SEPTEMBER, 28, 1942

The Weekly

Broadcast Advertising

Spend this Season--in Arizona!

Spend your time in Arizona. If you're fortunate enough to rate a winter vacation, you'll find no place so pleasing, so different, so inspiring as Southern Arizona.

Spend for time"—in Arizona. If you're interested in increased sales, you'll find no place more up—in activity, in marketing increases and in buying power.

In Phoenix alone, for instance, August check transactions were 37% ahead of the same month last year, largest monetary bank transactions in local clearing house history. Postal receipts were 29% ahead. In Tucson, telephone users are up 16%, gas users 15%, electric 10%, population 12%, clearing house transactions 50%. And in Cochise County (KSUN, Bisbee) like conditions prevail.

The most economical way to effectively sell these three principal markets is the Arizona Network—KOY, Phoenix; KTUC, Tucson; KSUN, Bisbee. Buy them as a group at one low cost... for complete coverage. For further details, write KOY—or ask the John Blair man.

*We should have said "Invest in time"—
But the ad worked out better this way.

The Arizona Network

KOY
Phoenix
550 Kilocycles
250 Watts

KTUC
Tucson
1400 Kilocycles
250 Watts

KSUN
Bisbee-Lowell
1230 Kilocycles
250 Watts

MANAGEMENT AFFILIATED WITH WLS, THE PRAIRIE FARMER STATION, CHICAGO - REPRESENTED BY JOHN BLAIR & COMPANY
STRIKING POWER of United Nations forces is dependent upon radio communication equipment for smooth, efficient and coordinated action. And though hampered by shortages of critical materials, we are utilizing every facility and substance in order to supply our Armies and Navies with transmitting tubes . . . better transmitting tubes and more of them.

Such design and production achievements call for experienced organizations . . . made up of engineers and technicians who have had long and intimate contact with complex electronic operations and processes. It is fitting that a company such as ours should use its experience as a contribution to victory.

AMPEREX ELECTRONIC PRODUCTS
79 WASHINGTON STREET
BROOKLYN, NEW YORK
It Takes a Big Library to Do Today's Big Job—and the STANDARD PROGRAM LIBRARY is BIG!

Radio has a big job to do these days. To do that job, a radio station needs all the help a transcription library can give.

More hours on the air, more schedule upsets, mean that a library must have two vital attributes: BIGNESS and VARIETY. SIZE—to furnish a huge quantity of musical material; VARIETY—to keep musical programs constantly fresh and appealing.

The Standard Radio Program Library offers BIGNESS—not only a BIG basic library, but the BIGGEST monthly release—100 new selections every month! It is a BIGNESS that translates into program versatility, because Standard Radio's BIGNESS means more selections by more talent units, without over-emphasis on any one type of music or talent.

Of course, BIGNESS isn't all we offer. But it's a mighty important part of the sum total of Standard Radio's advantages. Ask us to tell you about the rest.

Standard Radio

360 N. MICHIGAN AVENUE
CHICAGO, ILLINOIS

6404 HOLLYWOOD BOULEVARD
HOLLYWOOD, CAL.
"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.
CHANNELS OF FREEDOM!

AMERICAN Radio has kept and is keeping its audience the best informed people in the world.

More than that, they receive the best entertainment in the world — entertainment that builds Morale in the home, the factory, the farm and the Army Camp.

The Radio Industry is proud of the fact that when they say all they mean ALL.

This means every town, hamlet, village, and remote farm, as well as the great cities.

50,000,000 rural and small town listeners living across 80% of the United States are not forgotten in American Radio. They are served chiefly and served well by America’s Clear Channel Stations.

Add to this number the soldiers, sailors and marines that are now located in camps, many of them in rural and small towns.

It is vital that our farmers and armed forces are entertained and informed .... because the biggest job toward Victory is theirs.

And radio’s “Channels of Freedom” are keeping everlastingly at it.

It is essential that the entire nation is united for Victory.

WSM, a member of the Fifth Estate, is proud of the fact that it can contribute its share in keeping its listeners the best informed .... the best entertained .... people in the world — A Nation United For Victory!

HARRY L. STONE, Gen’l. Mgr.

NASHVILLE, TENNESSEE
THE day we met John Rivers, we remember, our first thought was of how pleasant it must be to talk and work in the lazy, peaceful tempo of the Old South. Our second thought was to wonder how we'd ever keep up with this deceptively soft-voiced firebrand! A successful business man even before the radio industry claimed him, John is continuing a record of action and energy he set years ago, when he was "the youngest president of the oldest Chamber of Commerce in the U.S." And don't none of you Yankees be deceived (as we were) by that drawl!

Making things seem easier than they really are, however, is by no means an entirely Southern art. Here at F&P, for example, it is one of our proudest tricks to casually take over some enormous hunk of work from our agency friends, and then turn it out so rapidly and well that it "couldn't" have been a difficult job! Clearing hard-to-get time with speed and dispatch — making market or cost analyses for all kinds of presentations — anything you need in your business you can get from us quickly, accurately and gladly.

Is that the kind of radio "salesmanship" you want? If it is, give us a ring — because it's the kind we like to give, here in this pioneer group of radio-station representatives.

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**John M. Rivers**

**President and Manager, WCSC, Charleston**

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1920-22 College of Charleston
1924 B.A., University of Pennsylvania; majoring in Wharton School of Finance and Commerce
1924-35 South Carolina National Bank; from runner to Assistant Vice-President in charge of Bond Department
1936 President, Charleston Chamber of Commerce
1936-37 President, Charleston Industrial Bureau
1938 President and Manager, South Carolina Broadcasting Company, Incorporated (Station WCSC)
1939 Complete renovation of transmitter, including new ground and vertical radiation system, new studios and equipment
1940 Affiliated with CBS

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**Free & Peters, Inc.**

Pioneer Radio Station Representatives
Since May, 1932

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**EXCLUSIVE REPRESENTATIVES:**

- WGR - WBW - BUFFALO
- WJWC - CHICAGO - HAMMOND
- WCKY - CINCINNATI
- KDAL - DULUTH
- WDAY - FARGO
- WISN - INDIANAPOLIS
- WKZO - KALAMAZOO - GRAND RAPIDS
- KMBC - KANSAS CITY
- WAYE - LOUISVILLE
- WTCN - MINNEAPOLIS - ST. PAUL
- WINS - NEW YORK
- WMBS - PEORIA
- KSD - ST. LOUIS
- WFLB - SYRACUSE

- WHO - DES MOINES
- WOC - SHENANDOAH

- WOC - DAVENPORT
- WOC - COLUMBIA
- WOC - RALEIGH
- WOC - ROANOKE

- WCSC - AUBURN
- WIS - BOSTON
- WPPE - ROCKFORD

- WDBJ - VIRGINIA
- KOB - ALBUQUERQUE
- KOMA - OKLAHOMA CITY
- KTUL - TULSA

- KARL - FREMONT
- KECO - LOS ANGELES
- KOIN - KALE - PORTLAND
- KROW - OAKLAND-SAN FRANCISCO
- KIRO - SEATTLE
- KALAMAZOO

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Page 6 • September 28, 1942  BROADCASTING • Broadcast Advertising
New Trade Group Formed to Parallel NAB

Supplants BVC as Peace Efforts Fail; NAB Board Meets Again Oct. 14

FORMATION of the American Broadcasters Assn., horizontally competitive with the NAB, was announced in Chicago last Friday by the NAB Board of Directors and the Broadcasters Victory Council had failed in efforts to bring the two groups together under the NAB banner.

The new association, to supplant BVC, will have a paid president and two other executive officers and will function out of the offices of Network Affiliates Inc.; George B. Storer, president of the Fort Industry Co. (WSPD, WWVA, WMMN, WLOK, WAGA, WHIZ); and president of National Independent Broadcasters; Harry Bannister, manager of WWJ, Detroit; E. B. Crane, Z-Bar Network (KGIR, KPFA, KRBM) in Montana, and KXL, Portland; Stanley Hubbard, KSTP, St. Paul, and Mr. Taylor.

The new ABA said that the stations represented by these broadcasters, totalling two dozen standard outlets as well as a half-dozen FM stations, constitute the nucleus of the new association.

Shepard Continues

Mr. Shepard continues as chairmen of BVC until the new nonprofit corporation is created. He said it would have a paid president and two other key officials, headquartered in Washington. Once the organization is perfected, BVC will be dissolved. Since its formation last January, Mr. Shepard as its head, BVC has operated by voluntary contribution of stations. The new association will function on a regular paid dues basis.

Combination of the ABA, Mr. Shepard asserted, does not mean that the existing components of BVC will be dissolved. These include NIB, NAI, FMIB, and the Clear Channel Broadcasting Service. They have their own separate functions, which are not conducive to handling of an overall trade association, he said.

The NAB board during its regular two-day session did not get into reorganization matters. Prior to the meeting, the board was discussed under which a wartime emergency committee would be created under NAB, bringing in the disinterested groups, and which would result in the termination of BVC.

Under this plan, which appeared to have had the pre-meeting endorsement of a majority of the board, the wartime emergency committee would be created to report directly to the board of directors rather than to the president.

Miller Controversy

The NAB Board, however, held an executive session Friday afternoon and went into reorganization and personnel matters. Considerable controversy has surrounded the administration of President Neville Miller during the last two years. The board, without arriving at any decision other than that changes should be made, decided it would meet again in Chicago Oct. 14 for consideration of these matters. Several members of the board already had left and it was thought that full attendance was necessary for such consideration.

Because of obvious dissatisfaction over failure of the NAB to act on personnel reorganization, O. L. (Ted) Taylor, Amarillo (KGNC, KTSA, KPFO, KKV) executive secretary of BVC, who did not attend the conference, resigned by telegram from the NAB and retired as director from Texas.

Identified with the new ABA are John Shepard 3d, president of Yankee Network and chairman of BVC; William J. Damm, Milwaukee, and president of FM Broadcasters Inc.; James D. Shouse, WLS, WSAI, Cincinnati; Eugene Pulliam, WIRE, Indiana.

The announcement said they were setting up the machinery to provide "every facility for correlating an intelligent and effective cooperation between radio broadcasting and its proper place in the war effort."

The announcement continued: "This move basically constitutes a reorganization and realignment of the industry figures responsible for the BVC and a number of other broadcasters whose interest in intelligent and wholehearted cooperation in the war effort has prompted their financial support.

Personnel for the Washington headquarters, it was stated, will be announced "within a few days." It was said that preliminary selections already have been 'decided.'

All save three members of the NAB's 25-man board were present at the meeting. Absent were Paul W. Kesten, CBS vice-president and general manager, who had Joseph H. Ream, CBS secretary, on hand as his representative; O. L. (Ted) Taylor, KGNC, Amarillo; and Paul W. Morency, WTIC, Hartford, who was detained at home pending of illness.

Early Meeting

Niles Trammell, NBC president, and Frank M. Russell, NBC Washington vice-president, appeared for that network, which was officially voted membership by the board.

Mr. Russell was qualified as director, returning to membership on the board after an absence dating from the last NAB convention in May.

Prior to its organization discussion, the board had covered its routine agenda. President Miller was authorized to appoint a public relations man, and to place into effect a broad-gauged public relations policy he had proposed at the last convention in May. Mr. Miller said he had not yet decided upon the man.

The board approved a schedule of district meetings of the NAB, to begin Oct. 19 and to cover a 10-month period through Dec. 19. The first of these district meetings, to cover District 1 (New England States), tentatively is scheduled (Continued on page 38).
WHDH and WJW To Stay on 850 kc.

FCC Seeks Stay of Mandate Issued by Federal Court

LEGAL MOVES were taken in Washington last Thursday which appear to assure continued operation of WHDH, Boston, and WJW, Akron, on the 850 kc. clear channel until there is a final Supreme Court adjudication of the Sept. 12 opinion of the U. S. Court of Appeals for the District of Columbia, reversing the FCC decision which broke down the KOA clear channel.

The FCC filed with the lower court a motion for a stay of mandate, in which it recited that it was considering asking the Solicitor General of the United States to appeal the lower court's opinion on certiorari. WHDH joined the recent NBC, KFI and KOA, which was victorious in the lower court, thus far has not interposed objection and it is unlikely it will do so.

Lower Court Ruling

Grants of the FCC motion is regarded as virtually automatic. The lower court would thus withhold its mandate until such time as certiorari is sought and the Supeme Court acts on the petition. The status of the decision, which, barring an appeal, would mean that WHDH would be required to return to daytime operation, WJW was not a party in the litigation. But both parties were authorized to operate on the same frequency after the ordered breakdown through duplication by the Boston outlet at night.

The FCC has three months from the date of decision, or until Dec. 12, in which to seek certiorari. The stay of mandate was requested for only 30 days, but, can be renewed.

The issues to be taken to the highest tribunal would be on the jurisdictional questions—whether ROA had the standing to appeal and whether it should have been accorded the right to hearing before the Commission.

HOLLIWAY'S YOUNGEST "grand old man," 41-year-old Harrison Holliway, vice-president and general manager of KFI and KECA, Los Angeles, died suddenly last Wednesday night in Los Angeles after a five-day illness.

Though he had suffered intermittently in recent months from a heart condition, the fatal illness developed following what was first believed to be a cold. He developed subsequent pains in the chest, and as a result, was ordered to Good Samaritan Hospital. The end came at 10:30 p.m. as a result of his heart condition.

In tribute to Mr. Holliway, one of radio's few 26-year-old, Earle C. Anthony, president of KFI and KECA, ordered both stations closed down 10-10:30 a.m. Saturday, Sept. 26, during the funeral. The stations' carriers remained on the air, with standby news crews for any emergencies. Internment was in the Forest Lawn Memorial Park at Glendale.

Surviving are his widow, Edna O'Keefe Holliway, a daughter Victoria, three months old, and two sons by a previous marriage, Harrison, 2nd, 10, and Kingan, 8.

A Radio Leader

One of radio's best-known and best-loved figures, Harrison Holliway was always active in industry affairs and was a leader in national, as well as West Coast radio. He served several years on the NAB Board. He relinquished his last term on the NAB board this year, largely because of some what impaired health and his inability to attend meetings across the country.

All of Mr. Holliway's association with the industry has been on the West Coast. He started in as a showman and for years conducted his own network program until the late 1920s when he became manager of KFRC, San Francisco, on Sept. 24, 1924 and continued in that capacity until June 1, 1936, when he resigned to accept Mr. Anthony's call to head the 50,000-watt KFI and the 5,000-watt KECA. He was elected vice-president of the Anthony Radio Enterprise a year ago.

Mr. Holliway was known in the craft as the man who had developed more top radio personalities than any producer in the business. It was early in 1927 that he originated and eamed the weekly Blue Monday Jamboree on the Don Lee network, of which KFRC is the San Francisco key. This program set the pattern for many other variety offerings through the years.

Harrison Holliway was born in San Francisco Nov. 3, 1900. Back in 1911, when only 10, he started what was to prove to be a brilliant career in radio. There was no broadcasting then. The ether waves carried only the crackling dots and dashes of wireless telegraphy.

As a hobby, the youngsters, Holliway started experimenting with the crude forerunner of radio. He constructed various contraptions at his own home. In 1920 the youth had built a shortwave receiver which picked up a Canadian station 1800 miles away. It was a great accomplishment, and newspapers and magazines throughout the country carried his picture and columns on the event. Thus encouraged, he started a radio telephone station of his own, with the call letters 6BN, San Francisco.

Started at KSL

Young Holliway went to Stanford to study law but gave it up after three years because the radio urge was so strong. In 1922, when the San Francisco Emporium department store, started its radio station KSL, the then 21-year-old youth was called in to construct, operate and manage the station.

In his infancy, the KSL Ties were known to turn a phrase as well as anyone in the business, Harrison was not satisfied with one-man phonograph record operation, which was then radio's stock in trade. He began promoting personalities who came to San Francisco. The public sat up and took notice. Then came the call to start KFRC, which he literally built from the ground up. He continued his program experimentation and when the station subsequently was sold to the late Don Lee, Mr. Holliway went along with the deal.

In 1927 Mr. Holliway organized the Jamboree as a sustaining feature. It was an instant success. It was the first variety program of its kind to be released by any network in the United States. Under his guidance on this program a host of formerly unknown performers won fame. His discoveries included such well-known figures as Al Pearce and his gang and Meredith Willson, top-ranking performers today, as well as a host of others of former years.

BLUE WAR SERIES GETS 10 SPONSORS

TEN ADVERTISERS, including brewing, coal, dairy, furniture, insurance, as well as department and clothing stores, have signed for participations on BLUE'S Daily War Journal, since conducted by William Hillman, commentator, was offered for local sponsorship, Sept. 7.

The former host of the program on the network with Ernest K. Lindsey commentator in a program also offered to affiliates on a participation basis.

Stations and sponsors are: WCBM, Bay City, Mich., Free State; KVQ, Pittsburgh; WCV, Newark, Ohio; WMA, Mamaroneck; WITC, Charlotteville; WCHV, Burlington; WCAI, Coast; WOSU; WMC, St. Louis; Winkler's Stores Inc.; WGAC, Augusta, Ga.; Rhodes Furniture Co.; WCCS, Baltimore; WQCO, West Side; WJDS, Jackson; Miss., Reid Mcgee Insurance Co., Green Aldo; WXYZ, Detroit; EWO, Weiss & Golding Dept. Store; KFMD, Beaumont, Tex., Williams Furniture Co.

Lockheed in CBS

LOCKEED & VEGA Aircraft Corp., Burbank, Calif., through Lord & Thomas, Los Angeles, will sponsor a weekly quarter-hour network program on CBS. Nature of the program has not been announced, but it is scheduled to start on Nov. 2, Monday, 7:15-7:30 p.m. EWT. The show will repeat on Nov. 5, Thursday, 8:15-8:30 p.m. (PWT). Series will also be shortwaved to armed forces overseas, it was said. Working title of the program is World's Great Adventure of America. This is believed to be the first time a plane manufacturer has sponsored a commercial series. Howard Cheney, assistant sales manager of Lockheed, and John Messler, executive of Lord & Thomas on that account, are currently in New York working on final details for the series.

Page 8 • September 28, 1942
Senate Orders All-Out Probe Into Petroillo
Takes Quick Vote; Hearings Will Start Soon
by SOL TAISHOFF
IN AN ALMOST unprecedented-legislative performance, the Senate last Thursday cleared the deck for a stem-to-stern investigation of Music Czar James C. Petroillo and his American Federation of Musicians. The Senate unanimously adopted the resolution of Senator D. Worth Clark (D-Idaho), a few minutes after the Interstate Commerce Committee reported it favorably without opposition. This full-scale probe, possibly before the full Interstate Commerce Committee but more likely before a special five or seven-man subcommittee headed by Senator Clark, may get under way by the week of Oct. 5. The subcommittee has a $5,000 initial fund — voted without a murmur of opposition — for the investigation.

To Hire Counsel
It probably will hire special counsel to dig into the whole issue precipitated by Mr. Petroillo’s unbroken series of ukases against music performance and toppied by his Aug. 1 ban on the making of recordings of any kind by the 135,000 AFM members.

