were filed before the MBS complaint, these suits will come to trial first and, before a subsequent suit probably will be set for the MBS litigation. NBC has until Oct. 28 to file a reply brief to the MBS complaint. The Government's suit was filed Dec. 31, while the MBS suit was filed Jan. 10.

Feldman to BBC

ARTHUR S. FELDMAN, supervisor of special events for NBC, has been granted leave of absence to accept an important assignment with the BBC. No successor has been appointed. His chief duty in England will be to arrange for a program series to be shortwaved from America in the British Isles to the United States and other parts of the world.

INDEPENDENT DRUGGISTS Assn.. Toronto (drug stores), on Oct. 14 starts a half-hour weekly show, Public Opinion, on CFRB, Toronto. Campaign may be expanded to other Canadian stations.

Another WHN advertiser reports...

(Continued from page 36)

"As you know, we featured a 10c offer on the Dick Gilbert program currently sponsored by WHN. The results were so overwhelmingly surprising to us that everyone concerned was very happy. The result of this offer was very instrumental in renewing this program."

--S. G. A.

"Any WHN Sales representative will "uncensor" this letter from his portfolio of advertiser-success stories. He will show you how a similar WHN-planned program will do an "overwhelmingly surprising" sales job for you. Call us in today.

America's most powerful independent station

WHN

50,000 Watts • 1050 Clear Channel

NEW YORK

Chicago Office: 360 North Michigan

BROADCASTING • Broadcast Advertising

September 14, 1942 • Page 51
Columbia Outfitting Co. Likes Radio

And It’s Very Easy To Understand Just Why
By BERNARD SIEROTY
President and General Manager, Columbia Outfitting Co., San Francisco

A 2,000% CASH return on an original investment! Yes, radio has done that for us! Not once, but time and time again!

The Columbia Outfitting Co. is situated in the heart of San Francisco’s largest and most thickly populated neighborhood area, the Mission District. It maintains 21 different departments. Since its very beginning, this firm has been advertising-minded. We knew that if we wanted to get people to come into our store, we wanted to move goods on a fast turnover, we had to advertise and advertise heavily. The big downtown San Francisco department stores offer plenty of competition.

Convincing a City

It’s our job not only to sell the more than 69,000 families residing in the Mission District on the idea of shopping in their own neighborhood department store, but to convince the entire buying population of the city that Columbia can supply their needs.

Columbia really hit the jack-pot when we let radio do our selling job for us! We started using radio commercially 12 years ago. At the beginning in the early years of our experience with radio, we experimented a great deal. We weren’t in any business, and could not afford to speculate in a hit-and-miss fashion, hoping to hit the jackpot with a trick program idea.

So I decided to buy radio the same way I buy newspapers: Let the station provide the audience and I would put the advertising on the programs which had built the audience. I decided not to experiment but to profit by the experience of others and buy the kind of radio advertising that others had proven.

In 1937 Columbia Outfitting Co. started in KJBS, an independent San Francisco station. We began with a 15-minute news-cast six days weekly. Recently we increased our radio budget and in addition started using three-quarter-hour popular musical programs every Monday, Wednesday and Friday.

As to results — when you are only using one radio station you can check results to the last penny. And we check consistently.

However, we find that our advertising dollar goes twice as far and is twice as effective if we coordinate all of our media behind one promotion or item. By that I mean back up promotions with all of our facilities — radio, newspaper, direct mail and windows. We’ve proven time and time again that it doesn’t pay to advertise one item or promotion in radio, another in newspapers, another in direct mail, and so on — that is, it doesn’t pay dividends the way the other method does.

Some Evidence

Let me point out some of the concrete examples why Columbia Outfitting Co. is so thoroughly sold on radio:

KJBS sold (directly traceable) $2,700 worth of radios in three weeks at a cost to us of $135.

It sold (directly traceable) $900 worth of towels and linens in ten days at a cost to us of $70.

It sold (directly traceable) $600 worth of blankets in eight days at a cost to us of $56.

Only a crazy man would kick out his best salesman and produce!

$696.50 worth of portable radios in five days at a cost to us of $35.

We find that KJBS is responsible for 60% (directly traceable) of the new accounts opened each month and the startling thing about this is that roughly only 25% of Columbia’s total advertising budget is spent on KJBS.

Further evidence that radio is really paying off for Columbia is obtained in the firm’s files. This report was made up when we had been on KJBS for approximately one year.