Caesar Petroillo met his “Water-loo” when he collided with the hardhitting, soft-spoken Idahoan. Senator Clark introduced his incisive resolution on Aug. 27. Preliminary hearings — before passage of the inquiry proposal — were held Sept. 17, 18 and 21.

Five witnesses were heard, including Elmer Davis, director of OWI, James Lawrence Fly, Chairman of the FCC, Thurman Arnold, assistant attorney general who meets Petroillo in court Oct. 12 in anti-trust proceedings, and finally, Joseph A. Padway, AFL and AFM general counsel, who protested the whole thing as largely a case of mistaken identity and misinformation.

The temper of the Senate was unmistakably displayed in the sequence of events last Thursday. It had heard enough of Petroillo’s methods, for it brushed aside all customary procedure to speed the Clark resolution unanimous endorsement in a single sitting and within 10 minutes. All this happened while the Senate was engrossed in debate on a controversial farm-party legislation. Senator Clark had just delivered his report from the full committee, asking $5,000 for the investigation.

Senator Lucas (D-III.) promptly polled his Audit & Control Committee on the floor and through arrangements with leaders, the question of the appropriation was considered and voted unanimously. Under Senate rules, the resolution had to lay over a legislative day but two-thirds of the chamber waived and Vice-President Wallace, presiding, called for the vote. There wasn’t a solitary “nay” even though the Senate is liberal with its study commissions.

It was equally evident that the A. F. of L. leadership is not in sympathy with Petroillo’s mail-fist tactics. Otherwise, efforts would have been made to stop the Clark Resolution. The whole “made work” issue, which cuts across a considerably broader base than Petroillo’s enforced hiring of stand-bys and outlawing of non-professionals or student orchestras on the air, is not involved. Labor leaders are plainly worried.

Need of Action
The testimony of Messers. Davis, Fly and Arnold had devastating effect. They cited the inevitable depressing effect of the recording ban upon the war effort and our troops abroad, who must have freshly-made recordings via radio or juke-boxes. The fate of several hundred smaller broadcast stations, largely dependent upon recorded music likewise was emphasized. There was only one answer — legislative intervention, since all other kinds had failed.

Whether the full committee or a subcommittee will conduct the investigation, it must act upon the committee itself at a meeting this week. Chairman Wheeler (D-Mont.) appeared disposed to have the “full dress” investigation before the entire roster of 21 members, but he said he would put the matter to the Committee. Senator Clark, who chairs the committee, said his subcommittee will hold hearings, and probably will vote to narrow the investigation, will call before the Senate.

If the legislative calendar permits, Wednesday, Oct. 7 is viewed as the logical starting date. It won’t be any earlier. The committee may want to do some planning and delay for a week or so. Because of the importance of the time element, however, every effort will be made to have it start this week.

It is definite that Petroillo will be called, but probably after the compliants are heard. Music societies which have felt the sting of the AFM president’s edicts, companies, the NAB, representatives of symphonies, Government witnesses and music school heads, have already petitioned Senator Clark to appear.

The hearings, based on present estimates, will run a minimum of two weeks. The resolution calls for a full-scale investigation and consideration of “appropriate legislation” in the light of the war, and the effect of the Petroillo edicts upon the national welfare and morale.

Because of the wrath displayed by Congress and the public, as well as the move by the Dept. of Justice to restrain Petroillo, the controversy has spilled over into a national issue. Since it now transcends the pure music issue, some startling things can happen. Senator Wheeler is an old hand at across-the-board negotiation. He has heard enough of labor union men, who are out of sympathy with Petroillo’s action and his obviously misguided strategy.

It wouldn’t surprise observers here to see these union officials go over Petroillo’s head and attempt to negotiate some sort of settlement with the Interstate Commerce Committee. It must be taken into account, however, that each labor union is autonomous and not subject to the veto power of the parent AFL.

The situation is so explosive it can take several possible turns. Senator Clark said there is possibility the inquiry might result in a request to President Roosevelt to invoke his broad wartime powers and correct the condition before serious injury is done national morale and the war effort.

Upon completion of the investigation, the legislative courses open might be to revise the Sherman Anti-Trust Act to apply to labor unions, pass a law in the light of the war effort, or to write entirely new remedial legislation to fit the circumstances peculiar to trade groups in the public service sphere.

The legislation now in the making of the Senate could provide that it is unlawful to do anything to “prejudice the medium of dissemination of public knowledge — radio, press and motion pictures.”

If a full subcommittee is named, it won’t be the same as that which conducted the preliminary investigation, a subcommittee of five which ceased to exist when it reported unanimously in favor of the probe last Wednesday, just prior to (continued on page 53)

TEXT OF COMMITTEE REPORT

FOLLOWING is the full text of the Report of Senator Clark (D-Idaho) as chairman of the subcommittee of the Senate Interstate Commerce Committee on the Petroillo investigation, read to the Senate last Thursday, following which the Senate, by unanimous consent, adopted the Clark Resolution in its entirety without amendments, with initial funds of $5,000:

“The Senate Committee on Interstate Commerce, after having referred the resolution (SRes 296) authorizing and directing a thorough and complete investigation of Mr. Petroillo’s methods, and ordinances to act, by persons, partnerships, associations, corporations, and the like, upon union and non-union, domestic and foreign, music, and by any persons or methods as are violative of the law, and by the Senate, with the resolution, and by the President of the United States, to proceed with said investigation, to report thereon with the recommendation that it do pass.

Senator Clark, who introduced Mr. Elmer Davis, director of the Office of War Information, was the first witness. Explaining that on July 12, 1942, Mr. Davis, president of the American Federation of Musicians, a letter on behalf of the President to the Dept. of War, the Corp., the Coast Guard, the Treasury Dept., the Office of Civilian Defense, and the Office of War Information, protesting an order issued on June 25, 1942, by Mr. Petroillo informing all music recording companies that the services of members of the American Federation of Musicians and its president, James C. Petroillo, having considered said resolution, re-
Ryan Enforces Censor Ruling In War Bond Sale Program

DANGER of Using Air for Code Messages When User Has Control of Time as Behind Action

EXERCISE of caution in the handling of war bond promotion programs, with particular reference to the "request section" of the Code of Wartime Practices, was urged last Thursday by J. Howard Ryan, Assistant Director of Censorship.

"Many stations have asked us whether or not we felt censorship rules could be relaxed so that names of those purchasing bonds, or pledging to purchase them, could be accepted via the telephone and broadcast immediately," Mr. Ryan stated. "We have advised against this procedure."

DANGER of Code

Assistant Director Ryan, who has been on leave from his post as vice-president and general manager of the Fort Industry sta-
tions since the war's outbreak, said there was no permitting on giving recognition to bond buyers on the air, as long as stations adopted program procedures which guaran-
teed the broadcast of a name at a time over which the pledger or buyer had any control.

"The reasons are obvious," he said. "Any agent knowing how to read a bond form, the amount of his purchase or pledge broadcast at a specified time could easily employ this medium for transmitting code messages.

In line with the Censorship Office policy, Mr. Ryan asked that any broadcasters who were doubt-
ful about specific programs in their bond campaigns should submit the production format to him for review and opinion.

LIEBHAN Grid

LIEBHAN BREWERIES, Brooklyn, will sponsor broadcasts of seven Fordham football games and six of the Chicago State-Great Lakes Naval Training Station game on WJZ, New York, this fall for Rheingold beer. Series will begin Oct. 2. Six of the games will also be broadcast on WTI, Hartford, for the same sponsor. Joe Hazel, WJZ sports-astater, will do the play-by-play, assisted by Paul Douglas. Exclusive broadcast rights were secured by the BLUE and are now held by Liebmann. Young & Rubic-

Airline Buys Time

ALASKA STAR AIRLINES, has signed for NBC's transmitted series, "Flying for Freedom," and additional contracts have been made for the program with WOR, Spartanburg, S. C., and KTUC, Tucson, Ariz.

Gov't. Publicity Cut

SIMPLIFICATION of Government public relations through curtail-
ment of unnecessary news releases and elimination of 239 Government publications has been ordered by Elmer Davis, director of the Office of War Information. Under the change, all permanent mailing lists will be abolished, though agencies will be permitted to form selective lists based on requests for specific publications.

Ad Club School

FOR THE NINETEENTH YEAR, the advertising and selling course of the Advertising Club of New York will get under way, with the first session starting Oct. 14. Herbert L. Stephen, news editor of Printers Ink, will again serve as the chairman. Eugene S. Thomas, sales manager of WOR, New York, will conduct the radio production clinic.

LADY ESTHER SIGNS FOR SCREEN GUILD

HAVING NEGOTIATED a deal with Motion Picture Relief Fund, which includes option pickups cover-
ing a seven-year period, Lady Esther Co., Chicago, on Oct. 19, assumes sponsorship of the weekly half-hour Screen Guild,Broadcasting on more than 200 CBS and NBC stations, Sunday, 10:30 p.m. (EWT). Series was formerly sponsored by Gulf Oil Corp. on that network.

Packaged by Music Corp. of America, Hollywood talent service, as an advertised $500 weekly spot for the first season, with graduated increases to $1,250 for the following years, the half-hour dra-
matic show replaces the cosmetic firm's current "Lady Esther Sere-
na" with Freddy Martin's orches-
tra on that network. Bill Law-
rence, Hollywood manager and ra-
dio director of Pedlar & Ryan, will handle the acting, direct and manage the sale of picks.

Participating in contest discussions Sept. 26 were Jane G. Presby, president of the MPBF; Jules Stein, MCA president; Al-
fred Budel, president of Lady Esther Co., about Sept. 26, to NBC's, New York vice-president of Ped-
lar & Ryan, and Mr. Lawrence.

Ladies First

PUBLICITY trends are changing. Fulton Lewis J., network commentator, went to Roanoke, Va., accompanied by his secretary, Jean Hat-
ton, where he spoke at a luncheon, a Lion's Club dinner and Roanoke City-County Public Forum. Several days later his secretary was seen through the mail four newspaper stories and one picture about Lewis. Lewis's name was only mentioned incidentally.

Winning Photo in the contest sponsored by WHK-WCLE, Cleve-
lund, as part of their promotion on behalf of fulltime affiliation with MBC is "The Masked Maroon," snapped by Paul Ruble, WCLO, Janesville, Wis. Prize is a $50 War Bond. Sec-
dar sponsors were the Rohm & Haas Co., Milwaukee and National Bank of Commerce, Madison.

Westhouse Officials Discuss War Problems

PROBLEMS of wartime operation highlighted a two-day meeting of station managers and program managers held last week at the headquarters of Westhouse Radio Broadcasting Co., in Philadelphia.

Station executives sought ways of meeting growing war responsi-
bilities and manpower problems. Among the highlights of the meeting:

- A discussion of program pro-
moters was led by Gordon Hawkins, program supervisor of WRS Inc., at the general sessions and at the manager's meet-
ing.
- A discussion of program mater-
s was led by Gordon Hawkins, program supervisor of WRS Inc., at the general sessions.

Program managers present were: Edlom Campbell, WWO-WQW; Wesley Dunham, WBBZ-BSI; Robert E. White, KDKA, and James P. Begley, KYW. G. Edward Pen-
ner, president of WRS Inc., and J. H. Liedt, assistant general advertising manager of Westhouse, attended the Philadelphia meeting for the meeting. Both spoke on ad-
vertising.

Bergen Troupe on Tour

WITH plans including broadcast origination from military bases throughout October, talent of the weekly "Navy Camps & Navvies Show," sponsored by Standard Brands coffee, leaves the West Coast Sept. 29 on a tour of eastern Army and Navy camps. Besides Edgar Bergen, troupe includes Don Ameche, m. c.; Dale Evans, vocal-
ist; Ray Noble, musical director; Joe Bigelow, writer; and Anthony Stafford, producer of WJW. Thompson, will be handling the account. Program will originate from Port Monmouth, N. J., Oct. 4; Annopolis, Oct. 11; Quantico, Va., Oct. 16, and West Point Oct. 25. Camps will be played by broadcast.
P stands for the power
A great station offers
To cover big cities
And fatten your coffers.

NOTE—Students seriously affected by the verse above are invited to pause here for a nap. Others will please turn the page and begin reading some hot stuff . . .
WOR is a power-full station. WOR beams 50,000 watts down on 14 great cities of more than 100,000 people each. These cities are—New York, Philadelphia, Newark, Jersey City, Hartford, New Haven, Bridgeport, Paterson, Yonkers, Trenton, Camden, Elizabeth, Reading and Wilmington. The majority of the people in these cities—and the towns that hem them—are now making more money than they ever made before. And they are—very generously—pushing it across counters to buy things more often than ever before. In fact, retail business in each of these great cities is up at least 10% over that for 1941. And WOR's total listening today is 10 to 15% greater than it was at this time one year ago. WOR also brings you 12% more homes with radios today—

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4,678,000, to be exact. We could say 6,100,000 if we cared to add those families who own radios in the cities and states far outside the territory we sell and from whom WOR receives 15% of its total mail. If you are a native WOR user who has not had this power-full station talk to people for you recently, you will be amazed at the vital promptness with which it gets things done. If you have never used WOR, please try it soon and be amazed. Advertisers and agents who are now using this power-full station to push effective noises into hundreds of thousands of friendly homes know exactly what we mean. Our address is WOR—that power-full station, at 1440 Broadway, in New York City, N. Y. Call, write or wire. Phone PE6-8600.

*   *   *
OWI Buys Alaska Time for Soldiers

Similar Plan in Effect For Hawaii; May Add Equipment

In line with the established war policy of supplying American troops, wherever they may be located, with adequate broadcast service, the Overseas Branch of the Office of War Information announced last Wednesday completion of arrangement for about one month of block time over the four stations in Alaska.

Similar arrangements are under consideration with stations in Hawaii, it was reported, and the overall plan follows the same general pattern of time purchases evolved for the international broadcast stations in this country.

Eight-Hour Minimum

The Alaskan arrangement provides for the purchase of a minimum of eight hours radio time daily, beginning July 1, to transmit news and special events programs to the servicemen in Alaska. The schedule of broadcasts was evolved by Murray Brophy, chief of the Broadcast Operations Facilities of the OWI Overseas Branch and former NBC West Coast official.

It is understood the time purchases will average approximately $1,000 per month.

Under the broadcast schedule, entertainment programs of the four major networks will also be relayed to the Alaskan stations. The OWI announcement said these would be relayed by shortwave and transcription from San Francisco to KFAX, Fairbanks; KINY, Juneau; KTKN, Kotzebue, and KFQI, Anchorage, and rebroadcast over medium wave transmitters.

As equipment becomes available, OWI expects more powerful, long-wavelength transmitters will be installed by it, in conjunction with the Army Signal Corps, at Nome, Dutch Harbor and Kodiak.

The Alaskan arrangements were made with officials of the stations and in collaboration with Army public relations, radio and communications officials.

OWI, through its Overseas Branch, already is broadcasting news and entertainment programs for the information and entertainment of American troops on overseas duty over international broadcast transmitters. All these schedules were worked out under the general supervision of E. E. Sherwood, associate director of OWI, in charge of the Overseas Branch, and Mr. Brophy.

Under an order issued July 15 by the Board of War Communications, all communications facilities in Alaska were made subject to determinations of the War Department. This affected all four of its broadcast stations, as well as other communications facilities.

The action, the board said, arose from the determination that “the national security and defense and the successful conduct of the war demand that all military stations and facilities for radio or wire communications in the territory of Alaska shall be subjected to use, control, supervision, inspection, or closure by the Department of War.”

Series for Troops

MEMBERS of the armed forces throughout the world will hear half-hour dramatizations of this year’s World Series games, starting Sept. 30, as shortwaved by NBC’s international stations WRC and WNB1, and Westinghouse shortwave station WBOS, Boston. Carl F. Logan and Walter Law, of the English section of NBC’s international division, will give play-by-play reports with others. Dramatizations will be beamed to the Caribbean and Southwest Pacific at 9:30 p.m. (EST), and rebroadcast to the British Isles and Middle East at 3:30 a.m. (EWT).

Gould Enters Army

FURNELL H. GOULD, former commercial manager of WPBR, Baltimore, has been commissioned captain in the Army Air Forces, and has been assigned to Air Force headquarters at Miami Beach, Fla.

DR. J. D. LE GEAR MEDICINE Co., St. Louis (stock, poultry, dog food), will start a new weekly quarter-hour live talent program featuring old-time ballads by Doc Hookins on WLS, Chicago.

Eickelberg Gets Leave

Mr. Eickelberg, who joined the company in 1937 as manager of KFRC, San Francisco, and was transferred to Southern California in July 1939, here for appointed general sales manager.

Sydney B. Gaynor, associated with the network since 1936 and for three years commercial manager of KJJJ, Hollywood, has taken on duties, according to announcement by Lewis Allen Weiss, vice-president and general manager. Bruce Aels, account executive, has been named commercial manager of KHJ.

Edward Kemble, merchandising director of CKF, returns to the sales staff as account executive. Fair Taylor, publicity director, has taken on added responsibilities of merchandising director.

Expanded Shortwave in Sight For Latin American Service

Rockefeller Committee Developing Plan to Merge Programming in the Hands of NBC and CBS

CURRENTLY the Office of the Coordinator of Inter-American Affairs is developing a three-point program affecting shortwave programs beamed to Latin America which includes consolidation of all programming in the hands of NBC and CBS, reorganization of the beamers of present antennae to allow focus on Latin America, and the addition of eight new transmitters intended to strengthen and improve listening in every population center in Latin America.

Contracts Soon

Government contracts to cover payment for all shortwave time are expected within a month and CIAA lawyers are now at work on details. Broadcast time will be shared by the Office of the Coordinator with the Office of the Coordinator with the two sharing the costs. Present CIAA plans to utilize approximately eight hours a day and the rest will be assigned to OWI. Government purchase of time still leaves actual operation in the hands of licensee owners.

At present, negotiations with NBC and CBS are aimed at unification and consolidation of available talent in the hands of the two networks. Up to now there has not been sufficient talent for each transmitter operator to do the best possible job, nor have there been available funds from private shortwave operators to adequately finance programming. Under the proposed plan, the two networks would care for most programming from June to December and the rest would be carried by telephone wire to each transmitter for shortwave broadcast. This would mean that长城 time now spent at stations carrying the same program at one time—in English, Spanish or Portuguese, depending on the beam's direction.

As a result of this plan the fourteen existing stations could beam their antennae to focus the same program on each important population center. At present there are some Latin American areas of population concentration which are not being served. With several stations carrying the same program this condition could be greatly improved.

New Stations Considered

To increase the power of programs beamed to Latin-America, CIAA has also proposed the construction of at least 8 additional stations to permit concentration of two to four frequencies on each of the population areas aimed at. In part this is desired since atmospheric conditions make it possible for listeners below the Equator to hear Europe more easily than the United States.

The acceptance of this proposal rests with the high commands of the Army and Navy who must decide the value of intensified psychological warfare in the Latin Americas and the matter of the availability of material through priorities rests with the War Production Board. The need for assent from either or both of these bodies is not known but it was said that a meeting was expected shortly by representatives of these two bodies.
How to Sell an **ARMY OF OCCUPATION**

**THE OCCUPATION:** Building ships and guns and tanks and half-tracks to meet and master America's greatest crisis since Valley Forge.

**THE ARMY:** Thousands and thousands of men and women who have migrated to the Philadelphia territory to do this mighty job, plus those already here. The trek continues to this mecca of mechanics . . . now the nation's No. 1 war producer.

Its immediate area has been swelled by 300,000 buyers since the last census, and still they come. New faces in the community—new prospects for whatever it is you sell. Philadelphia payrolls are up 120% since 1940.

But the Philadelphia territory doesn't end there. From the Alleghenies on the northwest to the Atlantic on the southeast, other war-busy communities reflect the shift in population to this 50-mile belt between the mountains and the sea.

Capture this “army of occupation” in its spending mood, through KYW and its NBC programs, to which the newcomers are predisposed. Marshal the penetrating power of its 50,000 watts, directed cleanly at the market. KYW, more than any force we know, will help you invade this mighty market.
Shortwaves Futile, Equipment Is Needed

By MARTIN CODEL

LONDON, Sept. 22—They’re over here, as well as elsewhere, in vast numbers for the grim business of winning a war. The permanence of these manpower stations is still anyone’s guess. But wherever they are, American radio troops want entertainment, and lots of it, from radio.

Next to letters from home and leave in London what our boys here like most during off hours are homegrown radio programs, good movies and traveling shows like those at camps back home.

What they’re getting now just isn’t enough.

ensa Inadequate

Shortwave reception this way is poor, and anyway there are few sets in camps capable of picking up shortwave programs. Many near towns are incredibly old. As far as traveling shows, British ENSA (Entertainment National Service Assn.), formed to entertain troops and war factory workers, do not supply the sort of thing our boys like and understand. Traveling performers from the United States like the Jolson-Oberon troupe, now breaking up, are few.

BBC programs, except for news which is authentically and excellently handled, are generally quite dull to the American ear. They simply are not adapted to the American tempo.

Sp Uncle Sam’s military morale builders intend to see that the boys get a reasonable amount of what they want and to radio is falling a big part of the job.

Within the next few months some of the top American radio aggregations, most of them now under sponsor contracts, may be expected to four troop centers in person, not only in British Isles but elsewhere. They will do their stuff before our soldiers, then on their commercial days repair to BBC studios to broadcast their regular shows on schedule to home audience via established shortwaves.

It’s going to be a tough grind for a lot of them, as it is on American radio reporters, due to unearthly working hours forced by the time differential, but will be great for boys and a fine patriotic contribution by performers and their sponsors.

Sponsors who will be asked to take the lead in sending their radio shows to these islands, where overseas broadcasting facilities are much better than in Newfoundland, Iceland or Egypt, which certainly want such entertainment itself too, are as yet undetermined. But it is to talk the schedule over with American radio authorities, and through them with sponsors, agen-

cies and talent, that BBC dispatched Pat Hilliard, assistant director of variety programs, to the United States on a mission still unannounced here.

Plugs Taboo

That the plan can work well, especially if United States-bound commercial pickups are made from London or the many provincial branch studios of BBC dispersed throughout the islands, was demonstrated by Rudyl Valle when he did his Fleischmann show from London during the Coronation. Some of the shows undoubtedly will be picked up by BBC but it is a foregone certainty that its audience won’t be permitted to hear commercials, which was the case when Vallee was here.

BBC cooperation naturally is needed in all radio efforts here.

Another ambitious idea already broached to BBC, on which further word from Washington is awaited, is the scheme to set up a network of very low-power transmitters in American camps, none more than 50 watts and operating on the same wavelength.

These would be fed purely American programs. Some, like running baseball and football commentaries, would be picked up by shortwave receiving posts and piped landline to transmitters; sports, incidentally, would come at good listening hours, inasmuch as afternoon at home is early evening here.

Some would be live American shows, handled by visiting American troops or experts like Ben Lyons, Bebe Daniels, and Vic Oliver, who have lived and worked here long and presumably know how to draw the line between American and British types of performance. Others would be transmissions flown over daily by the Ferry Command. The scheme has possibilities but it is predicated upon the assumptions (1) that there are plenty of radios in camps, which there are not and they can’t be bought here either; (2) that transmitters and receivers can be obtained through WPB, which is doubtful not only because of priorities but due to tightness of shipping space; (3) that such low-power transmitters can properly be camouflaged or silenced quickly enough not to serve as homers for enemy bombers, which BBC experts say can be done, pointing to their experience during and since the blitz.

The technical and program job would involve chiefly on BBC in collaboration with OWI, which must get facilities, and with Army morale branch, which it is said may soon send over Maj. Tom Lewis, erstwhile Young & Rubicam advertising writer now in Washington, to work out details.

On its part BBC has shown eagerness to cooperate for it doesn’t have much time to spare on its own two broadcast networks. So far it is giving our boys and its own delighted audience some fragments of American-made programs, such as the new Sunday show by an American, who can be an American sergeant nightly at 7; Jack Benny on transcriptions, sometimes quite old, now in 13-week cycle, while Bob Hope, accountably is off the air despite his enormous popularity among British listeners; Command Performance, repeated twice but sometimes barred from the air when it includes musical numbers restricted by Performing Rights Society, Britain’s ASCAP; Saturday night music postcards broadcast from Washington by Ron Donáid Swing, Ernest Lindley, Ken Crawford; and a few other specially prepared programs.

Shortage of Kits

But these are not enough. Nor can it be said that Lt. Col. Kirby’s monumental Command Performance, great show that it is, is heard either here or elsewhere in the eastern war theatre via our shortwaves despite the fact that our stations repeat it 32 times. They simply haven’t got shortwave sets, and reception is bad besides. When they do hear it, it is usually via BBC’s standard waves.

Valiant effort to equip our camps with radiophonograph apparatus is being made by the Army Morale Branch. Its so-called "D" recreation kits—one portable, medium and shortwave receiver usable either as battery or plug-in, one turntable, 25 half-hour transcriptions of actual radio shows taken from the air with commercials and all, 48 ten-inch records of latest songs, several dozen pocket library books, many song books and spare parts for mechanical apparatus—are only beginning to trickle in.

The plan is to have one such unit for each 116 men. Units are supposed to come with the men but haven’t been getting there in any great numbers yet, certainly not enough to equip all encampments. They take up a lot of shipping space, and there has been some criticism on that score.

The idea is a great one if it can be carried through for the Army field transcription player, as a unit, can be taken with troops as they move. Receivers are specially made by Sound Engineering Inc., Washington-Chicago, and turntables by Pacific Sound Equipment Co., Hollywood.

Certainly the units will provide splendid recreation even if only one kit is received by each camp and if no recordings are sent.
We are pleased to announce
the formation of the

CONNECTICUT BROADCASTING SYSTEM

For further information contact any
member station or
representative

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Complete coverage of Connecticut
at lowest cost

Network Representatives
HEADLEY-REED COMPANY
New York • Chicago • Atlanta • San Francisco • Detroit
From Oklahoma to 46 Other States

Loan Group Builds Up Business by Use Of Radio

By LOUIS W. GRANT

President Home Federal Savings & Loan Assn.

Our advertising budget is not in the million-dollar class, but if we would unhesitatingly use most of it for radio advertising, even then do not as much as the budget we have.

Business associates have often asked me why I am so sold on radio. It's a story that goes back many years and is based deeply on the psychology of the small town resident.

I was raised in a little town and as I grew up in this atmosphere knowledge of how careful the town people were about keeping their financial condition a secret we brought home to me in many ways.

Most people with means in little towns are hesitant about having anyone else, even their local banker, know about it, hence creating a natural wish to keep the buying and savings and loan interests.

Radio naturally offered a first-class medium for reaching these people with results, in a very short time at least surpassing best expectations.

An Easy Start

It was in 1935 that we began experimenting with the radio selling medium for our story. At that time approximately 90% of our business was coming right in Tulsa county. We also learned at the same time carefully analyzed personal savings and mortgage receipts records and other pertinent financial data from other sections of Oklahoma to “smell out” where the money was being invested.

Our early experiments featured spot announcements on small power stations in front and back of and in the middle of shows of all types. We participated in several transcription music shows with spots, but were not entirely satisfied with what we were doing although results began to be noticed in the area in which the low power stations reached.

In 1938-39 the Federal Home Loan Bank made a survey and discovered that the radio was for our type of business was a 15-minute news broadcast maintained consistently in the same spot over long periods of time.

In much as we didn't have much success with the 15-week and similar length transcription shows for our advertising messages, we decided to accept the survey results and put them into action.

We, of course, were convinced of the necessity by now of building a consistent listening audience and we also knew we wanted radio beyond any shadow of doubt. And so we went “whole hog.”

We bought the 10 o'clock night-time spot on the superpower station in our city in 1940. We have just renewed our contract for the third year.

Naturally, this all reads rather bulky and simple, but it was not so. We had to have certain indications to justify a tremendous increase. Suddenly in our radio advertising budget.

Run of the House

These indications were plain to us, namely, that radio reaches men and women right in their homes and is a personal, friendly and, above all, intimate medium likened to a personal friend who has the “run of the house”.

This is important to us. Also important is the fact that news is by far the greatest sales transmission medium in radio now, for obvious reasons and a tried and true audience getter.

These indications added up to our having a chance to build up a swell “Sears Roebuck” savings and loan association business or, translating, a mail order business from out of town.

Well, our faith has been amply justified. The returns for 1941 show that 7 different Oklahoma communities outside of Tulsa gave us $257,000 in accounts.

We have also received $260,000 in accounts from 46 other States, or an out-of-town business totaling better than 30% of our gross volume. Not all of these out-of-state accounts are traceable to radio, of course, but a highly satisfactory number were.

Due to the aid of radio and particularly, our news program, we are leading savings and loan association in the United States in sale of war bonds and stamps having sold some $4,600,000 worth in 35,700 transactions in the last year.

In conclusion I might point out that all out-of-Tulsa accounts are carefully checked to determine the reason the individual or firm sent money to us, and I repeat, a highly satisfactory number mentioned hearing our message via radio.

WFTM, FORT MYERS, SALE IS ANNOUNCED

TRANSFER of WFTM, Fort Myers, Fla., to Ronald D. Woodward, executive vice-president and general manager of WING, Dayton, and WIZE, Springfield, and Reggie Martin, manager of the latter station, was approved by the FCC last week.

For consideration of $12,000, all issued and outstanding stock of the Fort Myers Broadcasting Company, licensees of WFTM, was sold by W. E. Benns Jr., and his mother, Mrs. W. E. Benns, Sr., holders of 59.1%; Mr. J. F. Rhodard, LaGrange, Ga., 22.7%; O. D. Whitaker, Verona, Pa., 9.8%, and Fred H. Mellor, local attorney.

Under the deal, Mr. Woodward will acquire 85% of the WFTM stock, and Mr. Martin the other 15%. The purchasers have announced that Jim Turner, former program director of WIZE at present assisting at WING during the illness of Mr. Woodward, will become manager of WFTM, replacing Mr. Benns who has entered military service.

KGW-KEK Changes

HOMER WELCH, former production manager, was appointed program director of KGW-KEK, Portland, Ore., in a series of personnel changes that followed the resignation of Ralph Rogers, former program director, who went into a Portland war industry. Gordon Bambrick of the announcing staff has taken over as production manager and Herb Johnston becomes chief announcer.

LANGLEY'S Ltd., Toronto (chain cleaner) has started spot announcements six days weekly on CFB, Toronto, and CKOC, Hamilton, Ont. Account placed by A. McKim, Toronto.

Two-Way Series

LYMAN DRYSON former CBS director of education, now head of the Bureau of special operations of the OWI, and H. V. Kaltenborn, NBC commentator, last Sunday took part in the first of a series of three "Two-Way conversations" between Britishes and Americans on the regular BBC program aired on Mutual each week as Answering You.

Salt Program

INTERNATIONAL SALT Co., Scranton, Pa. (Sterling Salt) launches a 13-week campaign of participations on Women of Tomorrow, on WJZ, New York, Sept. 21, and will also use Marjorie Mills Hour. The latter program switches from the Yankee Network to the newly-formed New England Network Sept. 25. Advanced radio International Salt starts participations on women's programs on WJZ WOR WCAU KDKA WGY and a Buffalo station, at the same time continuing on the NERN program. Agency is J. M. Mathes Inc., New York.

DELIBERATING the morale-building importance of the new weekly Blue Spotlight Bandes series are these West Coast sales and radio executives. Factor was stressed in a closed circuit broadcast on Sept. 15 by Army, Navy and War Production Board officials, prior to launching of campaign. (Sept. 27, 1942) The referees (1 to r, standing) are Tracy Moore, Western division sales manager of BLUE. Seatuu are E. D. Peterson, director, national sales division, Coca Cola Co.; and Leo Tyson, Western division program manager of BLUE. Seatuu are E. D. Peterson, director of national sales of KFI-KECA, Los Angeles, and Stanley H. Barbee, president of Coca Cola Co., that city.
He's just one of the 200,000 newcomers to the Baltimore area

...and WCBM and the BLUE can give them all...to you!

He, like thousands of others, have moved to Baltimore to work in its many war industries. Naturally, they don't know a whole lot about Baltimore — so they turn to WCBM for their Monumental City news. That's because they know WCBM is a BLUE NETWORK station — and they know also the BLUE NETWORK is "tops"; because, like WCBM, the BLUE station in their hometown was "tops." Send your message to Baltimore's newcomers and old-timers through their favorite combination — WCBM and the BLUE NETWORK.

BALTIMORE'S BLUE NETWORK OUTLET

John Elmer, President
George H. Roeder, Gen. Manager

National Representatives:
SPOT SALES, INC.
New York - Chicago - San Francisco
Store Meets Half of Clientele Daily
Retailer's Program on Coast Effective In Selling

By E. M. STUART
Sales and Publicity Director
Broadway Department Store

BETWEEN the hours of 10:15 a.m. one day and 5:45 p.m. the following day, we believe more Southern Californians tuned in on The Broadway Department Store's radio program than any other program, local or network. This claim, revealed by continuing audience surveys, is all the more remarkable in view of the fact that our program, The Broadway News is on medium-priced KJH, local Mutual-Don Lee outlet.

Not a War Baby

Long before the war broke out in Europe The Broadway News had a large local daytime program in size of audience, so it is not a war baby. With invasion of the Low Countries in April, 1940, however, our broadcast began to be more popular than any of the daytime features. Pearl Harbor pushed it up to the position already mentioned.

Here, in our opinion, are the principal reasons for popularity of The Broadway News:

1. 12 o'clock and 5 o'clock, our broadcast times, being peak daytime listening periods, are "natural" news times. We based our choice of these hours on "audience listening habit" surveys produced by our agency, Lee Ringer Adv., Los Angeles.

Wisdom of these choices has been confirmed by such a "plus value" as policy of the local aircraft plants in releasing the noon edition to their lunch-time personnel over public-address systems; custom of thousands of war workers in other plants to tune The Broadway News in their car radios during lunch; habit of thousands of Southern California families to "catch" the 5 o'clock edition in their cars on their way home from work.

2. The length of time The Broadway News has been on the air---we are in our fourth year, our 2,200th broadcast---is partly responsible for its position as the giant of daytime broadcasting.

Perfect Teamwork

3. The quality of the program is rigidly maintained. Not only do we have an able newscaster and announcer, and two news services, Associated Press and International News Service, but in addition, our agency, Lee Ringer Adv., assures that our program is surrounded by unobjectionable announcements and programs and that its high caliber is maintained. Incidentally, there is perfect teamwork between our merchandising office, our advertising department where one person is assigned to radio, our buyers and our agency. 4. The program is constantly merchandised in our newspaper advertising, and through agency-station publicity in newspapers, taxicab cards, spot announcements and theatre trailers. These activities help build our audience.

We believe the foregoing satisfactorily dispenses of the oft-repeated question "Can I compete for audiences with the big network programs?"

Radio Specials

As for results from our broadcasting activity, our continued presence on the air speaks for itself. In the early days, we confined ourselves to purely institutional commercial copy. We found, however, that many customers became interested in merchandise featured in our institutional commercials, but they did not buy because they had no idea of the price.

We were also anxious to do specific selling to compare our sales results from radio with results from like expenditures in other media. Therefore, we started to mention prices in our copy, with a "radio special" once or twice a week. This technique has worked most satisfactorily for us.

Among the facts of interest to other retailers which we have discovered are these:

Two commercials on one broadcast for a given piece of merchandise do not double the results from one commercial.

One commercial about a piece of merchandise on two separate broadcasts outpulls two commercials about the merchandise on one broadcast.

Radio sells every conceivable kind of department store merchandise in every price range, from baby garments to sofas, from fur storage to men's work clothes. It has sold $900 pianos for us, and 8,000 sheets in a single day's selling.

Through our radio program, we talk with well over half of our customers every day. 85% of our charge customers have bought merchandise as a result of our radio advertising.

Radio has shown the public the civic importance of our store by dramatizing our activities on behalf of the Boy Scouts, High School Day, the War Bond Drive, educational classes in the auditorium and various holiday events.

It is axiomatic that a direct mail campaign is no better than the mailing list. It follows that a radio program is no better than its audience. In the case of The Broadway News, that's plenty good.

Lash Resigns in Canada

G. HERBERT LASH, director of public information for Canada since October 1939, has resigned with formation of the new War-Time Information Board headed by Charles Vining of Montreal. In his capacity as director of public information Lash was well-known among American broadcasters and commentators, was host on a four-day tour of eastern Canadian war plants, army, navy and air force training stations last April, to a group of American network and station officials and commentators.

Lash's assistants, Claude Melancon, French assistant director, and Walter B. Herbert, also resigned. It is understood that both Lash and Melancon plan to return to the Canadian National Railways public relations branch at Montreal where Lash formerly headed the CNR publicity staff in New York.

FOOTBALL GAMES of the western conference and Notre Dame will be broadcast on WOWO, Fort Wayne, under a contract signed by H. C. Williams, vice-president of the Emenco Insurance Co., South Bend. Eleven games, including two service contests are on the schedule, with Hilliard Gates and Mary Conn of the WOWO sports staff at the mike. At the signing are (1 to r): seated, C. Donald-Cook, South Bend Agency; Mr. Williams; Thomas F. Shortall, sales manager of Emenco Insurance; standing, Frank V. Webb, sales manager of WOWO-WGL; K. L. Snedecor, vice president, MacDonald-Cook; and W. J. McEdwards, NRO spot sales, central division.

Officer Openings Available in Navy

Graduate Electrical Engineers Are Especially Needed

TO MEET the expanded officer needs of the Navy for professional technicians in engineering an active recruiting campaign was announced by the Director of Naval Officer Procurement, Chicago.

First in the list are graduate electrical engineers, between 21 and 30, well trained in electrical engineering since graduation, and have a knowledge of ultrahigh frequencies, electronics and television. Those more familiar with power engineering likewise may find a place in the Navy which is interested in such men up to 30. Electrical engineers are needed particularly in the Navy's fields of radio and detection devices. Men with radio or communication engineering degrees may qualify for officers' commissions as well. With experience in electrical physics for useful protection during the war, useful associates in the Navy.