Increase, January through June, 1939, over the corresponding period in 1938: Increase in new accounts, 15.0%; increase in re-opened accounts, 14.0%.

These gains were obtained with a lower advertising budget in 1939 than in 1938 for the period indicated.

While the majority of San Francisco department stores have been playing around with radio, using a little spot campaign here and there, or experimenting with various types of expensive productions, we at Columbia have been pounding away for years with a constant, set radio program in a station that has given us almost unheard of returns for every dollar invested.

We’ll keep radio in our advertising budget as a MUST.

POLICE AID PLAN REJECTED BY FCC

POLICE AID PLAN REJECTED BY FCC INDICATIONS that the FCC would move cautiously despite the pressure brought to bear on it before modifying its ban on police broadcasts by standard transmitters appeared last week. The Commission denied the application of Roland Hughes, operator of WJZM, Clarksville, Tenn., for permission to transmit messages to police patrol cars.

The Commission, in denying Mr. Hughes’ application, suggested that city officials might apply for a police communication system if they cared to pursue the matter further. Though the Commission recognizes that some equipment might be saved by using standard transmitters now in operation, it is understood that other factors guided the decision. A recent poll of unlicensed shortwave transmitters has provided a pool from which essential new police systems could be equipped. If Clarksville police should apply for a system, and prove a military necessity for it, the Commission would then allot one of these transmitters, or, if a nearby police system were in operation, the Clarksville police could install receiving sets and share the transmitter.

RALPH NARDELLA, formerly of the sales staff of WOY, New York, has been named sales manager.
ENGAGED IN PLANNING station projects to stimulate war consciousness, the public connection departments of WCKY, Cincinnati, have been expanded and coordinated, according to L. B. Wilson, general manager. The department heads here are (seated, from left to right): John E. Murphy, new director of publicity; Margaret Doughty, head of the promotion department; standing, Tom Wyatt, public relations director, and Jerry Belcher, director of public events.

**WOV Rate Card**

WOV, New York, last week issued rate card no. 5 to go into effect Oct. 1, 1942. Present advertisers will be permitted to renew their current contracts, prior to that date at their present rates for a one-year period from Oct. 1. Rates for Class A time (6 a.m.-10:30 p.m.), during which WOV broadcasts in English are $250 for one hour, $150 for half-hour, $100 for quarter-hour, and $60 and $45 for 10 and five minutes, respectively. Class B time (9 a.m.-6 p.m.), when WOV offers programs for Italian audiences, includes rates of $200, $125, $100, $50, and $40 for the same periods as Class A.

Lee Chadwick at WJSV

NEW SALES promotion manager of WJSV, Washington, is Lee Chadwick, former chief of the radio section, Office of Quartersmaster General, in the War Dept. He will replace John Heiney who was appointed program director of WJSV when Richard Linkroom was called to active service as ensign in the Naval Reserve. Before joining the War Dept., Chadwick was manager of WPID, Petersburg, Va., and was formerly with Young & Rubicam, New York.

Seeks KROC Transfer

APPLICATION for transfer of control of KROC, Rochester, Minn., has been filed with the FCC by Agnes P. Gentling, wife and executrix, pending settlement of the estate of Gregory P. Gentling, president and owner of the station. Mr. Gregory, prominent local industrialist and director of the NAB, died July 17 following a protracted illness.

**N. Y. RAID ALARM SILENCES STATIONS**

NEW YORK's surprise air raid alarm early Labor Day, set into motion by an unidentified plane and called off almost immediately when it was found to be a friendly plane, caused a five-minute interruption in the all-night operation of four New York radio stations, which went off the air upon receipt of the signal from the Army Interceptor Command.

WJZ was off from 2:31:30 until 2:37:50 a.m.; WABC from 2:31:17 to 2:34:32; WOR from 2:33:40 to 2:35:20, and WNEW from 2:32:10 to 2:37:10. Although all three stations are keys for the BLUE, CBS and MBS networks, respectively, their broadcasts are localized at that time of the morning and the networks were not affected.

An explanation of the alarm was broadcast by Mayor Fiorello La Guardia on WNYC, New York's municipally owned station, at 1-1:15 that afternoon. He said that an unidentified plane was carried simultaneously on WOR and WNEW and was recorded and broadcast at a later time by WHN, New York, and WJOM, Jersey City.

**Edward Rubin Joins OWI on the West Coast**

**APPOINTMENT** of Edward Rubin as a consultant to the radio bureau of the Office of War Information, assigned to the Hollywood office, was announced last week by William B. Lewis, chief of the radio bureau. He will act as publicity adviser on the West Coast, working with Nat Wolf, deputy chief.