In some cases men with B. S., degrees in mechanical or other engineering subjects and who have had experience in radio and electrical work may qualify for officer assignments in radio or electrical lines. Usually, however, engineers in engineering other than electrical the Navy points out tend to fit the applicant for other duty. For instance the Navy activities in ordnance, construction, and ship operation use mechanical, civil, and chemical engineers. Here again physical waivers are not a factor, and the age range is usually between 30 and 45 years or beyond those two limits in some cases.

Another special officer procurement program under way is for college teachers of physics, or chemical, diesel, electrical, mechanical, and radio engineering at Naval Reserve Midshipman Schools. Private school and junior college teachers and others qualified to teach those subjects in colleges also are being sought.

All communications should be addressed to the Officer Procurement, W. H. Room 300, or Mr. M. G. Miller, Room 1184, both in the Board of Trade Building, Chicago.

KLZ, Denver, has signed with University of Denver to broadcast leading football games this season. Bud Thorpe will be at the mike.
I'M JOHNNY TIMEBUYER.
FOLKS - IT'S UP TO ME TO PICK
THE RIGHT TIME ON THE RIGHT
STATION IN EACH MARKET. I'LL
SHOW YOU WHY I ALWAYS PUT
STATION KEX ON THE SCHEDULE!

HOW ABOUT KEX
COVERAGE? THIS MAP IS
FROM AN AUTHENTIC
MAIL CHECK OF A KEX
DAYTIME ADVERTISER.
IT SHOWS RESPONSE FROM
VIRTUALLY EVERY LOCALITY
IN OREGON AND
WASHINGTON!

DETAILS
ON REQUEST

WHAT A MARKET!
IT WILL DELIVER IMMEDIATE
SALES, AND, BECAUSE THE AREA'S
BASIC INDUSTRIES ARE BEING RAPIDLY
DEVELOPED, IT'S AN IDEAL
PLACE TO INVEST IN
PERMANENT, POST-WAR
BUSINESS INSURANCE!

KEX - THE
VOICE OF THE
OREGON
COUNTRY

CONSISTENTLY
FINE NETWORK
AND LOCAL
FEATURES KEEP
EM LISTENING
TO KEX!

THESE FOLKS AT KEX
CERTAINLY TAKE GOOD
CARE OF YOU!

IT'S EASY TO GET INFORMATION* ON KEX - I JUST CALL THE PAUL H.
RAYMER OFFICE - WHY DON'T YOU DO THE SAME?

*OF COURSE JOHNNY COULD ALSO CONSULT
RADIO RATES OR WRITE DIRECT TO STATION KEX, PORTLAND, OREGON.
**BACKING THE SALVAGE DRIVES**

Stations Promote Scrap Collections in Addition To Pressing War Bond Sales Campaigns

SCRAP salvage campaigns claimed attention of radio stations cooperating in the war effort last week, as the War Industry rallied to the bonus hour "I Pledge America" portion of that show rates it in fourth place for that evening with a listener interest of 14.5, an exceptionally high rating for a one-time broadcast.

A new promotion ideas continued to come to the fore this week. Comic Artists cooperated with WGB, Cleveland, to draw cari- ...

**COLLAPSIBLE BOOTH** is used by Sam Schneider, farm editor of KVJO, Tulsa, to sell War Bonds while touring Oklahoma with his Farm Fair Of The Air. KVJO is broadcasting the program daily, with Mr. Schneider on a tour that will cover 34 county seats.

**War Bond Office Restated With Women**

FEMININE replacements are being lined up for the Radio Section of the Treasury Dept. War Bond Staff, according to Charles J. Gilchrist, head of the department. "As our men go to war, women must replace them," he said. "This is just as true, in my opinion, in the Government's war emergency bureaus as in private business."

There are two women in the department—Marjorie L. Spriggs (Mrs. Gilchrist), chief of women's and children's programs, who has been with the staff since April, 1941; and Ruth Girard, traffic manager who came from WABC in December, 1941. These women are being trained so they can jump into any of several jobs on short notice. One man has already gone as a tester, and five remaining men enlist or be drafted, women will take their place.

**MBS Bond Series**

WAR BOND series will be launched by Mutual Oct. 3 with members of the Radio Directors Guild serving as volunteer pro- ducers-directors on a rotating basis. Title: the Saturday Night Bond Wagon, the program will be of the variety type, with different guests stars appearing each week. Aired in the 10:15-10:45 p.m. period each Saturday, the series gets off to a start with former Gov. Al Smith, Jack Pearl, comedians, Bob Hawk and Ethel Merian participating in the inaugural broadcast. First four shows will be produced and directed respectively by Robert Lewis Shayan, John Loveston, Jack Johnstone and Its Ashley.

**BONDS FOR PEACE**

MEL ALLEN, sportscaster of WOR, New York, received an order for a $5,000 War Bond after an appeal during the Sept. 24th broadcast, together with this request. "Please, Mr. Allen, could you send me one baseball bat, one autographed by the Giants, and one by the Dodgers? If you satisfy both sides of this hometown fan, I'll send more checks for more bonds." The base-...
Union-May-Stern Co. is one of the largest furniture stores in the United States. It is also the largest advertiser of its kind in St. Louis.

Locally, the executives of Union-May-Stern Co. have a reputation for keen discernment in the evaluation of advertising media.

With seven broadcasting stations in St. Louis, Union-May-Stern and its advertising counsel, Olian Advertising Co., selected KSD for its entire radio advertising appropriation.
Shortwave Vital to War, Sherwood Says, Dedicating New WGEO Transmitter

DEDICATION of the new 100-kilowatt transmitter of WGEO, General Electric international shortwave station at Schenectady, took place last week with Robert E. Sherwood, director of the overseas branch of the station, as sponsor. The transmitter has been in operation for several weeks already.

Mr. Sherwood paid tribute to radio "as a vital factor in this war," and declared the American people need this transmitter, for "our enemies have far exceeded us in the stimulation of their Information as a sponsor. The transmitter has been in operation for several weeks already.

"They have been all too successful in poisoning the airwaves of the world with their propaganda of deception, corruption, and desiccation. Our own American voice—has it been broadcast overseas from here in Schenectady—from Cincinnati—from Boston, New York, Chicago, and all points of the country."

"It has been sincere and honest, but it has been feeble as compared with the blatant voices of Germany, Italy, Japan, and their satellites."

Power of Truth

"This country took a position of leadership in the development of radio broadcasting," Mr. Sherwood said, "but we developed it on a peace-time basis as an instrument of domestic trade and a medium of education and entertainment."

"Our enemies recognize radio as an instrument of war, and prepared long ago. Mr. Sherwood declared we nevertheless have one great advantage, "that is the power of truth."

"That is the purpose to which this transmitter is today dedicated—his to the enemies of American democracy, to friend and foe alike—the essential truth about this war."

In speaking over the new transmitter, Mr. Sherwood paid tribute to the station's existence from a public service standpoint. He congratulated Jack Dore, program director of the station, for "his unceasing efforts." He declared the station has been in operation for several weeks already.

"The Office of War Information salutes the new transmitter, WGEO, which will be plainly audible to Hitler and Tojo and which

Wilson Milk on Blue

WILSON MILK Co., Indianapolis (evaporated milk) in its first venture into network radio on Oct. 5, will begin test transmissions of "The Baker" on a split midwestern network of 11 BLUE stations. Program, produced by Mrs. John Baker, tenor of the BLUE Breakfast Club, will originate out of Chicago, and will be heard Monday, Wednesday, and Friday mornings at 11:45 on KXXO KQV WSAI WING WISE WISE WIVW WWVA WCOL WINK WFMJ KFIR. Contrary to earlier report, 26 weeks was placed through Keeling & Co., Indianapolis.

KFPY's 20th Fete

SPOKANE OUTLETS—KFPY, Spokane, celebrates its 20th anniversary with a series of special events scheduled from October 1 to 17th.

Featured will be Twenty Years Ago Today a newscast dramatizing events of the 20th anniversary of the late T. W. Symons Jr. Oct. 16, 1922; old-time music programs; two on each day; transmitters from Northwest Governors, Congressmen and Senators; salutes from CBS, with which KFPY has been affiliated since 1929, and other radio stations in the industry, Ed Cray, Montana broadcasting announcer, will participate in the anniversary programs.

On Friday, the show's 20th, W47NY, the station's transmitters were changed to KFPY in 1924 and the power was gradually increased until it is now 5,000 watts. The station's studios and offices have likewise increased from a tiny bungalow to the present layout. The oldest "employee" in point of service is Arthur L. S., vice-president and general manager.

Utley for Skelly

CLINTON UTLEY, editor of the air edition of the Chicago Sun, on Sept. 21, returned as commentator on early morning newscasts sponsored by Skelly Oil Co., Kansas City, on NBC Midwestern stations Monday through Friday at 7-7:15 a.m. (CWT). Alex Dreier, NBC commentator who has been heard on the program for the past 13 weeks during Mr. Utley's absence, will shortly leave for London to relieve NBC commentator Robert St. John for 13 weeks. Mr. Utley, as editor of the air edition of the Sun, will continue his nightly commentaries on WJWC, Hammond-Chicago, in addition to his early morning newscasts on NBC.

WSYR Celebrates 20th Birthday

20 Youngsters Whose Birthdays Fall on Same Day Are Honor Guests

WSYR's 29-year career in central New York was marked Sep. 15 with a relatively large birthday party. Youngsters from an 8-hour-old baby to a 20-year-old co-ed from the campus of Syracuse University helped celebrate.

WSYR's Birthday Breakfast broadcast from Hotel Syracuse, were 20 honor guests, youngsters chosen by a随机 selection. Each of whom had the same birthday as WSYR. Each shared the birthday cake and each was presented with a brand new $5 bill, symbolic of the $5 which WSYR now uses. Baby Earl Coon, born in Syracuse Memorial Hospital, was among those who received WSYR's birthday gift.

"Happy Birthday" strains crept into the station's programs throughout the day, with a variety of music and themes. The station's talent celebrated the anniversary with a special evening show.

BIRTHDAY PARTY was held in studio of WSYR, Syracuse, when the station celebrated its 70th anniversary. Hosted for Fred R. Ripley places a cake with 20 candles on the table for two guests (1) and J.C. Malcolm, whose birthdays fell on the same date.

completed on its birthday its charge in a successful "Bomber Auto-" campaign for the sale of World War Bonds. During this year, the station will undertake to assist soldiers and aid morale.

LOOKING SKYWARD at the "doughnut" FM antenna developed by General Electric and installed 900 feet above sea level at Muzak's high frequency station W47NY, New York. The antenna is first of its kind in the metropolis, according to GE.

Talbot G. Bone

THE DEATH of Talbot G. (Jim) Bone, former NBC newscaster who scooped the world in 1939 on the Graf Spee sinking in South America, was reported last Sunday (Sept. 29). Mr. Bone died following an illness resulting from a malignant growth on his intestines caused by a scolecome bite two years ago. He died at the General Hospital in Lowell, Mass. Mr. Bone spent 25 years in Argentina and Brazil. He returned to his home in W. Chełmsford, Mass., last July for an operation as a result of the intestinal disease. The news of his death was received by A. A. Schechter, former news and special events director for NBC, who reported it to New York for transmission on New York for the famous Graf Spee story.

Leeming to Use 45


The Other Fellow's Viewpoint

Biggest Job

EDITOR, BROADCASTING:

I have read the story "Radio's Biggest Sales Job" on page 22 of the Sept. 7 issue of Broadcasting.

I don't know who released the information but you mentioned one station that had pledges for approximately 1-26 of the total. You may be interested to know that KGKO got pledges for $753, U91, approximately 1-8 of the total. Of this amount, pledges totaling $547,525 were obtained in Dallas, and $216,375 in Fort Worth. The two cities thus maintain approximately an equal ratio in comparison to population.

I have had little or no sympathy with all of the "huffing and puffing" that's been going on about the job this, that, or the other station has been doing on behalf of bond sales. I think we think nearly three quarters of a million dollars showing is worthy of comment.

MARTIN B. CAMPBELL, Managing Director KGKO, Fort Worth.
"THEY WRITE FOUR OUT OF FIVE OF THE LOCAL AND SPOT PROGRAMS ON WBBM SINCE WE HIRED THAT MUSE"

The muse of inspiration pays off at WBBm. Our advertisers say so. Over 80% of them ask our continuity department to write that "pay-off" into their programs. Why? Because the programs we produce are so resultful that the average user of a WBBm-built show stays with us over four years.* Which is another reason why WBBm has carried the most big station business in Chicago the past 17 years.

*These are national spot and local program users. WBBm also produces and directs 51 big CBS network shows each week.
SEVEN DOMINANT

★ 8,500,000 people live in New England.

★ 94.3% or 2,118,072 of New England's homes are equipped with one or more radios (1940 U.S. Census of Housing).

★ New Englanders have a per family purchasing power 30.5% above the national average (Sales Management, April 10, 1942).

★ Class A hour rate for five basic stations is $1,340 — all seven stations, $1,500. You get the most listeners at the lowest rates.

★ Line charges from New York Studios are included in these attractive rates.

★ Production facilities in Hartford, Boston and New York available at no extra cost.

★ A New York Station may be added to this network, at station rate without customary wire charges.

TO GIVE YOU THE

WTIC
HARTFORD

WLBJZ
BANGOR

WRDO
AUGUSTA
(SUPPLEMENTAL)
STATIONS JOIN HANDS

FINEST COVERAGE OF THE NEW ENGLAND MARKET

Advertisers using the New England Regional Network can, at no extra cost, produce their programs in well-equipped New York studios where the world's finest talent and up-to-the-minute production facilities are readily available. This use of New York studios is included in the network rates. This brand new service is our answer to a long-felt need—and we bring it to you with no monetary penalty whatsoever.

THE NEW ENGLAND REGIONAL NETWORK

REPRESENTED NATIONALLY BY

WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood
DEGREE VACATING
REFUSED BY COURT

MOTION of the Government to have vacated the 1932 consent decree, which dissolved the original RCA organization and established it as an independent radio manufacturer and operating company, was denied recently by Federal Judge Albert E. Maris, of Wisconsin.

Assistant Attorney General Thurman Arnold had sought court action vacating the decree, but had not given his reasons. The motion was vigorously opposed in arguments Aug. 7 and in subsequent briefs by RCA, General Electric and Westinghouse, on the ground that it deprived them of rights. Previously, it had been inferred at Depew that it did not have in mind reopening of litigation against RCA and other companies engaged in manufacture of radio apparatus, but simply wanted the decree vacated to permit it to enter into proceedings entirely foreign to the industry.

In his opinion, Judge Maris said the Government asked for action upon the seal decree, which he construed as a decree that does not promote the public interest. He said the questions presented were whether the decree may be vacated solely upon such a claim and without benefit of any change in circumstances, and whether the decree conferred benefits upon the defendants. He said he had reached the conclusion that the first question had to be answered in the negative and the second in the affirmative.

Cantor to Return

ORIGINATING the weekly program from West Coast military bases for the next few months, Bristol-Myers Co. (Jana, Sal He- paties) following a three-month summer break, on Sept. 30 resumes "Time to Smiley with Eddie Cantor" at 8 p.m. (EST). Besides Cantor, show will continue to feature Dick Bionda, Norma Shearer and Ray Walker.

Mr. Patt

Lt. Levy

Lt. Levy to Leave Navy
To Accept OWI Position

LT. LEON LEVY, on leave as president of WCAU, Philadelphia, at the request of the Office of War Information, has been relieved of his duties by the U.S. Navy to take over the post of assistant to the OWI, OWI, Washington, D.C.

Full Milk Drive

NEW YORK State Milk Publicity Bureau, Albany, New York, will launch its annual fall campaign Oct. 12, using three of its five home economics programs on 17 New York State stations. Campaign, using a line similar to that of last year's, will be aired on WNEW, WJZ, WABC, WNBF, WGEN, WHN, WBNB, WENY, WBTN, WABC, WHAM, WBB, WGTK, WOGR, WYAW, WCTU, WBYT, WBYE.

One-minute announcements will be heard, stressing the nutritional value of milk. Appropriation is $300,000 for radio and newspaper advertising. J. M. Mathews, Inc., New York, continues as agency for the eighth consecutive year.

Patt Succeeds Taft

APPOINTMENT of John Patt, manager of WAVG, Cleveland, to serve as president of the Ohio Assn. of Broadcasters was announced last week by Hubert Taft Jr., president of the State industry organization, who will join the association's board of directors as a first lieutenant effective Oct. 1.
Because ruralites comprise a large and important segment of KLZ's audience, the specific interests of these folk have received more than usual consideration in KLZ programming. KLZ has thereby won an especial place in the listening and thinking of Colorado farm folk. Advertisers who have special messages for this large and prospering portion of the Colorado market can put them across most effectively over KLZ, reaching at the same time the urbanites, few of whom are too citified to find interest in rural programs.

**KLZ Denver**
5,000 WATTS—560 Kc.
AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING CO. AND WKY, OKLAHOMA CITY & REPRESENTED BY THE KATZ AGENCY, INC.

**VITAL INTERESTS OF COLORADO AGRICULTURISTS SERVED BY KLZ**

**"THE FARM ROUND TABLE"** is a weekly half-hour program on which prominent government farm experts discuss current problems with Colorado farmers.

**"FARMERS AT WAR"** originates via KLZ's mobile unit from a different farmyard in the Denver area each week. Different types of farms are visited weekly.

**THE EXTENSION SERVICE** of the Colorado State College of Agriculture brings county agents and prominent farm personalities together in a weekly discussion.
CIVILIAN DEFENSE

COMPLETE COURSE in civilian defense training was started Sept. 16 on WGL, Fort Wayne, the first known broadcast of its type. Fourteen quarter-hour lectures on first aid, handling of incendiary bombs, and other defense aspects of Civilian Defense Course of the Air is tied in with 14 newspaper ads containing illustrated course notes. The course is conducted by Lt. George Hoadley, the instructor. The ads are of convenient size to fit into notebooks. Originated by Royal Andagriff, WOBO-WGL production manager, and sponsored by the Civilian Defense Council, program is backed by Fort Wayne's 3,000 wardens.

* * *

GAME MEAT

UTILIZATION of all wild game meat during the coming hunting season will be urged on Sportman's Spot, weekly quarter-hour by Bob Becker, Chicago, this fall, his predecessor, who is now on WGN, Chicago. The program is sponsored by Illinois Commercial Men's Association, Chicago (personal accident insurance), has been planned in cooperation with the Illinois department of conservation and with Springfield and wildlife directors, as an aid in the Government meat rationing and conservation plan.

JOB INFORMATION

QUESTIONS pertaining to employment in the vast shipyard industry in the San Francisco bay area and how an applicant goes about getting work in them are being answered during the new KYA program "Jobs for Victory," presented five times weekly. The series is sponsored by the Drydock Marine Waymen, Local 2115-702, and Helpers' Union, Local 9. The purpose of the broadcast is to recruit urgently needed workmen for the shipyards.

LIFE AT SEA

LIFE OF Canadian sailors at sea is dramatically told on a weekly basis in a new Canadian Broadcasting Corp. network program about the Royal Canadian Navy, The Life-line Holds. Programs where possible are being recorded on Canadian naval vessels on active duty, interviews and scenes on board Canadian naval ships being worked into the studio program. Scripts are written for the CBC by Lt. Com. William Strange.

* * *

BASED ON FACTS

ANSWERING questions ranging through the arts, sciences, geography and current events, NBC's new quarter-hour educational series, Fact Finders, is presented weekly over the auspices of the U of California. Haie Sparks, San Francisco commentator, is featured on the program. Included also are his suggestions on how to supplement information given through use of the public library system.

SYMPOSIUM: Stuff gathered during 21 years as a sailor with leading symphonies are used by Mark Love, commentator of the 50-minute program of recorded classical music every night on WJWC, Chicago. Guest stars such as Dr. Rudolph Ganz, conductor of the New York Philharmonic and the San Francisco Symphony, appear from time to time for interviews on the program.

Mr. and Mrs.

MORNING NEWSPAPER headings are discussed from the point of view of an average American couple by Betty Byrd, actress, and Everett Bally, announcer in New York, in a series of informal across-the-breakfast-table discussions on WNBC, New York, titled Mr. and Mrs. Young. Program is heard five-times weekly, in a quarter-hour morning period.

LESSON IN DEMOCRACY

DESIGNED PRIMARILY FOR school children but also of interest to the adult student, Forgetting America, Determining Her Destiny, is aired on WHN, New York, under the auspices of the Institute of Oral and Visual Education in cooperation with Boston University Radio Institute. The series presents dramatizations in illustration of American democracy.

MODEL PLANES

SAILORS read letters to their families on Bluejackets Calling, five-week quarter-hour program on WA&P, Chicago. Program is sponsored by model airplane manufacturer, Joe Ott, and naval recruiting officials, Chief Between Mr. John L. Sullivan and Lt. Com. David Goldenson. Participating sailors receive model airplanes to send to young friends.

DAILY PROBLEMS

LEO CHERINE, director of the Red Cross, has started a weekly Monday series of talks on home front programs resulting from the "Shipwrights" program on Mutual, 10:15-10:30 p.m. Titled Impact, the programs show how taxes, production, the battle against inflation and other factors of national import affect daily lives.

NAVY RECRUITING

OATH of allegiance is administered daily to more than a score of Cincinnati Navy enlistees during a new program of WKRC, Cincinnati, Navy Time. Prominent naval figures appear on the program to administer the oath and participate in short interviews.

FOOD RATIONING

SERIES of programs designed to keep America fit under any food rationing conditions is being conducted on WMCA New York 10:30-11 a.m. Monday. Carleton Frederick's, nutrition expert, has charge of the programs, first of which was called Eating Should Be Fun.

SPANISH REVUE

DIRECTED at New York's Spanish American community, Los America, WABC, New York, presents weekly talks on the war activities of Spanish-Americans by consul officials and Spanish-speaking citizens.
He's firing telephone wire at a Zero!

This fighter plane, with its six wing guns spitting fire, uses up enough copper every minute to make several miles of telephone line.

That's the right use for copper now — and it's the reason why we can't continue to expand our facilities to take care of the expanding Long Distance telephone traffic.

Right now, our lines are flooded with Long Distance calls. Most of them have to do with the war — they must have the right of way.

Will you help us keep the wires clear for war calls — industrial calls that send a plane down the assembly line — military calls that send it into the air against the enemy?

You can do it by keeping your own calls as few and as brief as possible. And you'll be bringing Victory that much nearer.

Bell Telephone System
IN THIS UNIQUE Radio Island...

Proved by independent engineering checks and confirmed by audience studies is the fact that the Binghamton area is shut off from effective coverage by any "outside" station.

A leading firm of consulting engineers reports it as—"one of the largest cities and metropolitan areas dependent entirely for reliable radio service upon a single radio station."
164,000 Listeners

DEPEND ON ONE
RADIO STATION

In the rich New York State area of the Triple Cities...Binghamton, Johnson City and Endicott...live some 164,000 radio listeners.

Check after check has shown that "outside" station reception is seriously limited by interference and fading. Engineers term the area a radio "island." Result!—for dependable radio coverage the bulk of its listeners consistently turn to their own radio station—Binghamton's WNBF.

Through fifteen years of operation, WNBF has met this responsibility and consistently built up confidence by providing outstanding news coverage, entertainment, and all-around radio service.

Today WNBF is operating on its new power of 5,000 watts. With the installation of completely new transmitting equipment, it is in a position to bring even finer radio reception to a total audience exceeding one million listeners.

Another Important Assignment for the WESTINGHOUSE 5 HV TRANSMITTER

To assure high fidelity transmission, new operating economy and convenience, with extra protection against program interruptions—WNBF chose the Westinghouse 5 HV Transmitter.

This set offers in the 5,000-watt field the advanced design and operating improvements made famous by the Westinghouse 10 HV and 50 HG Transmitters in the higher power ranges. For example: air-cooled tubes in all stages, conservative operation of all tubes, complete fuseless overload protection, simplified circuit adjustments, fully automatic control.

Keep an eye on the stations now equipped with Westinghouse Transmitters. You'll find them outstandingly successful in meeting the exacting responsibilities of wartime operation.
EVEN NOW, Jimmy Petrillo, it isn’t too late to make amends. You haven’t been heard from much lately, but your onerous bans stick. Maybe you’re waiting for some folks to negotiate, but after all you called the shots and it’s your move.

We’re sure you’re familiar with the testimony by Senator Clark’s sub-committee—the testimony of Mr. Mike Davis, of OWI; Chairman Floy of the FCC and Thurman Arnold, the assistant attorney general who’s going to meet you in court on or about Oct. 12. Even your own general counsel, Joseph A. Padway, showed up but he didn’t have much of a case. That’s the reason the Senate broke all existing records in approving Senator Clark’s courageous resolution last week. Now there’s going to be a real investigation. You’ll get a chance to appear too, by subpoena or otherwise.

Elmer Davis, you’ll recall, wrote last July on behalf of all the Government agencies identified with the war effort. He asked you to call off the transcription-record ban so that our boys, wherever they are, can have music they enjoy. Certainly, in these terrible days, that’s not much to ask. We know you wouldn’t do anything to deprive those identified with the war of music.

But what’s the practical effect? There has been no record date after Aug. 1. There’s no new recorded music for anybody, and that goes for the boys in Australia and their buddies at Camp Dix or in Alaska.

You know, moreover, that Mr. Davis said the national morale is threatened by your ban. You’ve heard from the Army, too—direct. Mr. Fly said a couple of hundred stations—the few fellows who couldn’t hire musicians anyway—will go by the boards if your ban persists. We’ve heard that you and some of your men have said the little stations shouldn’t exist anyway; that the public should listen to “live” music from the big stations—music performed only by those who are AFM ticket-holders. Jimmy, that isn’t democratic, and you’re living in a democracy—the world’s greatest, you know.

You know the merits of this whole mess, and by dint of your own folks and the excellent work of Senator Clark and his Committee, just about 130,000,000 people know them. We think the whole labor movement is headed for clarifying legislation as a result of the attention focused on the problem by your hell-bent-for-election antics of the last couple of years. Speaking of elections, we imagine that your own parent organization, the AF of L, will have one pretty soon.

Trust-Buster Arnold had a few things to tell the Clark subcommittee, too. He’s hot on that “made work” issue and ranks you as one of the worst offenders. The public couldn’t understand it in that hod-carriers case or the truck-drivers case which went to the Supreme Court. But they certainly understand it when they can’t get their music, or when you threw off the Interlochen high school orchestra after 12 years on NBC. You’ve just misunderstood public sentiment, Jimmy.

Of course, we wouldn’t expect you to agree with Mr. Arnold, one of your old adversaries. But we think he’s really got something when he says you’re attempting “to destroy independent radio stations, small restaurants and hotels, juke box operators and manufacturers, as well as the manufacturers of phonograph records and electrical transmissions because they have adopted new inventions for the rendition of music.”

We started out, Jimmy, by saying it isn’t too late to make amends. How can you turn a deaf ear to these men identified with the welfare of our country in this worst of all wars? You can call off this thing until Congress enacts new legislation or until the courts finally decide the issue and set the spot then.

Right now even you must have a terrible time sleeping, with the words of Clark, Davis, Fly, Arnold and the military services ringing in your ears.

**Manpower Enigma**


Every day’s mail, telephone calls and conferences all emphasize the sizable task of keeping up with bond drives, wherein the station for the first time tries to become a salesman to the public. Then there are the scrap campaigns, service enlistments, “I” awards, the job of paying the heavily increased freight with a greater turnover in accounts, getting the most out of every tube and condenser, and betimes, answering questionnaires.

But all that could be handled if Mr. Mike Roe Volt (our average broadcaster) had the manpower. He is assured that radio is an essential service. The War Manpower Commission told him so weeks ago. Elmer Davis told a Senate Subcommittee the other day the importance of radio for the conveyance of war information, in bucking Petrillo’s transcription-record ban. He said the Government would see it at all costs that stations keep operating. So said Mr. Fly too, and he’s chairman both of the FCC and the Board of Communications.

There’s no doubt about it, something is going to be done. But when? Every day the number of stations lose men—technicians, writers, announcers, salesmen. So do the larger outlets and the networks. More and more of the better men of the smaller stations are leaving for the larger outlets. And you certainly can’t criticize the employee for bettering himself or making the bigger time.

Selective Service and manpower officials are working on definitions and patterns to fit the 34 essential industries specified by WMC last July. Radio, as part of communications, is in the essential class. When the new regulations are issued we will specify the minimum number of “key” men in each station operation. There presumably will be provision for the executive manager, chief engineer, commercial manager, chief announcer, and then a minimum quota of people in each department, depending on the size of the operation. When the directive issues, Selective Service will instruct local draft boards to exempt such vital persons in essential operations. The start already has been made in mining, agriculture, and to some extent in war manufacturing plants.

Meanwhile the inroads on station personnel, particularly in the outlying areas, have reached the critical point. A station can get along with one less announcer or writer or salesman for awhile. But it can’t stay on the air without technicians, or do a satisfactory job without adequate relief all down the line. Moreover, the demands are considerably greater in abnormal times.

It’s no such a draft itself that is drawing people away. It’s the expectancy of being drafted. Many station people who would be happy to remain at their posts have been lured away because they have been led to believe they would thus be deferred or exempted from the draft. Quite a few, according to our information, have gone to the Government in civil capacities under the mistaken impression that they thus would be draft exempt. The Government does not and cannot, under existing procedures, guarantee exemption. It might, in isolated cases, get deferments, but that’s all. So can a station for any key employee that matter, when appropriate steps are taken.

The same set of facts holds for radio performers. How foolish to give Edgar Bergen or Jack Benny a gun, and take them off the air? Their value as morale builders, their ready audiences who hold them in such esteem, would be destroyed overnight.

We are genuinely aware of the difficulties confronting our manpower officials. We know that the war Government won’t willingly let even a single station go off the air because it doesn’t have the operating hands. But our soundings show that many stations are scratching the bucket’s bottom now. That directive, or whatever it is that will issue from the manpower people, can’t come too soon.
MIRIAM LOUISE DICKEY

BACK IN 1939, Capt. Austin E. Lathrop, septuagenarian industrialist and pioneer of Alaska, dedicated the territory's newest and biggest station—KFAR, Fairbanks—with the comment that he felt "privileged to bring this voice to my people." He said he would never take a nickel in profits out of the operation. He hasn't.

That autumn day just three years ago was the big moment for a young lady who had been the inspiration for the station and who had "sold" the captain on it. Miriam Dickey, executive secretary to "Cap" Lathrop, became secretarial-treasurer of the Midnight Sun Broadcasting Co. and the outlet—northernmost in the territory—existed even her fondest hopes as a public service.

The other day KFAR increased its power from 1,000 to 5,000 watts fulltime on 610 kc. It wasn't a power boost dictated by commercial requirements. It was urged by the United States Government. For nowhere on this Continent is radio service more urgently needed. American troops are mobilized in that strategic territory. The station was declared by the Army vital to civilian and Army morale, as have the three others on the territory. Its signal had to be increased for more effective use as a homing beam for civilian and Army pilots, and for vital morale purposes.

"From the business standpoint," said Miss Dickey on a recent visit to the States to work out plans for the new five-fold power increase, "this is hardly the time for expansion. But this station wasn't started with the idea of making money and Capt. Lathrop has never changed his policy."

Operation of a station in Alaska—particularly on up-to-snuff standards—isn't an easy task. It isn't profitable. Miss Dickey doesn't run the station, though she does have certain executive functions just as she serves as an official of Capt. Lathrop's Fairbanks newspaper, his theatres in the territory, his extensive mining operations, his banking interests, his department store and his real estate holdings.

KFAR is the child of "Cap" Lathrop's vision and generosity," she said. Credit for its successful direction, against extraordinary odds, goes to Wilson K. (Bud) Foster, and his staff and to Stanton D. Bennett, chief engineer responsible for the installation of all the equipment plus specially constructed rhombic antennas for shortwave pickups. Both NBC and CBS sustinances have been thus picked up by special permission since the station began operation. A regular affiliation with NBC now is under negotiation.

As soon as the Army indicated the desirability for the power increase, Miss Dickey was dispatched to the States by Capt. Lathrop several months ago. WPB and FCC freeze orders on equipment were swept aside. In record time everything was cleared and at a special meeting last April the FCC removed all obstacles to expansion. A 10,000-watt RCA transmitter was purchased and rushed to Fairbanks. Though the station will operate with 6,000 watts for the present, its power can be doubled if conditions warrant.

Miriam Dickey's migration to Alaska was fortuitous. But her appreciation of radio was anything but happenstance. One of her first jobs, while attending college in 1926-27, was a part-time employee at the old KFQW, Seattle, where she handled fan mail, did secretarial work and filled in as an announcer. She was smitten by radio, but her interest was not in the performing end.

Miriam Dickey was born in Kali- spell, Mont., March 22, 1905. An only child, her father was State horticulturist of Montana. After primary and high school in Kalispell, she graduated from the University of Washington, with a B.S. in journalism. She handled publicity for the college in her senior year, but had to work her way through college in secretarial work, during which she collided with radio.

Journeying to Chicago after graduation, she became associate editor of Chicago Life, a civic publication designed to drum up tourist appeal. She had the idea of starting a similar publication in Seattle and turned in 1931 for that purpose. But she never got the opportunity. Capt. Lathrop was in town looking for a secretary. She was recommended by Adolph Bennett, manager of one of the North- ern Washington Hotel, whom she had tried to interest in the magazine. In May, 1931, she was in Fairbanks in what was to have been a tempo- rary assignment. She's been there since, except for annual trips to the States for the Lathrop companies, and for KFAR.

Almost from the start of her KFAR career, Miss Dickey had been talking radio to Capt. Lathrop. After several trips to the States, plans finally were made. Capt. Lathrop is president of Midnight Sun Broadcasting Corp.; Miss Dickey is the secretary-treasurer. The station is housed in the $600,000 Daily News-Miner Bldg., one of Fairbanks showplaces. Capt. Lathrop is the only owner in charge.

Eight months of the year Miss Dickey is in Alaska. The other four she makes her all-purpose trip to the States. Aside from KFAR work for two weeks in early each September, Lathrop theatres in Fairbanks, one in Anchorage, 300 miles distant, and one in Cordova, 600 miles distant. She also handles matters pertaining to the newspaper and the Healy River Coal Corp., largest in Alaska, as well as other Lathrop enterprises affairs.

The fact that Miss Dickey collects Alaskan art isn't surprising. Nor is her affinity for and aptitude at poker. She regards music as her hobby. Miss Dickey organized the Soroptomist Club of Fairbanks, and was its president for two years. She is a member of the American Assn. of University Women and Sigma Kappa, Mu Chapter, Gamma Delta. As for Alaska, she says anyone who lives there a year never leaves.

BROADCASTING 

September 28, 1942 

Page 35
By Jeeps! These bounding buggies cover ground durn near as good as WDAY covers the whole rich Red River Valley!

HARLAND EUGENE READ, formerly of the editorial staff of the War Savings Staff in Washington and prior to that news analyst and editor of BBC, Transradio and KMOX, St. Louis, and editorial writer of the St. Louis Post-Dispatch, has joined the news staff of WBBM, Chicago.

BOB AKERLY, newscaster, of KOMO-KJR, Seattle, and previous to that with KGO, San Francisco, has joined the Navy.

JACK IRVING, announcer-writer, formerly of KGW, San Jose, Cal., has joined KJBS, San Francisco.

OTIS T. WINGO, Washington correspondent for WMCA, New York, has started a 15-minute weekly program, "Wingo on Washington." He has replaced A. P. Mills, now in the Navy,

George Fennewald, announcer-newscaster, has joined KSFO, San Francisco.

Mary E. Graham, newscaster, has joined KGO, San Francisco.

Bill Jenkins, chief announcer of WIX, Washington, recently married Mary Jane Kline, of WJEX, Hagerstown, Md.

Ann Sterling, director of women's programs of KOMO-KJR, Spokane, has been appointed state chairman of the association of directors of women's programs.

Thompson Magowan, announcer, formerly of KOH, Reno, and KYOS, Merced, Cal., has joined KJBS, San Francisco.

Ruth Franklin, formerly of KSFO, Oakland; KJBS, San Francisco, and Photo and Sound, San Francisco, has joined the production department of KSAN, San Francisco.

Al Bramstedt, announcer, formerly of KFIR, Fairfield, Alas., and KKAU, Aberdeen, Wash., has joined KSFO San Francisco.

John Galbraith, announcer of KGO, San Francisco, and the Blue Network, was inducted into the Army Sept. 22.

Hal Burnett, formerly managing editor in the New York offices of Advertising Age, has been transferred to Washington, where he now serves as Washington editor. He replaces A. P. Mills, now in the Navy.

Bob Mullen, former announcer-writer, has joined the continuity staff of KSFO, San Francisco.

Dave Page, chief announcer and publicity director of KWNO, Winona, Minn., has joined the Army Air Forces.

Gene Lieberman, who recently received a medical discharge from the Navy, has joined the news staff of KXOK, St. Louis.

William Lawrence Mezger, program director of WSAU, Saginaw, Mich., has joined WEAL, Boston, replacing Jay Westley, who is with the Office of War Information, New York.

Bill Evans, formerly announcer of WTMJ, Milwaukee, has joined WJID, Chicago.

Jack Potter, day captain of the NBC-Chicago guide staff, and Jack Feidenbend, NBC guide, have joined the Army, the latter in a special training course conducted by the Army Signal Corps at Louisville, Ky. Lionel D. Milner was appointed day captain succeeding Jack Potter, and Bruce Starr and George Klett have been added to the guide staff.

Lee Sweetland, staff writer of NBC, Hollywood, is the father of a boy.

Robert Swann, formerly program director-announcer of KFAC, Los Angeles, has joined KFI-KBEA, that city, in the latter capacity.

Len Finger, formerly program director of KFDM, Beaumont, Tex., has joined the script division of Blue. Finger wrote the script for the Blue broadcast launching the motion picture industry's war bond drive some time ago.

Cliff Nazer, Hollywood double talk comedian, has been signed for a spot on the weekly CBS program, "It Happened Today." He will be heard on both coast stations.

Sgt. Robert W. Youmans, Marine, former announcer of WFBQ, Greensville, S. C., is the father of a girl.