Mr. Rubin has been on the publicity staff of RKO Radio Pictures and was formerly head of the Hollywood office of the Lew Goldner Agency. He has also been public relations counsel to such figures as Ginger Rogers, Cary Grant, Fred Astaire, Katharine Hepburn and others. He is present with RKO in a production capacity.

**ANPA War Record**

TO KEEP up-to-date the record of wartime advertising in America, the Bureau of Advertising of the American Newspaper Publishers Assn. has issued the first in a series of supplements to its book "Advertising Goes to War", published last July. The first supplement reproduces 40 representative wartime newspaper ads, business talk and retail key to war and straight product ads. It also contains the statement made to the APA 1942 convention by President Roosevelt.

**Hessler Campaigning**

WILLIAM HPSSTED, news analyst of WLW, Cincinnati, and chief editorial writer of the Cincinnati Enquirer, has launched his campaign as Democratic candidate for Congress opposing Charles H. Elston, incumbent Republican in the November elections. He is a foreign news analyst on the board of experts on Vienna on the News sponsored by the Ohio Oil Co., Cincinnati (Marathon gasoline and oil), on 7 NBC Midwestern stations, and plans to do the major portion of his campaigning by radio.

**Eno in Canada**

J. C. ENO (CANADA) Ltd., Toronto, has started one of the largest autumn radio campaigns with the above transcribed postcard on 47 Canadian stations, Stators of the Week for Eno's Fruit Salts, three times weekly; Musical Magic for Scott's Emulsion, three times weekly; Nick Lucas, the Singing Troubadour for Brylcreem three times weekly, and for Toothpaste once weekly. Account was placed by Atherton & Currier, Toronto.
had been granted that their permits were revoked and that no new ones should be issued, the statement asks: "If transcriptions are not detrimental to the AFM, who is injured by them and why does Mr. Petrillo act against them?"

Confusion Arises

In its concluding paragraph the statement declares: "Since Mr. Petrillo has admitted that these electrical transcriptions do not adversely affect union musicians who get the highest prevailing scale of wages for making them, the conclusion seems inescapable that Mr. Petrillo's action is motivated only by the desire to make his dictatorship over the field of music all-inclusive."

All-inclusive wording on the Petrillo edict, that his union "will not renew permits . . . to make transcriptions" and that "previously granted permits are terminated," gave rise to some confusion as to exactly how far the new prohibition extends. Mr. Petrillo could not be reached for comment, nor would any one else at AFM headquarters discuss the question.

Understanding of transcription company and broadcasting executives, however, is that off-the-line recordings of network programs for delayed or repeat broadcasts will not be permitted. Provided, however, that these later-than-network broadcasts of network programs are made by stations affiliated with the networks carrying the original programs. It was pointed out that such broadcasts have always been considered as part of the network broadcast by everyone concerned and that the stations receded the question on the basis of their agreements with their networks and not on their card rates for transcriptions.

Patristic Programs

Transcriptions of network programs for supplementary broadcasts, however, are understood to be forbidden by the new rule, as they are placed with stations on the same basis as recordings of programs which are not network shows.

Purely patristic programs, it is understood, will be permitted to continue, provided they are entirely or chiefly non-commercial. The General Motors Victory In Our Business series, which limits its commercial to a phrase about the broadcast describing part of the company's contribution to the war effort, is an example of this exempt type of transcribed program.

Also included would be all governmental transcriptions as prepared under the direction of the OWI or the Coordinator of Inter-American Affairs as a part of the nation's war propaganda program.

Applications for permission to make recordings should be made to the union by the organization which is to do the actual recording. In the case of a delayed broadcast this would probably be the station. In the case of the transcriptions for advertising agencies or of patriotic programs, application should be made by the recording company and not by the agency.

Among the transcribed programs affected by the ban are the Coca-Cola Singin' Sam quarter-hour series, currently broadcast on about 125 stations; recordings of the Moylan Sisters' network program, sponsored throughout the Midwest and on the West Coast for Swansdown Flour; the Carnation Bouquet twice-weekly quarter-hour records, on some 70 stations for Carnation Milk; Hearts in Harmony, serial sponsored by Kroger Grocery & Baking Co.; a five-minute musical series for the Southern New England Telephone Co.; sponsored by America, for Munsinger Cigars, and recorded versions of numerous network programs, including Against the Storm and Truth or Consequences for Procter & Gamble and General Foods' Aldrich Family.