Central Broadcasting Company
DIAL WYANT has resigned from the continuity dept. of WFMJ, Youngstown, O., to become production manager of WHEB, Portsmouth, N. H.

CHARLES S. BUCK, announcer of KDYL, Salt Lake City, is the father of a boy.

CECIL WOODLAND, formerly continuity director of WTRY, Troy, has joined WSNY, Schenectady.

DICK REED, newscaster of WIRE, Indianapolis, was inducted into the Army Sept. 26 as a volunteer officer candidate.

BILL DEAN, formerly of WDAY, Fargo, has joined WIRE, Indianapolis, as publicity director and announcer.

ELIZABETH WAYNE, former Farming correspondent for MBS and wife of John Raleigh, WCCO, Minneapolis, news analyst, now conducts a five-minute, five-weekly-program of "News for Women over WCCO.

LYLE LITTLE, announcer of WJDX, Jackson, Miss., has been promoted to traffic manager of the station.

PAT HALVERSON, newscaster of WJDX, Jackson, Miss., was recently married to Wilma Killingsworth, Port Gibson, Miss.

BOB WALTON has been named head of the publicity department of WGBR, Goldsboro, N. C., replacing Arthur Medley, who is now assistant to Ted Burwell, program director. Vera Lowell now secretary to the general manager.

KEN RAPIEFF, sports announcer of WICC, Bridgeport, recently became the father of a daughter.

ALMA DETTINGER, WQXR, N. Y., is convalescing at the Stamford (Conn.) Hospital following an appendectomy.

DON O'BRIEN, sportscaster of WNAX, Yankton, S. D., who has done major league baseball for the Iowa Broadcasting Co., was commissioned ensign in the Naval Reserve and will report Oct. 5 at Princeton, N. J.

TONY BARRETT, formerly at WNOX, Knoxville, and WSIX, Nashville, and other southern stations, is program director and sportscaster of WRBL, Columbus, Ga.

HAROLD GRAMS and Frank Eochen are covering 1942 football games for KSD, St. Louis.

GORDON THOMAS, announcer of WTMJ, Milwaukee, became the father of a girl.

CHARLES THOMAS WADE, former newspaperman, promotion manager and radio continuity writer, who has been with WOPL, Bristol, Tenn.; KMLE, Monroe, La.; WMBD, Chicago, Ill.; and WCPO Cincinnati, has joined the announcing staff of WCKY, Cincinnati.

HAL THOMPSON, formerly news and sports announcer of WFBA, Dallas, is in Officers Candidate School, Miami, and has been commissioned lieutenant in the Army Air Forces.

MILDRED BRENNAI, formerly publicity and script writer of Plumbing & Heating Industries Bureau, Chicago, on Oct. 1 will join the news and continuity staff of KF schedules, Great Falls, Mont.

JACK MccORMICK and Jim Conway, announcers of WBBM, Chicago, have started aviation training. McCormick as a lieutenant in the Marine Corps, Jacksonvillle, Fla., and Conway as an Ensign at Northwestern U.

JOHN HODIAK, radio actor of NBC-Chicago, has signed a motion picture contract with MGM and will go to Hollywood Oct. 1.

TOM MOORHEAD, of the special events department of WPIL, Philadelphia, and assistant publicity director, has enlisted in the Coast Guard Reserve Volunteer Regiment.

KMA is "edited" for FARMERS—not penthouse gardeners!

What does this mean to you as an advertiser? Simply that 1942 KMA farm income will break records, too. In 1941 the 1,939,062 farm and small-town people spent $544,000,000 for food, clothing, furniture, toothpaste, shaving cream, and all the other items most people buy.

It's a big market—a responsive market—as KMA advertisers know. Get all the dope now. Send for your copy of our latest market data brochure.

The No. 1 Farm Station in The No. 1 Farm Market—
150 COUNTIES AROUND SHENANDOAH, IOWA

FREE & PETERS, INC., Exclusive National Representatives
WILLIAM J. LALLY, formerly announcer of WWY in Hotros, Mass., now a private, has been transferred from the public relations department of the Air Force at Roger Field, Miss., to the first motion picture unit of the Army air forces at Los Angeles. He will be commentator for movie "shorts" and will do some script writing.

MARGARET JACARSON, of the traffic department of KSL, Salt Lake City, was married to David Emerson Williams.

GENE HELD, staff artist of KSL, Salt Lake City, and Harry Clive, KSL bartender, have joined the Marines.

MEL FERRER, formerly with Hollywood Playhouse, has joined KFRO, Longview, Tex., as announcer. Del Jones, announcer of KFRO, has accepted a position as librarian in the Army base at Charleston, S.C.

MARGARET JACOBSON, former children's program producer of WTMJ, Milwaukee, will write for WTRY, Troy.

BOB WHITE, continuity writer of WOR, Chicago, recently became the father of a baby.

JUDITH NERLETT, Chicago freelance announcer, has been appointed official m.c. of the St. Louis National Horse Show for the third consecutive year.

RHEA DIAMOND, formerly assistant to Jack Banning, publicity director of WNEW, New York, is returning to the radio field after a brief absence to act as a freelance press agent. She is representing Kathryn Drains, director of News Through A Woman's Eyes, sponsored on WNEW by Frances Rogers & Sons, New York department store.

GENE AITTON, star of the CBS program "In Hi-Ball," now in its fourth year, is returning to the radio field after a brief absence to act as a freelance press agent. She is representing Kathryn Drains, director of News Through A Woman's Eyes, sponsored on WNEW by Frances Rogers & Sons, New York department store.

Sgt. Gene AUTRY, star of the CBS program "In Hi-Ball," now in its fourth year, is returning to the radio field after a brief absence to act as a freelance press agent. She is representing Kathryn Drains, director of News Through A Woman's Eyes, sponsored on WNEW by Frances Rogers & Sons, New York department store.

ROBERT NEAL, announcer of WDR, Glenaire, Pa., is to become a member of the armed forces next month.

HELEN J. ROSSUSSAT, head of the radio talks department of CBS, has completed a book to be published next January by B. B. Fischer, New York, under the title "Ailes Don't Bite," an inside story of the radio industry.

AIME GAUVIN, free lance announcer, has joined WSHR, Shallows, Conn.

BOB JOHNSON, former educator and lecturer, has joined KLX, Oakland, Cal., as commentator.

ROBERT FASSON, former British newspaperman and world traveler, joined the news commentator staff of KPO, San Francisco.

JOHN THOMPSON, former editor of the San Francisco News and Weekly Mirror, has been transferred to the public relations department of the Army Air Forces at Roger Field, Miss., to the first motion picture unit of the Army air forces at Los Angeles. He will be commentator for movie "shorts" and will do some script writing.

WILLIAM EVERETT SPARROVIE, former WAIW announcer, has been transferred to the public relations department of the Army Air Forces at Roger Field, Miss., to the first motion picture unit of the Army air forces at Los Angeles. He will be commentator for movie "shorts" and will do some script writing.

NEIL NORMAN handles play-by-play accounts of football games this fall for KL, St. Louis.

HARVEY OLSON is chief announcer of KDFN, Hartford, succeeding Ray Barrett, who enters the Army as Volunteer Officer Candidate.

BARRA SMITH, formerly with WABY, Albany, WGY, Schenectady, and WLIF, Long Island, has been named chief continuity writer of WSBA, York, Pa.

JOE STARR, former newscaster and chief announcer of WJUR, Watervile, Cal., is now replacing Al Nuno as program director. Bill Murphy, announcer of KJUR, expects to be called to active duty in the Navy shortly.

BILLY EVANS, former announcer of WJMJ, Milwaukee, and WBEC, Duluth, has joined WJJD Chicago. Evans takes one month's vacation from the mike to commute to Milwaukee, where he is an instructor in speech at Wisconsin University.

WALTER HOLMES, senior announcer of WBNN, New York, has been elected to the board of directors of the Bronx Chamber of Commerce, and is the youngest member of the organization. Holmes, 32, won recently president of the Bronx Junior Chamber of Commerce.

JACK AYRMOND, former tobacco salesman, has joined the announcing staff of WJAC, Paterson, N. J.

JOHN VANDERCOOK, NBC news commentator, on Sept. 1 started a new series of weekly commentaries on the "Blue" program, Sundays, 3:15 p.m.

BOB SHOES, former KDKA announcer, has joined the NBC news service Oct. 1 and is currently doing feature scripts. Present assignment is front page of the "Blue" program, which started on NBC several weeks ago for Kolynos Co., New Haven, Conn. for Kolynos toothpaste.

WALTER KANER, for two years publicity director of WLR, New York, last week joined WRL, New York, to assume the newly-created position of director of publicity and special features, according to Elias J. Godfrey, general manager of the five-month old station.

JAMES ROSELEIGH, 20-year-old son of the late Jack Roseleigh, veteran NBC aactor, has joined the NBC page staff.

ANNE ALICIA JONES is first woman announcer of WWNY, Water-town. She was formerly with KOA, Denver.

STERLING V. COUCH, education director of WDR, Hartford, is on leave of absence from the Fire Prevention Week Committee of the Hartford Chamber of Commerce.

BOB DEBES, formerly production manager of KFDM, Beaumont, Tex., is program director of WCMI, Ashland, Ky.

Ask "Who's Who on WEVD."... send for a program.

WEVD
NEW YORK'S STATION OF DISTINCTIVE FEATURES
NOW 5000 WATTS

The unique position of WEVD with a large portion of New York's radio audience is evidenced by:
(1) The feature boxes of newspapers and magazines are full of WEVD ads.
(2) The large number of famous advertisers use WEVD continuously year after year.

WEVD
177-179 West 46th St., New York, N. Y.

BROADCASTING • Broadcast Advertising
BOB GENTRY, program director of KOMO-KJR, Seattle, is taking the CAA course at Pullman, Wash. John Peterson succeeds as program director, with Fred Patterson, former announcer, as assistant.

JOHN ODER, former and Bob Miller, graduates of the Radio School for Radio, Minneapolis, are now announcers of KGFL, St. Paul, Minn., and WRBR, Minneap. Mich., respectively.

JIM BENNETT, assistant news editor of KOA, Denver, has joined the Navy as radioman, second class. Bill Day, news editor, has been called to active duty in the Air Force. Rex Brown, formerly of the Denver Post, succeeds Mr. Day as news editor, and Tom McEachin becomes assistant news editor.

NOEL SCHRAM, announcer for KOMO-KJR, Seattle, is now producer for the stations, replacing Bill Gavin, who has accepted a similar position with KIO, San Francisco.

GEORGE VOUTSAS, former NBC producer in Chicago, is in the Army, stationed at Camp Grant, Ill.

FRANCES CARSON has joined KMOX, St. Louis, as director of the Women's Hour.

WALTER PETTSON, formerly with WTVG, Chicago, has joined the announcing staff of KWK, St. Louis.

HUBERT MITCHELL, of Memphis, Tenn., and Lynn Cook, of KOB, Albuquerque, have joined the announcing staff of KAT, Little Rock, Ark.

BILL KELLY, promotion dept. of WCAE, Pittsburgh, has joined the Army, reporting to Camp Menlo, Md.

WILL WINSLET, special events announcer, is in charge of the WTJS record department effective Oct. 1.

DAVE WORLEY, formerly with KYFQ, Lubbock, Tex., and KOB, Albuquerque, has joined the announcing and sales staffs of KWFT, Wichita Falls, Tex.

BILL DEMEY, known as Bill Marlowe, formerly of WSCC, Charleston, S. C., has joined WKST, New Castle, Pa., where he will conduct a musical clock program.

ANN CHERTEL, announcer of WBCB, Duluth, has rejoined to join the faculty of West Virginia State, S. H. high school. Clark Hayes, announcer, and Lloyd Chapman, new to radio, are announcers on WBCB.

PEEL STEVEN, announcer of CFCT, Montreal, has joined the RCAC.

JOHN GRAVELEE, librarian of WFAA, Dallas, leaves Oct. 1 for Marine Officer Candidate School.

BEN PFARROW, formerly continuity writer of CBS, Hollywood, has joined J. Walter Thompson Co., that city, as assistant to George Welles, writer on the weekly CBS Lux Radio Theatre, sponsored by Lever Bros.

TOM MORRISON, formerly of the CBS messenger staff, will replace Bill Curtis in the CBS newsroom. Curtis has enlisted in the Marine Corps.

BOB KESTEN, of Toronto, has been appointed program director at CKW, Kingston, Ont. He is a member of Aardvick Adv. Agency, Toronto.

VAL BROWN, formerly announcer of KIEV, Glendale; KFKE, Denver; and WLAV, Grand Rapids, Mich., has joined the announcing staff of KJL, Los Angeles.

ALICE PENTLARGE, commentator, who has conducted women's programs on KQXR, New York, has settled in Los Angeles for Aima Dettling, on Other People's Business, while the latter recovers from an attack of poliomyelitis.

JACK LITTLE, announcer of KMFC, Beverly Hills, Cal., has been inducted into the Army.

JOHN HENRY, former program manager of KIO, Ogden, Utah, has joined KFJ-KECA, Los Angeles, as announcer.

BAD PLUG

IRONY played its part on a KJL, Denver, newscast, when nation-wide gas rationing news was released. First airing of the bulletin occurred on a news period sponsored by Split-Second gasoline.

ARNOLD ROBERTS, formerly of KGFL, Los Angeles, has joined KFAC, that city, as announcer.

J. C. LEWIS, Jr., producer of Mutual-Dom Lee network, Hollywood, has joined the Army.

SAM HAYES, Hollywood newscaster, has been signed as background announcer for radio station service in the Samuel Goldwyn film, "They Got Me Covered."

GILBERT MEFFAN, in the transcription department of CBS, Hollywood, resigned to undergo a training period under the American Red Cross. He will be public relations director for the military and naval bureau of that organization.

BOB WAGNER, news editor of KJL, Hollywood, will join Army.

HENRY HICKMAN, assistant program director of WFBF, Baltimore, is the father of a baby girl.

JOE BRENNAN, announcer of KXOK, St. Louis, married Dorothy Wiedeney recently.

Sgt. ROLAND J. SCHUMACHER, head of the Traffic Education Division of the St. Louis police, who has been conducting "So It Can't Happen To You," feature of KXOK, St. Louis, has been awarded a 5000 scholarship at Northwestern U for his education work in St. Louis.

BOB NEAL, announcer of KFDM, is now program director of WCMJ, Ash-land, Ky.

BERNIE ADAMS, formerly with WMFF, Plattsburg and WBBK, Pitts-field, is staff announcer and musical director of WPBD, Jacksonville.

MARTIN LEWIS, New York radio contract for Paramount's publicity department, has been transferred to Hollywood. He replaces Robert D. Hussey, who resigned to join Frank W. Vincent Agency, Beverly Hills, Cal., talent service as an associate.

You've Never Seen Anything Like THIS!

YOURS looking at wheat stored on the ground in Kansas! Government reports say almost 19 million bushels is on the ground and should be sold immediately.

Churches, schools — yes even homes — have been commandeered to store this surplus, golden wheat. Kansas and surrounding states are RICH! Old-timers say they've "never seen the likes."

And we old-timers in radio have never seen anything like the smashing response this rich audience is giving WIBW advertisers. Soaring sales, success stories, and renewed contracts are positive proof that WIBW's friendly personalities and neighborly pro-
grams are the greatest sales force in six states ... and that

WIBW HAS WHAT YOU NEED!

To Get INS Awards

FIRST AWARDS of the INS Medal of Honor for heroism in duty to duty will be made during the CBS VoP Pop broadcast, Monday, Sept. 28, 8:57 p.m. The presentation will be by Joseph V. Connolly, INS president, upon Larry Meier, INS correspondent who accompanied the American Rangers during the Dieppe raid; Ross Munro, of Canadian Press, who accompanied the Canadian Commandos on the same assign-
ment; and Drew Middleton, former AP correspondent, who covered the raid for American newspapers, now with The New York Times London office. Broadcast of the ceremonies will include a pickup from London, with Bob Trout, CBS newscaster, officiating.

CARL COOK, continuity writer-an- nouncer of KTMS, Santa Barbara, Cal., has joined the Coast Guard. Russell Ireland, formerly of KFJM, Grand Forks, N. D., has taken over Cook's former station duties.
LISTENING to Newscasts Reaches Peak
At Noon in Kansas, State Study Shows

NEWS LISTENING reaches a peak of 77.6% at noon in Kansas, higher than at any other time in the day, according to the results of a survey conducted by Dr. H. B. Summers, Kansas State College, and F. H. Whan, U. of Wichita, and published under the title, The 1942 Kansas State Radio Audience.

Employing the Summers’ “sampling” methods, 7,015 homes distributed throughout each of the 104 counties in the state were selected on the basis of proportions established in the 1940 census figures. Interviews were conducted in person by 92 student interviewers under the direct supervision of faculty members of larger schools of the state. In securing the information, interviewers used a printed questionnaire.

In attempting to assure the study’s validity, Mr. Whan points out that “a random sample which includes more than 7,000 cases (over 1.5% of the homes in Kansas) and which represents all sections and counties in direct proportion to the population, and with relatively accurate representation economic, age, and educational levels—must be regarded as statistically reliable.”

Listen at Noon.

Of the total interviewed, 77.6% did their news listening at noon. This contrasts with 71.7% in the morning; 66.7% at the supper hour and 72.2% in the late evening. Broken down by men and women, this pattern of news-listening holds true for men and women alike living on farms and in villages but city listeners increase their listening in the later evening.

Weekday listening (Monday through Friday) showed a weighted average for all women of 3 hours and 35 minutes as compared with 2 hours and 56 minutes per day for men. Divided by geography, farm men listened 2.76 hours per day and farm women, 3.35 hours; village men hear 3.11 hours per day and women 3.72 hours; urban men listen to 2.96 hours per day and women 3.84.

Of the 7,015 families interviewed 94.7% had radio sets in their homes. Ownership is highest in the cities where there is a prevailing ownership of at least one set by 79.9% of those interviewed; village ownership amounted to 95.0% of those interviewed and farm ownership came to 91.3% of those interviewed. The survey also contains assorted economic facts about the market such as the distribution among economic groups, phone ownership, taking one or more daily newspapers, owning a car, magazines read during the 30 days preceding the interview and similar data.

To determine the trend in program preferences, each interview was asked which five types of program he liked best of the 16 types listed. For 1942, news is at the top with 75.0% representing a slight decline from the 1941 figure of 76.8%. Comedians received 67.8% contrasted with 60.0% for 1941. Other types in the order of their rating: Popular Music—16.4%; Audience Participation—43.9%; Variety Shows—36.2%; Complete Drama—61.1%; Religious Music—27.6%; Band Music—24.7%; Old-Time Music—24.8%; Serial Drama—22.5%; Sports Broadcasts—19.3%; Classical Music—18.6%; Talks, Comments—18.1%; Market Reports—14.6%; Devotional—13.5% and Talks on Farming—8.1%.

Those “usually” listening to programs at 8-8:30 p.m. for each day of the week favored the following as their top programs: Sunday, Walter Winchell, 50.8%; Monday, Lux Radio Theatre, 46.6%; Tuesday, of Sexes, 39.9% with Burns & Allen at 37.6%; Wednesday, Time to Smile, 61.9%; Thursday, Major Bowes, 60.1%; Friday, Gang Busters, 37.0%; Saturday, Your Hit Parade, 63.8%.