Fate in Doubt

It is too early to say definitely what the fates of these transcription programs will be according to the agencies in charge. A soloist like Sinain Sam, for example, might continue to record a cavetka or a choral instead of an instrumental background. Dramatic programs may be recorded, as many already are being, without theme and bridge music, which is either filled in locally by staff musicians of the stations carrying the transcriptions or omitted entirely.

In most cases, there are enough transcribed programs on hand to continue the programs for several weeks or more, so that no immediate action is necessary on the part of the sponsor or his agency. The consensus seemed to be that nothing would be done until after Oct. 12, when the Government's permit for a temporary restraining order against Mr. Petrillo and the AFM is scheduled to be heard in the Federal Court in Chicago.

Sound Effects Used

Spokesmen for the AAAA and the ANA, when queried for possible action by these organizations, agreed that for the time being at least their course will be to sit tight and observe carefully whatever develops. The problem, they stated, is primarily that of the broadcasters and the transcription companies and the advertiser and agency associations are not planning to become involved at this time.

When the making of one-minute musical transcribed announcements was halted by the union on Aug. 1 there was little if any loss in business for broadcasters, as most users of these recorded spots replaced the music with sound effects. In many cases this will also be true for transcribed programs. It is thought, but there is no doubt that this latest Petrillo prohibition will definitely result in the loss of some business for some stations. A program like Against the Storm, for example, uses organ music throughout its entirety to set the mood and supply a background for the dialogue and it would be impossible to record the program as it is broadcast for the network and to separate the words and music. For the present the stations which formerly recorded the transcriptions of this series are not getting them. Whether they will subsequently receive the advertising in another type of program has not yet been determined.

Similarly, all-musical programs, whose replacement requires the adoption of a new program plan, may be dropped entirely in favor of other for hire advertising. The program may be shifted to a network. The advertiser may decide to use newspapers or magazines and to drop radio at this time. Broadcasting companies will easily accommodate an executive pointed out: It is impossible to say how much business has already been lost by stations because advertisers in making their fall plans have shied away from the transcription field because of the difficulties in its use set up by the AFM.

Loss of Incentive

The Cincinnati incident, which evoked a renewed outburst against "Petrilloism", developed after the AFM, through its Cincinnati local, had told the conservatory, one of the country's oldest musical educational institutions, that the national policy of AFM is to permit only union musicians to broadcast. This was identical with the statement given by Petrillo in ordering cancellation of the Interlochen broadcasts. The action was immediately condemned by school leaders as a threat to the country's musical education.

George H. Klusmeyer, manager
of the conservatory, said the broadcasts had "materially contributed" to the education of students and that he thought the union's activities would cause students to lose the incentive of playing for millions instead of before a few thousand.

“Futility” defeated whether this second student orchestra ban was a move to eliminate all non-union programs over the air. Herefore, it was pointed out, the union has allowed such broadcasts if a standby band of union musicians was hired.

The New York Times on Sept. 10 renewed its editorial attack upon Petrillo, which began with his initial transcription-recording ban. It said that “Mr. Petrillo’s con- quests, like those of every dictator, only whet his appetite for further conquests.”

“Attacking as it has in the past the sweeping immunities from the anti-trust acts and even from the "Federal Anti-Racketeering Act" given unions by the Supreme Court, the Times states that personal indi- nation against Petrillo is "as futile as it is foolish".

"He is, in a sense, performing a public service. He is showing just what can be done by a labor union leader under the present state of the law. His dictatorial powers are merely the logical end-product of the Administration's labor policy to date. It is that policy which has placed these powers in his hands.

"No one would wish to prejudge the Dept. of Justice's legal case against him. The Supreme Court, notwithstanding its previous deci- sions, may interpret some existing law to mean that at least some of Mr. Petrillo's activities are out of legal bounds. But the law and its interpretation will have to be radically revised from that of the re- cent past if the irresponsible pri- vate dictatorship of the Petrillos is to be brought to an end.”

Yet another ban from Petrillo headquarters was reported from Providence last Thursday where Frank Weston, publicity director of the United War Fund Campaign there, disclosed that union musi- cians have been forbidden to make a recording of a song written for the campaign. The drive is sched- uled in November to finance state- wide civilian welfare and com- munity service to men in the armed forces. The plan was to have the recordings played at rallies.

Symposium Contributors
CONTRIBUTORS to a symposium on "What Should We Do With Hitler?" scheduled to appear in the November issue of Picture Speak will be: George Putnam, news reporter of WEAF, New York, Quincy Howe and Frazier Hunt, CBS commentators; Rex Stout, author and CBS analyst; and Herbert Agar, formerly direc- tor of Freedom House, now a mem- ber of the armed forces.

Laredo Applications
COINCIDENT with an application filed by Marvel M. Valentine, president and owner of KPAB, Laredo, Tex., for sale of the station to the Laredo Broadcasting Co., the would-be buyers have ap- plied for a CP to build a new station in Laredo on 1490 kce 250 watts unlimited. The company asks that the applications be considered together according to the FCC.

Pioneer Feeds on 21
WESTERN CANADA Flour Mills, Toronto (Pioneer Feeds) on Oct. 3 starts Barn Dance on CKNX, Wingham, Ont., weekly, and on Oct. 5 starts dramatised sport announce- ments on 20 Canadian stations with schedules varying from 3 to 5 weeks. Account placed by A. McKim Ltd., Toronto.

Planters in Chicago
PLANTERS NUT & CHOCO- late Co., Wilkes-Barre (sated peanuts), has started sponsorship of thrice-weekly newscasts on WSPR, Syracuse, and local spon- sorship of CBS The World Today, thrice-weekly quarter-hour on WBT, Charlotte. Goodkind, Joice & Morgan, Chicago, is agency.

Wgar to Resume Symphony Series
WGar, Cleveland, for the second consecutive year will sponsor the Cleveland Orchestra in a series of 26 concerts over CBS and its short- wave adjuncts, according to an- nouncement last week by John F. Patt, vice-president and general manager of the station. The spon- sorship by WGar is a public serv- ice contribution to the industry, he said.

To Be Shortwaved
Concerts will be heard from 5-6 p.m. each Saturday, Oct. 24 through April 17. In addition to the full coast-to-coast CBS network, the series is shortwaved to the British Isles, South America and the Pacific war zone. CBS has also arranged for two concerts by the orchestra under direction of Dr. Artur Rod- zinski Oct. 11 and 18, replacing the New York Philharmonic Orchestra, immediately preceding the WGar series. With the exception of sev- eral out-of-town appearances, the broadcasts will originate in Cleve- land's Severance Hall, home of the orchestra.

The series this year will have a patriotic significance, WGar an- nounced. Each program will open with the National Anthem and a portion of the time will be allotted to a brief narration of Cleveland's participation in the war effort, promotion of war bonds, and vari- ous war activities.

Announcing
Appointment of
The Branham Company
as National Advertising Representatives for

Radio Station
KTHS

10,000 Watts • 1090 Kc • Blue Network

Hot Springs, Arkansas
Decision September 8

WNNL, Richmond, Va.—Granted CP directional antenna change for night use.

WQXW, Newberg, O., granted special authorization to operate with 1000-w. unidirectional antenna.

KGW, Stockton, Cal.—Designated hearing application transmitter antenna, increase power.

KROY, Sacramento, Cal.—Designated hearing CP new transmitter, increase power.

KICD, Spencer, S. Dak.—Granted consent agreement of control by L. W. Andrews.

September 9

KDNT, Denver, Tex.—Granted permission to amend application for CP within 60 days.

WJZM, Clarksville, Tenn.—Denied request to 1000-w. police transmitter.

September 10

KVGB, Great Bend, Kan.—Granted CP to Walker-Dowsing for transmitter at same address.

KESJ, Sioux City, Iowa.—Granted modification to change name from Perkins Brothers Co. (The Sioux City Journal) to Perkins Brothers Co.

WWKA, Pittsburgh, Pa.—Granted modification to change name from Walker and Downing Radio Corp. to WWSW, Inc.

Applications September 8

KFEQ, St. Joseph, Mo.—Modification CP extend completion date of new transmitter, directional antenna, increase power.

KROC, Rochester, Minn.—Involuntary transfer of control to J. F. Gentry, executrix of Gregory F. Gentry estate.

Tentative Calendar September 8

WCOP, Boston—CP for 1150 kc., 1000-w. unlimited. (Sept. 14.)

KKX, Kansas City, Mo.—Renewal license 1000 kc., 1000-w. unlimited. (Sept. 16.)

WORK, York, Pa.—Modification CP for 1500 kc., 10-w. unlimited. (Nov. 14.)