ALAN COURTNEY, m.c. of the CBS Club, musical program on WGY, New York, is the subject of a series of movie shorts being distributed nationally by Columbia Pictures, New York.

Rise in Listening Shown
In New Hoover Survey
HOOVER evening “Sets-In-Use” index, as published in the Sept. 15 National Program Ratings, stands at 22.5, up 2.2 from the Aug. 30 report, but showing no change from the corresponding report last year. Listening to sponsored network shows is up this year over last, the report states. Fifteen programs showed losses of audience, 83 showed gains and five were unchanged. Saturday night listening received a boost compared with the late August averages

Speaking of Elections—

OUR NOMINEE

for the most important non-network program

is ‘Speaking of Books’

WHEN Eric Knight, author of “This Above All,” Elissa Landi, glamorous stage and screen star and a novelist in her own right, and Granville Hicks, author of the outstanding novel “Only One Storm,” appear together before a microphone, you would expect that the spirit of radio be captured in a network label. Names like these are network caliber.

When this actually did happen, the mike said “WGY.”

The reason is that we’ve got a unique show here that the masters of literary craftsmanship have greeted with gusto. “Speaking of Books” brings authors and critics together in a literary duel, a clash of highly charged personalities that has made copy for Walter Winchell, headlines for “Variety” and listening pleasure for radio fans in 17 states and Canada.

“Information Please” has given evidence that the celebrities of the literary world can put on a show that is sparkling and entertaining. If any further proof is needed, we refer you to the mail count for “Speaking of Books.”

With two big seasons behind it, “Speaking of Books” returns to the air October 2nd. Care to investigate?
Merchandising & Promotion

Railroad Roundup—Newcast Maps—Big Aggie—Gotham Displays—Five-Way Push

WHEN Parks Johnson and Warren Hub recently staged the V-Mail train in a New Haven Railroad freight classification yard near New Haven, the railroad joined in to make the broadcast a dramatization of the Battle of Transportation. More than 400 large broadsides in railroad stations, 150 more on platforms, 750 car signs, and posters in offices and shops promoted the show. Approximately 1,000 employees took part watching from boat train cars that once were familiar sights at Harvard-Yale boat races on the Thames.

Script Maps

TWO-PAGE Maps of the United States showing location and call letters of the 125 NBC stations carrying World News Parade sponsored by Sheaffer Pen Co., Ft. Madison, Ia. (Scip ink), and pictures of the 17 commentators are included in the Schaefer Dealer Digest, new eight-page dealer promotion paper of the company. An article in a recent issue of the paper tells dealers why the program is suitable to their product from the standpoint of time and content of the broadcast. Agency is Russel M. Seeds Co., Chicago.

Drug Promotion

KBUR Burlington, Ia., BLUE affiliate is merchandising BLUE network programs in two weekly mailing pieces sent to local drug and grocery stores. "Druggist Briefs" mailed to 365 stores lists BLUE programs sponsored by drug advertisers and aired on KBUR and includes news items of interest to the trade. "Grocery Briefs" mailed to 225 stores follows the same format. Network programs are promoted by trailers in all local theaters.

Cards on Stands

TO CALL is the attention of newspaper and magazine distributors; Adrienne Ames’ Fan Magazine of the Air on WNIN, Indiana, and Movie Publications sponsors have launched a promotion campaign of two-color display tack cards for newstands. In addition, newstanders and distributors are receiving letters carrying details of the program and suggestions for tying in the broadcast with sales of the four magazines published by the sponsor.

Unsung Heroes

STORIES of unsung heroes and heroines of American history are sought by the Little Blue Playhouse in a survey to be printed by grammar and high school children who listen to the BLUE program. Accepted letters outlining the necessary facts will earn war stamps for the writers. Best letter will bring $25, and the next five best $5, in war stamps.

GINGER DINNING of the Dining sisters trio on the National Barn Dance, on Sept. 19 married Harry Lutke of Advertising Research Foundation, Chicago.

Theatre Story

FIVE-POINT promotion program for Mutual’s True Story Theatre of the Air will include: House ads in all Macfadden Publications; editorial support in Macfadden Publications; stickers on True Story Magazine, giving station on which program may be heard in each city; newstand posters giving same information; banners on all delivery trucks of Macfadden Publications; Howard Clothes, New York, launched the series on Mutual Sept. 23—program to be based on material from True Story, a Macfadden publication.

CHML Brochures

DETAILED brochures with attractive pictures and written publicity have been made up giving merchandising and promotion used by three programs broadcast on CHML, Hamilton, Ont. The brochures exploit They Tell Me. CBC feature starring Claire Wallace and Todd Russell; Name It, Snow Flakes Ammonia national show, and Wife to Husband household hint presentation with Johnny Wayne and Frank Schuster.

Columbia Roses

NOT ONLY are employees of CBS-Chicago supplied with Wrigley chewing gum twice a day by girl guides, but all the feminine employees are provided with a fresh rose every Monday morning, with the greeting, "Good morning! This rose is presented to you with the compliments of the Columbia Broadcasting System. If the vase is kept filled with water—the rose should last all week."

Big Aggie

CARRYING out their "Big Aggie" theme following a recent contest to name the fat girl trade character, WNAX, Yankton, S. D., issued a brochure exploiting Big Aggie and the Dinner Bell Roundup program. People in WNAX area are wondering whether or not there is a real life Big Aggie.

GEORGE P. HOLLINBERY has been appointed national station representative of WFDQ, Jacksonville.

Take the Nashville market. And you can "take" it through one medium—WSIX!

Here’s a market with a population of over a million-and-a-quarter people within the WSIX 0.1-mv contour—people whose wages are higher, crops are bigger, and income more substantial right now than they’ve ever been before.

Put the Nashville market in your territory for intensive promotion and watch that sales curve turn up NOW!

SPOT SALES, INC., National Representatives

BROADCASTING • Broadcast Advertising  September 28, 1942 • Page 41
FROM 6:15 A.M. TO 9:00 A.M.

Sorry, but there are no early morning availabilities left on KFBI, the 5000 watt influential station in the Wichita Market.

BUT, OCTOBER 1ST WE CAN OFFER A TOP NOTCHER—A TEN MINUTE NEWSCAST AT 9:00 A.M.

A NEWSCAST FOLLOWING THE BREAKFAST CLUB AND PRECEDING OPENING MARKET QUOTATIONS.

This is your OPPORTUNITY to sell a huge city and farm audience. Obviously, it won't last long. Wire or call today!

KFBI—WICHITA
RAY LINTON, General Manager

Blue and Mutual Networks

The SONG HITS FROM Walt Disney's Feature Picture
Bambi

¢ Love Is a Song
¢ Twisted Fate
¢ Thumper Song
¢ Let's Sing a Gay Little Spring Song
¢ Little April Shower

Broadcast Music, Inc.
509 Fifth Avenue
New York City

MARTIN WEINSTEIN, formerly public relations officer and senior writer of KROW, Oakland, Calif., has joined Hilliard-Ramey, Los Angeles, agency. He succeeds Claudine French, resigned. Jeanne de Garmo, head of the agency's publicity department, has been made an account executive, with Barrett Crowe taking over her former duties.

MARY O'MEARA, formerly copy writer of WATF, Wichita, has joined Compton's media department, has been a second lieutenant in the U. S. Army.

RALPH HEINEMAN, formerly head of his own agency in Chicago, has joined Ruthrauff & Ryan in that city as an account executive.

DOUGLAS LOUNDS has been transferred from the radio department to the media department of Benton & Bowles, New York.

ARTHUR J. DALY, formerly production manager of N. W. Ayer & Son, New York, has joined William H. Wantrath & Co., New York, as director of radio. With N. W. Ayer formerly directed the domestic division and routine of the first years of the NBC Telephone Hour broadcasts, and also of the writing and general radio copy work. Prior to joining Ayer, Daly had served for eight years as production director of NBC.

C. L. FUNNEL, formerly of the copy department of Buchanan & Co., New York, has joined the copy department of Chas. H. Hoyt & Co., New York.

FREDERICK G. MASLE, for five years copy writer at Marquand & Pratt, New York, and John Owen, formerly of Geyer, Cornell & Newell and J. Sterling Getchell, Inc., have joined Buchanan & Co., New York, to service the Bendix Aviation Corp. account. Maslen will do general promotion and copy, while Owen will handle the Bendix House organ and coordinate various plant division publications. Owen served recently with the WPB in Washington.

Posthumous Award
PVT. EDWIN T. BOTTELSON, 28, formerly assistant publicity director of Russell M. Seed Co., Chicago, who entered the Army Air Force last May 28, has posthumously been awarded the Purple Heart medal for valor. Cited by Brig. Gen. Simon Buckner, commander of Alaska defense, he was a member of the crew of a heavy bomber lost while attacking the Japanese during bad weather. He is survived by his wife.

JOSEPH M. GREGG, former advertising manager of Hecker Products Corp., New York, has joined Pedull & Ryan, New York.

HAL WINTER, formerly on the staff of WHN, New York, and previously sales manager of KZTA, New York, has joined Raymond Specor Co., New York, as a time buyer, succeeding Dan Rodgers, who has joined the Army Air Corps.

JOHN W. BLOUGH, formerly on the staff of J. Sterling Getchell, New York, has joined Lennen & Mitchell, New York.

E. N. AXTELL, formerly assistant to Freeman Keyes, president of Russell M. Seed Co., Chicago, who recently enlisted in the Army as a sergeant and ROTO instructor in Chicago, has been transferred to Fort Benning, Ga., for officer training school. Manley Hardiman, son of the agency's mail room, has been transferred to the Army at Fort Custer, Mich.

ALBERT J. KAPLAN, account executive and production manager of Julian G. Pollock Advertising Agency, Philadelphia, is the father of a boy born recently.

RUSSELL K. CARTER, account executive of Gray & Rogers; Norman Green, of Gray & Rogers; and Robert Arndt, of John Fulkner & Arndt Co., Philadelphia agencies, have become members of the Coast Guard Auxiliary, a voluntary organization which patrols the coast in boats donated by citizens.

DAVID E. ROTHSCILD, account executive of Oswald, Agency, Philadelphia, has left the agency as a volunteer officer candidate. Margaret J. Melson, account executive of the same agency, will service his accounts for the duration.

JERRY SEIBOTTA, formerly of Ruthrauff & Ryan, New York, and later on at Ksitche & Sons, Chicago, has returned to Chicago to rejoin Kasor as copy chief.

DR. AUGUSTIN FRIGON, assistant general manager of the Canadian Broadcasting Corp., is making tour of the Prairie Region and British Columbia Region of the CBC, and will spend some time in British Columbia making a survey in connection with the extension of CBC service to certain areas in the interior of the province.
FRANKLIN OWENS

ALTHOUGH comparatively new as timebuyer for Benton & Bowles, New York, Frank Owens is by no means new to radio or to the advertising world. He can claim first contact with radio as an infant industry back in 1925 when he assisted in publicity for the then-famous *Ipana Troubadours* program, when it was conducted by Sam Lanin and included such names as the Dorsey Brothers, Phil Napoleon and Lucien Schmidt.

In 1927 before the concrete was dry in NBC's offices at 711 Fifth Ave., New York, Frank joined radio's inner circles and authored two books, *Broadcast Advertising*, the other *Merchandising*, both issued by NBC. Today's sales manuals, time charts and comparative network schedules are a development of some of Owens' first contributions.

As assistant to Daniel S. Tut hill, then NBC general sales manager, and now vice-president of National Concerts & Artists, Frank was assistant night manager of studios and also sat in on NBC program board and executive committee meetings until 1931 when he became business manager of the radio department of BBDO, New York.

During his five years with that agency, his work included not only timebuying, but also program production and even the writing of commercials for the radio shows produced by BBDO for such accounts as Shonia, Duff's Gingerbread and Silver Dust.

His next agency contact was with Maxon Inc., New York, where he was manager of the radio department with special supervision of the General Electric and Heinz Soup accounts, after which he headed back to NBC for a three-year period in the sales promotion department.

In October 1941, Frank joined Benton & Bowles as assistant timebuyer and took over in August of this year when George Kern left the agency as a captain in the Army. In this capacity he is now supervising time sales for such accounts as General Foods, Best Foods, Hecker Products (Shoe Polish Div.) Procter & Gamble (Ivyro Snow), The Prudential Insurance Co. & Columbia Recording Corp.

Frank says that more than anything else he is "interested in sales, the promotion of sales and everything contributing to the successful development of sales." Timebuying, for that reason, has a fascination for him—as he visualizes time with sales as the object. He first entered the selling field in 1916 when he traveled abroad for an exporting and importing firm, and after a short term in the Army in 1918, continued his selling career in printing, engraving and direct mail until 1925.

Years of sales experience, plus his 17 years in many varied branches of radio have stood him in good stead, he says, in what he considers an important post in the best "creator of sales" agency he knows.

For the record, Frank was born in Philadelphia in 1898, is now living in New York City, and is mightily proud of a son in training for the Army Air Corps. His hobbies, if any, he adds, are fishing and painting.
THE Business OF
Broadcasting

STATION ACCOUNTS
ap-studio programs
at-spot announcements
ad-retransmissions
as-spot announcements
ad-retransmission announcements

WGY, Schenectady
I. J. Grass Co., Chicago (soap), 2 as weekly, 3 months, thru Charles Silver & Co., Chicago.
N. Y. Savings Bank Assn., N. Y., 2 as weekly, 13 weeks, thru Ruhlman & Ryan, N. Y.
Johnston & Johnson, New Brunswick, N. J. (surgical products), 3 as weekly, 15 weeks, thru Young & Rubicam, N. Y.
B. Meier & Son, New York (Wheat Germ Flakes), 3 as weekly, 6 weeks, thru E. C. Morris, N. Y.
McKesson & Robbins, Bridgeport (inrel), 3 as weekly, 13 weeks, thru J. D. Tucker & Co., N. Y.
Ball Bros. Mfg., Inc. (mason jars), 3 as weekly, 13 weeks, thru Applegate Adv., Muncie.
E. L. Knowles, Sonfield (rubber), 3 as weekly, 13 weeks, thru Chase, W. Hoyt Co., N. Y.
Mariana B. Vitamins, N. Y., 3 as weekly, 1 year, thru Grey Adv. Agency, N. Y.
Pan American Coffee, New York, 3 as weekly, 5—magneto-programs thru Cooks Mathes Inc., Chicago.
Beech-Nut Packing Co., Canandaigua, N. Y. (gum), 92 as, thru Nevell-Emmett Co., N. Y.
Draper & Palmer, New York (Gravy Masters), 13 as, thru Samuel C. Croot Co., N. Y.
Carleton & Hoy Co., Lowell, Mass. (Father John's Medicine), 3 as weekly, 6 months, thru John W. Queen, Boston.
WLS, Chicago
Ball Bros., Muncie, Ind. (fars), 5 as weekly, thru Applegate Adv., Muncie, Ind.
Campbell Cereal Co., Minneapolis, 6 as weekly, thru E. H. Wuest & Sons, Chicago.
Pan American Coffee Bureau, New York, 3 as weekly, thru J. M. Mathes Inc., N. Y.
Robinson Co., Kokomo, Ind. (Elstic Starch), 13 weeks, thru Ralph Moore Co., St. Louis.
G. A. Donkey Co., Chicago (meat), 7 as weekly, thru Rogers & Smith, Chicago.
Little Crow Milling, Warsaw, Ind. (Coconut Wheat), 6 as weekly, thru Rogers & Smith, Chicago.
WINX, Washington

WOWO-WGL, Fort Wayne
Beek Net Packing Co., Canandaigua, N. Y. (radio), thru Nevell-Emmett Co., N. Y.
Murdock-Tilton Co., Cleveland (soap), 13 as, direct.
Kroger Grocery & Baking Co., Cincinnati, 782 as, thru Ralph Jones Co., Cincinnati.
Oyster Shell Products Co., New Rochelle (shells), 3 as weekly, 13 weeks, thru C. E. F. & Prebley, N. Y.
Chamberlain Sales Corp., Des Moines (cottonflax), 3 as weekly, thru Cary-Ammon, Des Moines.
Montgomery Ward, 130 as, thru Erwin, Wasey & N. Y.
Pinek Co., Fort Wayne (proprietary), 66 as, thru Russell M. Seed Co., Chicago.
Ludens Inc. (coughing drops), 78 as, thru J. M. Mathes Inc., N. Y.
Lever Bros. Co., Cambridge, 130 as, thru BIDO, N. Y.

WINS, New York
General Baking Co., N. Y., 26 as weekly, 12 weeks, thru Nevell-Emmett Co., N. Y.
Bulus Watch Co., N. Y., 10 as weekly, 13 weeks, thru Blau, N. Y.
BC Remedy Co., Durham, N. C. (boudoir powder), 20 as weekly, 13 weeks, thru H. W. Hart Co., N. Y.
Simpson Ackerman Clothes, N. Y., 20 as weekly, 26 weeks, thru Elrich & Neumeyer, N. Y.
Brookfield N. Y. Paramount Theatre, 13 as, thru Buchanan & Co., N. Y.

WJJD, Chicago
Chicago Air (technical school), 6 as weekly, 13 weeks, thru American Airline Agency, Chicago.
Lamb & Lamb Publishing Co., Chicago (for service men's families), 10 as weekly thru until forlorn, thru Gourfain & Cobb, Chicago.
O'Mulvenan Rubber Co., Winnetka, Ill. (rubber supplier), 10 as weekly, thru humorous, to B. S. Chicago.
Los Angeles William Co., Los Angeles (Scotch cleaner), 3 as weekly, thru Raymond R. Mehranian, Chicago.

WNNY, Watertown
Sonny-Exclusive Oil Co., New York, 14 as weekly, thru A. Stirling Shepley & Co., N. Y.
A. S. Chase Camera Co., Oakland, Calif. (camera gum), 3 as daily, thru Badger & Brown, Boston.

WABC, New York
Major B. Vitamins, N. Y., 26 as weekly, 13 weeks, thru Nevell-Emmett Co., N. Y.

KECA, Los Angeles
Los Angeles College, Los Angeles (broadcast), 6 as weekly, thru Nevell-Emmett Co., N. Y.

KECA, Los Angeles
Log Cabin Bread, Los Angeles (bread), 6 as weekly, thru Nevell-Emmett Co., Los Angeles.

WIND, Chicago
Wind Products Co., Chicago (grocery), 11 as weekly, 16 weeks, thru Erle Ludlin Inc., Chicago.

WFAA, Dallas
W. L. Douglas Shoe Co., Brownsville, Texas (shoes), thru Nevell-Emmett Co., N. Y.
Studebaker Corp., South Bend, Ind. (auto), thru Nevell-Emmett Co., N. Y.
N. J. Greer Co., Chicago (cigarettes), thru Nevell-Emmett Co., N. Y.