Radio Folk in Films September 8

HAL PEARLY, Hollywood star of the weekly NBC Great Gildersleeve, sponsored by Kraft Cheese Co. (Barryka margarine), in mid-September begins work in an RKO film built around and titled after the radio show. Lillian Roth, co-star of the five-hour radio series, will also appear.

Standard Switch September 8

STANDARD BRANDS, New York, which since mid-July has been considering a change in products for its DRAMA FAMILY radio program, heretofore placed by J. Walter Thompson Co., New York, for Tender Leaf Tea, last week decided to change to General Electric, New York, the Fleischmann agency (Broadcasting, Aug. 31).
Help Wanted

Chief Engineer—1000 Watt daytime station in progressive Eastern market. Must have B.S. in electrical engineering; salary, call or write WREB, Portsmouth, New Hampshire.

COPYWRITING SALESMAN—W. J. t. b. executive ability for Don Lee Network advertising. Familiarity necessary. KDB, Santa Barbara, Calif.


Two Combination Engineer-Announcers—For Western CBS Station. One as chief engineer at $175.00 monthly—second as assistant at $150.00 monthly. Write or wire full qualifications to KSYF, Sante Fe, New Mexico.

TECHNICIANS—With Studio or Transmitter Experience, and License. Register at once. Many positions requiring either Cities, American Communications, 1426 Arch, Philadelphia.

ORGANIZER—Expanding Techniques and Announcers. Organization requires additional Eastern field representatives, capable negotiators. Apply by letter only, enclose photo, details, ACA, 1326 Arch, Philadelphia.

RADIOTELEPHONE FIRST CLASS—Experience, 3-A. Anticipate openings may soon develop in Southern California. Broadcasting Stations. This is not an invitation to come West until they occur. Write qualifications, experience, present salary in first letter. Local scale $45.00 to $65.00 per week, 40 hours, standard IBEW agreements. Local 49, IBEW, 1005, N. Vine St., Hollywood.

WANTED At Once—A radio technician or engineer meeting any ticket requirements of FCC, State experience, reference, and draft status. WBRK, Pittsfield, Massachusetts.

Experienced network type announcer—with operator's license. Ideal living conditions for family man. Starting salary $250.00 per month. Will pay moving expenses for man and woman. Ideal for Blue Network affiliate, Winchester, Virginia.

FIRST CLASS LICENSED ENGINEERS—Write full details, experience, draft status, and present salary, Box 836, BROADCASTING.

"Nation's typical broadcasting station"—(See LIFE April 27) needs chief engineer. Congenial staff, modern equipment, air-conditioned building. Announcing not required. If you want a job where engineers are appreciated. Write WCOC, Augusta, Georgia. Immediately. $40 weekly.

Experienced salesmen—New England busy Network Station, leader in volume. Major market, circulation of 250,000. State draft status and salary requirements in first letter. Box 837, BROADCASTING.

Announcer—Reasonable experience. No floats. Hard work but worth it. Build full details, salary, draft status and picture. Box 836, BROADCASTING.

Transradio-Press Operator—With First or Second Class Telephone License. Box 838, BROADCASTING.

Combination engineer-announcer—G. O. D. salesman, network station. Girl operator, first class license. Fee apartment. Box 837, BROADCASTING.

Have Opening—For one or two capable studio or transmitter operators. Those interested contact WDAY, Fargo, North Dakota, giving qualifications and salary expected.

Help Wanted (Continued)

Announcer and Engineer—Eastern local wants draft exempt; other announcer; also licensed operator. Advise salary expected, references and availability date. Box 836, BROADCASTING.

SALESMAN WANTED—Excellent opportunity. Good financial arrangement. WJTN, Jamestown, New York.

Program Director—Producer wanted for Eastern network affiliated station. Must have adequate experience, educational background executive capacity. Understand local, public-service programming. Box 826, BROADCASTING.

Position open—For experienced sports, personality and special event announcer. Must be steady, draft deferred. Good station in a good market. Box 877, BROADCASTING.

ENGINEERS—If you are experienced in studio, remote and portable recording work, have draft classification, you would like to be associated with KMBK, Santa Barbara, Calif., send your full details, local status, and picture. Box 837, BROADCASTING.

Announcer-Continuity Writer—Experienced family man for network regional. Also experienced sports, personality and special event writer with good air voice. Apply at once. Box 809, BROADCASTING.

Situations WANTED

One-Man Radio Station—General manager-engineer-announcer. Beat the gun with this first letter. Local status. Salary. Box 804, BROADCASTING.

Girl—College graduate, radio background worked W. Y. Station, publicity, scripts. Knows control board. Has owned program. Box 833, BROADCASTING.

Draft exempt salesman/announcer—With proven sales record and broadcast advertising experience desires permanent connection with a progressive Western Station. Box 841, BROADCASTING.

Editor—Thoroughly experienced writing and editing news and COMMENTARY. Flirt References. Box 831, BROADCASTING.

PUBLICITY-PROMOTION DIRECTOR—Outstanding background, desires connection with major network station. Can handle own program. Draft exempt. Box 841, BROADCASTING.

College Woman—Program director, advertising, traffic, continuity, connection desires opportunity with progressive Station in Northern Western area. Box 840, BROADCASTING.

Wanted to Buy

Experience Radio Man—Wants to buy station in small town, up to 50,000 population. Box 824, BROADCASTING.

For Sale

Slightly Used—893, 294A, 859, 511 tubes. Reference available. Box 840, BROADCASTING.

Andrews Given Control of KIDC, Spencer, Ia.

CONSENT to purchase 140 shares of unissued common stock, and 120 shares of unissued preferred stock in KIDC, Spencer, Ia., was granted by the FCC to L. W. Andrews, Iowa state employee, who is vice-president and director of the station. Operations of Mr. Andrews, already 30.2% stockholder in the station, the controlling bloc of stock.

Unissued stock was subscribed by Fred A. Gelke when the corporation was formed last fall. Price was $3,500 for the common, and $3,000 for the preferred. KIDC was licensed Dec. 16, 1941.

KGHL, Little Rock, Arkansas, operating fulltime with 290 watts on 1230 kc, joins the BLUE as affiliate in the South Central Group, effective Jan. 2, making a total of 132 BLUE stations. Outlet is owned by the Arkansas Broadcasting Co. Even hour rate will be $30.

JANSKY & BAILEY

An Organization of Qualified Radio Engineers

Dedicated to the

SERVICE OF BROADCASTING

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

JOHN BARRON

Consulting Radio Engineers

SPECIALIZING IN BROADCAST AND ALLOCATION ENGINEERING

Earle Building, Washington, D. C.

PHONE 7757

HECTOR R. SKIFTER

Consulting Radio Engineer

FIELD INTENSITY MEASUREMENTS

STATION LOCATION SURVEYS

CUSTOM BUILT EQUIPMENT

SAINT PAUL, MINNESOTA

CLIFFORD YEWDAII

Empire State Bldg.

NEW YORK CITY

An Accounting Service Particularly Adapted to Radio

Radio Engineering Consultants

Frequency Monitoring

Commercial Radio Equipment, Inc.

(Subscription Prices are included in the Subscription Rates.)

RING & CLARK

Consulting Radio Engineers

WASHINGTON, D. C.

Munsey Bldg. District 8456

Washingto, D. C.

McNARY & WRATHALL

CONSULTING RADIO ENGINEERS

National Press Bldg. DI. 1205

WASHINGTON, D. C.

PAUL F. GODLEY

CONSULTING RADIO ENGINEERS

MONTCALIR, 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.

BROADCASTING FOR RESULTS!
Universal Manpower Measure Is Considered by Government

Summary of Radio Labor Shortages to Be Ready In Few Weeks; Navy to Check Enlistments

NO PRECISE form for manpower regulations affecting radio and communications is yet recognizable as a result of developments during the past week. At WBC it was indicated that a summary of radio labor shortages would likely be turned over to the Domestic Broadcasting Committee about Oct. 1 along with comparable data for communications to its respective committee. WMC could not foresee its essential occupational lists before Oct. 15.

The only concrete development was the Navy Dept. decision of Sept. 10 to check every voluntary enlistment of men between 20 and 45 with local draft boards to ascertain whether they have been classified in II-A, assigned to those engaged in communications (including communications) essential to public health, safety and welfare, II-B or III-B. The latter two classifications embrace men employed in war industries.

Universal Plan

It is also understood that the War and Navy Depts. have approved the principles of the projected universal manpower legislation. Such legislation would enable the Government to compel workers to enter service in war industries where labor shortages have developed.

Last week WMC acted to assert itself when 12 northwestern States were declared a "critical area" where workers engaged in the production of essential nonferrous metals and lumber were frozen in their present jobs unless they can obtain a certificate of separation from the United States Employment Service. This voluntary order was likewise imposed upon employers as well, preventing them from granting a release to any worker without a Certificate from USES.

Pall Mall Spots

AMERICAN CIGARETTE & Cigar Co., New York, launched a campaign of spot announcements on five New York stations Aug. 17, and is currently using participations on stations in 27 other cities throughout the country for Pall Mall cigarettes. Contracts start at different times, and vary in length with each station. Transcriptions are used. Stations carrying the announcements in New York are WOR WHN WEAF WJZ WMCA. Agency is Ruthrauff & Ryan, New York.

Beatty’s New Series

MORGAN BEATTY, former BLUE military analyst and commentator, who recently joined NBC, on Sept. 14 starts a regular period of news commentaries in the five-weekly 1:45-2 p.m. period formerly handled by John W. Vandecroek.

Army Lauds Radio Industry for Drive Designed to Boost the Use of V-Mail

HIGH PRAISE for U.S. broadcasters came from the War Dept. last week for their work in popularizing the use of V-Mail. Volume of V-Mail was boosted almost 100% during the two-week campaign, it was stated.

Lt. Col. E. M. Kirby, Chief of the Radio Branch of the Bureau of Public Relations of the War Dept., revealed last Sept. 10, Thursday, that the two-week radio promotion for V-Mail brought an increase in volume of 95.2% over a period ending just before the radio campaign started.

Indicative of the success of the radio campaign is the comment of Major H. F. Ambrose, of the Army Postal Service:

"A compilation of V-Mail statistics for the period immediately preceding and following Sunday, August 23, 1942, the day on which The Army Hour dramatized V-Mail, reveals a sharp uprising in the use of V-Mail in all parts of the country."

FDR Talk Repeated

BECAUSE of the international importance of President Roosevelt’s address to the International Student Assembly Sept. 3, WRUL, Brownstown, station of the World Wide Broadcasting Foundation, is rebroadcasting short extracts of the talk in 23 languages. The rebroadcasts supplement the world-wide average given the speech the day it was made.

Talent Case Arbitrated

ARBITRATION decision in the contract case of Kenny Baker, radio and film singer-comedian, and William Morris Agency Inc., Hollywood talent service, was awarded the former on Sept. 8. Ruling frees Baker from contract ties with the talent agency.

Armed Forces Radio and Television Service

The mission of the Armed Forces Radio and Television Service is to provide entertainment and information for the fighting forces of the U.S. Army, Navy, Air Force, and Marine Corps. The service operates radio stations, television stations, and networks worldwide, broadcasting news, music, and other programming to troops deployed overseas. The service also provides support to military commanders and helps maintain morale and readiness of the troops. The AFRS is an agency within the U.S. Department of Defense. It is funded by the Department of Defense and operates independently of the major services. The service is headquartered in Falls Church, Virginia.
DURING ordinary times, a consumer may be willing to experiment with a cheaper or unknown brand. But when future availability of merchandise is doubtful, consumers take no chances and insist on products which are familiar and whose quality is known through experience to be dependable.

"Our experience in over 1,100 stores proves that right now when a consumer stocks up, she is buying the brands she knows. She is buying merchandise of known high quality.

"Yes, in times like these, quality products move first. The poorer quality and less known brands move last. Consumers now have more spending power, and the manufacturer who continues to advertise is sure to hold the market, even in the face of shortages.

"Speaking of shortages, we’ve had our share of headaches in keeping stocks up. Continued advertising by a number of manufacturers has helped our dealers keep customer good will despite our inability to supply some items of consumer goods.

"If for no other reason, this invaluable help should be continued for the sake of retail dealers who will have increasingly tough problems to solve as war cuts deeper and deeper into supplies of vital consumer goods."
RADIO'S ELECTRONIC HOUR-GLASS

Electrons—infinitesimal bits of electricity—are grains of sand in the hour-glass of science.

Today, radio's hour-glass—the electron tube—is turned so that the electron stream flows day and night to help win the war. Unlimited, it will run on and on until Victory is measured out on land, at sea, and in the air.

Only Time and Peace can tip this glass and reverse the flow of magic into new products and services for civilian use. Then, in the hour-glass of progress, will flow television and other new miracles of radio as the electronic sands of science flow again in new directions.

RADIO CORPORATION OF AMERICA
PIONEER IN RADIO, ELECTRONICS, TELEVISION
RCA BUILDING, NEW YORK, N. Y.

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R. C. A. Communications, Inc. • National Broadcasting Company, Inc. • Blue Network Company, Inc.
Radiomarine Corporation of America • RCA Institutes, Inc.