WHO, Des Moines
Gamble Stores, Minneapolis (retail), 6 as weekly, thru N. Y.
Lewis-Howe Medicine Co., St. Louis (N-R Tiger Balm), 5 as weekly, thru H. W. Kaster & Sons, Chicago.
Studebaker Corp., South Bend (tires & tubes), thru Nevell-Emmett Co., N. Y.
Arney Corp., Chicago (R. V. Life), 26 as weekly, thru First United Broadcasters, Chicago.
Herbert W. Armstrong, Eugene, Ore. (Heaven's Church of God) 1 as weekly, thru Cincinnati.
J. A. Folger Co., Kansas City (coffee), 5 as weekly, thru Lord & Thomas, Chicago.
Phinney, Memphis (cold remedies), 572 as, thru Lake-Specer-Shurman, Memphis.

WJZ, New York
Sterne's Nurseries, Geneva, N. Y. (trees), 2 as weekly, thru W. L. Wright, Rochester.
Carleman & Hoy Co., Lowell, Mass. (Father John's Medicine), 5 as weekly, thru John W. Queen & Co., Boston.
A. Goodman & Sons, N. York (noodles), 5 as weekly, thru Al Paulson Co., N. Y.
Caroline's Art Sox, N. Y., 5 as weekly, thru MacFarland, Chicago.
Oakland Farm Co., New York (almond meal), 5 as weekly, thru MacFarland, Chicago.
Chicago Biscuit Co., Chicago (biscuit), 3 as weekly, thru Chicago Biscuit Co., Chicago.

WHN, New York
Griffin Mfg. Co., Sacramento (shoe polishes), 5 as weekly, thru Berkeley, Chicago.
Mastic, Calif. (chili), 3 as weekly, thru Campbell-Adams Adv., Chicago.

WIRE, Indianapolis
General Motors Corp., Indianapolis, 13 as weekly, thru Nevell-Emmett Co., N. Y.

WHO, Los Angeles

KGRK, Fort Worth
Inter-Ocean Casualty Co., Dallas, 6 as weekly.
ROBSON, Ad Jury

H. W. ROSEN, president of Harold H. Clapp Inc., Rochester (buffalo foods), has been appointed chairman of the 1942 Jury of Annual Advertising Awards. Mr. Roden has also been named to serve on the advisory board. Other additions to the board are: George T. Eager, Philadelphia Bulletin, and G. Lynn Sumner, president of the New York agency of the same name. Stuart Peabody, advertising director of the Borden Co., New York (milk products), succeeds Mark O'Dea as chairman of the board.

BEN TUCKER FURS, New York, will launch a local campaign consisting of 45-second spot editions on WLIB, WWRJ, and WNYO, New York, in addition to a quarter-hour program on WINS, New York, for the fall and winter season. Places direct.

FAIRCHILD & SONS, New York. (Morticians), on Oct. 4 will start radio for the first time with a quarter-hour Sunday morning program titled Church in the Wildwood, on WJZ. New York. Series will feature inspirational talks by Dr. William L. Stidger, faculty member of the Boston U of Theology, and John Seagle. Agency is Muir & Co., New York.

CUBRISON CRACKER Co., Los Angeles. In a 13-week campaign started Sept. 10 is using thrice-weekly participation in Polly Patterson's radio show on KECA, that city. Elwood J. Robison, Adv., Los Angeles, has the account.

FREDERICK STEARNS & Co., Windsor. Ont. (Nylol drug products) started a four-week dramatic spot campaign on nine Ontario stations. Account was placed direct.

The Memphis market is not only the biggest in the South in area and population. It is also first in the South in total retail sales as shown by the Sales Management's 1941 Survey of Buying Power. To reach this market effectively, quickly and economically, use WMC, the pioneer radio station of the Mid-South.
Call Walt Lochman the favorite air personality in this vast Missouri territory— and you'll be just about right. Call him one of the best microphone salesmen in the business—and nobody will argue.

We've prepared a presentation on Walt Lochman and his 9:40 Sportscast. It's full of audience figures and data on the commercial history of this "spot of gold." Ask for a copy at your nearest Free & Peters office—or write KMBC direct. But today.

**SEVERAL GOOD REASONS WHY**

**Walt Lochman's**

**9:40 PM**

**KMBC SPORTSCAST**

is a SUPER-SELLING SPOT

**GOLDEN STATE Co., Ltd., San Francisco** (multi) recently started for 27 broadcasts News With Philip Sturgo thrice weekly on KPRC, San Francisco. Agency is Ruthann & Ryan, San Francisco.

**RIDO LABS, San Francisco** (foot powder) on Sept. 13 started for 28 weeks' service to KPO, San Francisco. Agency is Thee & Segall Adv., San Francisco.

**FOREMAN & CLARK, Los Angeles** (machine clothes) has contracted for a spot announcement campaign on KFW, Oakland, Cal. which will run through the year. Agency is Baciocchi, Constantine & Gardner, Los Angeles.

**HAAS BROS., San Francisco** (Tupperware foods) has started double bills in the News five times weekly for 200 broadcasts on KPO, San Francisco. Agency is Leon Livingston Adv. Agency, San Francisco.

**PAQUIN'S HAND CREAM Co., Montreal, early in October starts twice-weekly short programs on five Canadian stations. Account was placed by Ronald Adv. Agency, Toronto.

**GRUNN WATCH Co., Toronto, on Oct. 15 starts twice-weekly spot announcements on KROL, Kansas City, and five times weekly on 15 Canadian stations and newspapers on GMR. Hamilton, Ont. Account was placed by Ronald Adv. Agency, Toronto.

**PACIFIC IRRIGATION Co., Toronto, on Oct. 15 starts spot announcements three times weekly for 52 weeks. Account was placed by Ronald Adv. Agency, Toronto.

**CAMPBELL FINANCE Co., Toronto, on Oct. 15 starts twice-weekly spot announcements on five Canadian stations. Account was placed by Ronald Adv. Agency, Toronto.

**FRUITITRATES PRODUCTS, Hull, Que. (liver tablets) on Oct. 5 starts weekly spot announcements on a number of Canadian stations. Account is handled by Lord & Thomas of Chicago.

**Pierce Bros., Los Angeles** (mummy), for the fourth consecutive year, on Oct. 21 resents its weekly spot 3-hour musical program, "Chapel Quartet," on KFI, that city. Firm, in addition, states, it is starting a program that program twice weekly on KFAC, Los Angeles. Both contracts are for 52 weeks. Account is Philip J. Menny Co., Los Angeles.

**CHICAGO MOTOR CLUB, Chicago** (inexpensive football broadcasts on WGN, Chicago, with Nunnally Ross announcing. Schedule will start with Minnesota-Texas on Oct. 10. Agency is Audrey, Moore & Wallace, Chicago.

**DISCUSSING SCRIPT for Budget Brigade, woman's participation show which carries commercials for Vano household cleanser, is Maida Sevren in charge of the program for broadcast on KLZ, Denver, and E. C. Portman, sales manager of Hardware Co., Oakland, Cal., manufacturer of the product. Mr. Portman was in Denver for contract renewal and consideration of script format recently.

**Block Drug on Coast**

**BLOCK DRUG Co., Jersey City** (proprietary), in a West Coast campaign recently started sponsoring the three-weekly quarter-hour program for thirteenth week. Account was placed by Ronald Adv. Agency, Toronto.

**JAMES M. ELLIOTT, general sales manager of John F. Jelke Co. (Good Luck foods), was recently elected executive vice-president and general manager of the company. He becomes a director of the company.

**CROSSE & BLACKWELL, Toronto,** has started a test spot announcement campaign on CFRB, Toronto, five times weekly and plans to extend it later. Account was placed by A. McKim Ltd., Toronto.

**TUCKETT Ltd., Hamilton, Ont.** (Kirk cigarette) on Sept. 21 started a three-day spot announcement campaign, Monday through Friday, on 10 western Canadian stations. Account was placed by MacLaren Adv. Co., Toronto.

**AGNEW SURPLUS SHOE STORES, Retroactive Ltd., Chicago** (shirts, ties and other men's clothing) on Oct. 20 started on CFRB, Toronto, a weekly transmitted half-hour program Calling All Cars. It is expected that campaign will be expanded later. Account was placed direct.

**WOR Plans to Revive Pioneer Radio Serial**

ONE OF RADIO'S pioneer serials will return to the air this week. When WOR, New York, launches a new version of Daddy & Rollo, a program which started on CBS about 10 years ago. While "Rollo" will be the precocious youngster whose questions and problems often put "Dad" on the spot, the revived program will cast Rollo as a "junior war worker," with his older brother as a Marine.

**J. P. McEvoy, author and humorist, who created the original Daddy & Rollo, will again write the scripts. Another veteran of the program, Frank Knight, will again do the announcing. Program starts on WOR Monday, Sept. 28, 10:45-11 p.m., and will be heard three weekly.

Another new WOR program, Coney Island, based on the legendary West Coast character, will make its debut Oct. 2, in the Friday, 5-6 p.m. period.

**Arrow on Gaspipes**

**CLUTEY, PEABODY & Co., New York,** on Oct. 6 will start a test campaign for its Arrow collars, tied to the man's appearance on the campus networks at Yale, Harvard, Princeton and Wesleyan, using five newscasts on Tuesdays and Thursday evenings. Series, with the theme "The Swish of an Arrow," will be tested through checks on sales with local haberdashers and, if successful, will probably be expanded to other colleges and universities. Intercollegiate Broadcasting System represents the colleges and the account was placed direct by the company.

**M&C Plans Spots**

**EMM-AN-CEE Co., Chicago** (M&C sauces, spices), is contemplating placement of spot schedules starting about Oct. 15 in 10 midwestern markets through Stanley Pfann Assoc., Chicago.
CBS, Blue Linked In Empire Politics

Two major networks, CBS and BLUE, will be linked, along with two independent stations, WQXR, New York, and WBZ, Elmira, N. Y., to carry quarter-hour studio talks by Thomas Dewey, Republican candidate for Governor, each Monday, 1:15-1:30 p.m., starting Oct. 5 and continuing thru Nov. 2. In addition, major rallies throughout the state will be picked up by at least one network, the BLUE, and broadcast on its New York outlet.

A prime reason for such extensive radio coverage, according to Duane Jones Co., New York, agency appointed for a quarter-hour Dewey campaign [BROADCASTING, Sept. 7], is to counteract the effect of gasoline and tire rationing, which can be expected to result in a noticeable decrease in attendance at rallies. War workers will be able to hear campaign talks by radio.

Stations Lined Up

BLUE stations carrying the Dewey weekly speeches will be WJZ WKBW WTRY WMFF WHAM WHDL WTEN WGR WAGE. CBS stations will be WABC WKBW WBFL WOKO WIBX WNBW WHEC.

Speeches from rally points will be heard on the same BLUE stations for a total of 11 quarter-hour broadcasts Oct. 14-26.

The Communist party, in addition to buying time on WQXR New York, for 16 broadcasts, is using quarter-hours on stations throughout the State. The party is introducing music and dramatizations in its programs, using the March of Time technique.

The Socialist Party's present radio plans call for four quarter-hours on WLIL, Brooklyn, each Sunday, Oct. 4 to Oct. 25.

The American Labor Party is issuing quarter-hour broadcasts from rallies now being staged in about 14 communities, using radio facilities where available. On Sept. 28, the ALP utilizes a six-station hook-up for a quarter-hour talk. Broadcast will originate on WIBX, Utica and will be carried simultaneously on WOKO WABY WSAY WOLF WJZ. Another state hook-up will be used Oct. 7, originating from Brooklyn.

The Democratic Party has not revealed its radio plans beyond a statement some weeks ago that the major speeches of its candidate, Attorney General Bennett, would be broadcast.

State Retail Series

SPONSORSHIP of A Woman Wonders, with Ann Sterling, on KJR, Seattle, was recently assumed for the next year by the Washington State Retail Grocers and Meat Dealers Assn. The program is heard five mornings a week, Monday through Friday.

WSPD Is Your Best Bet In Northwestern Ohio and Southern Mich.

Take a look at this great industrial market from every angle. Then—match point for point, the advertising services you receive when you use WSPD. Power? You bet, 5,000 watts night and day! Program appeal? The finest, being a basic NBC station, WSPD offers its listeners seven of the top ten network shows of the nation. Then add our merchandised local programs and what do you get? A sound advertising medium, backed by twenty-one years of experience in radio. Use Toledo's finest to reach the buy-minded listeners of Northwestern Ohio and Southern Michigan's busy, growing industrial market. Get the facts! Katz represents us Nationally.

A BASIC NBC STATION

WSPD

TOLEDO • OHIO

September 28, 1942 • Page 47
HAZARD E. REEVES, president of Reeves Sound Recording Studios, New York, has been serving as temporary chairman of the Assn. of Recording Studios since its organization in August [BROADCASTING, Aug. 10], was elected president at a luncheon at the Hotel Edison, New York.

Vice-president is K. R. Smith of Mizzak Transcriptions; Maurier Welsky of Advertisers Recording Service, was elected secretary, while Ray Lyon of WOR Recording Service, was named treasurer. The balance of the board consists of Harry Jackson, Frankay and Jackson Recording Studios; Len Frank, Carnegie Hall Recording Co., and Ezekel Rabinowitz, Audio-Scriptions Inc.

E. W. Brinckerhoff, president of General Sound Corp., spoke on participation of recording studios in work distributed by the Government. Mr. Lyon described the layout and design of WOR's new recording studios and after the luncheon, took interested members on a tour of inspection of the studios. Next meeting will be held in mid-October, according to Mr. Reeves.

SPOT SALES INC. New York station representative, has moved its offices from 20 E. 57th St. to 400 Madison Ave., the telephone remaining the same.

ONE Outstanding Market

Farm income, alone, in the WTAD area is well over 100 million dollars. Well worth going after.

with ONE Selling VOICE

64% name WTAD as "listened to most often" in a recent survey (4,323 interviews) in Quincy general area (50-mile radius). Why take less?

about which ONE Retailer Says

Fred Sasse, Manager of Block & Kuhl Department Store, Quincy: "Red o has been effective for us in the past. It's doing a splendid job for us now."

You're Selling IS Effective on WTAD

Because Radios Keep Tuned to . . .

"930 on the Dial"

WTAD

QUINCY, ILL. C.B.S. 1000 Watts

THE NAZI AGENT

National Representative

FCC Order Allows Frequency Shifts

Freeze Is Slightly Modified After Committee Study

ACTING on a recommendation of its three-man committee for reappraisal of the FCC's equipment freeze policy, the Commission last Tuesday ordered slight relaxation of its interpretation of the April 27 freeze order to permit applications involving shifts in frequencies in which no materials will be used other than quartz crystals.

The committee, headed by Commissioner T. A. M. Craven and comprising C. J. Dunn and George H. Payne, was named Aug. 18 to study pending applications and problems arising under the material shortage regulations [BROADCASTING, Aug 24].

The committee, the FCC announcement said, will make further recommendations relative to the April 27 freeze order. Following is the announcement on quartz crystals:

The Commission Sept. 22 related slightly its interpretation of the Memorandum of April 27, 1942, in order that applications involving shifts in frequency in which no materials will be used other than quartz crystals, may be granted, provided:

(a) Such applications involve no inconsistencies with Order No. M-140 of the War Production Board relating to quartz crystals;

(b) Such applications involve no engineering conflict with any other application pending at any time since Feb. 23, 1942;

(c) Such applications involve no inconsistencies with the Commission's Rules and Regulations;

(d) Such applications tend toward a fair, efficient, and equitable distribution of radio service, consistent with the Commission's policies and rules, and are otherwise in the public interest.

Planter's Songs

PLANter's Edible Oil Co., New York, has started a six-weeks' quarter hour of songs on WOV, New York, featuring Nick Consentes, radio singer, and has launched a similar series on WPEN, Philadelphia, both for peanut oil. Campaign runs from September thru May of next year. Pettingale Agency, New York, handles the account in the eastern area. Raymond R. Morgan, Hollywood, is agency for the West Coast.

PLEASE READ . . . TWICE

There are more BLUE SKY ARTISTS than meet the eye. What's more, any station office boy can shade a map. Our sympathies to the


WANTED RESULTS—not blue skies. Why not ask them about

WHCU

ITHACA, NEW YORK

1000 WATTS

CBS 870 KC
SACHS 20 YEARS OF RADIO
New York Furniture Store Plans Dinner to Celebrate
Broadcast Anniversary

IN CELEBRATION of its 20th year of continuous radio advertising, Sachs Quality Furniture, New York, on Oct. 2 will hold a dinner at the Waldorf-Astoria Hotel, featuring the department's first half-hour broadcast on WMCA, New York, station used by the furniture store since 1925 when WMCA was organized.

Early records of the company's first broadcasts are lost, according to Sachs officials, who recall, however, that Sachs first used radio in 1922, spending $50 a week on an experimental station, which later developed into WMCA. Since then, the store has invested millions in radio, using most of the New York stations at one time or another, and still sponsors the variety show Three Little Sachs on WMCA, Sundays, at 1:30 p.m.

As a feature of the anniversary, Sachs hopes to gather together as many of the announcers and artists who have broadcast on its programs during the last two decades. These include David Ross, Mark Hawley, Norman Brokenbun, John Frankenstein, L. Alexander, Frank Knight, Norman Pierce, N. T. G., Gus Van, May Breen and Peter de Rose. One of the first commercial radio accounts, Sachs was WMCA's first sponsor.

Larry's Customer
WHEN Larry Elliott made a surprise bond-selling announcement on Adelaide Hawley's Woman's Page of the Air program on WABC, New York, the resultant sale was $2,342 worth of war bonds in a half-hour. The prize fan was a woman listener who phoned Elliott five minutes during the broadcast, buying a $100 bond each time she called.

Green-Revel Split
BROADCAST MUSIC Inc., which held controlling interest, having withdrawn its support, Greene-Revel Inc., Hollywood music publisher, is being dissolved. With Abe Franki as general manager, Mort Greene and Harry Revel, songwriters, operated the publishing firm. The song-writing team has broken up. Greene and Revel made their deals with BMI during the ASCAP-broadcasters controversy, and licensed their music district to radio stations under provisions of the consent decree. They recently returned performance rights of their music to ASCAP. Disposition of the firm's copyrights, some 20 in number, has not been determined.

Serial Changes
A RADIO CHARACTER will be kept alive, although the program, in which she figured, has gone off the air, when Irna Phillips, script writer for Women in White transferred "Karen Adams," nurse featured in that CBS serial, to NBC's Road of Life, also a hospital drama, "Women in White," discontinued last week on CBS by Procter & Gamble, Cincinnati, for Oxydol, is replaced this week by Ma Perkins for the same sponsor. Road of Life also a P & G program, is aired on behalf of Duz.

Scroll for Barber
KDKI BARBER, sportscaster of the Brooklyn Dodgers games on WHN, New York, has received a scroll from the Brooklyn Red Cross, "in grateful appreciation for his part in bringing the world of baseball and thousands of Dodger fans into the Red Cross Blood Donor program."

LEGION HONORS BLUE
TO THE BLUE network last week went the American Legion Auxiliary's seventh consecutive radio award for the "greatest overall contribution to war work." Each of the four networks competed for the award by submitting the names of radio series, consisting of four or more programs which would tend to "awaken the placid, inspire confidence and increase production for the war effort." The period covered was from Dec. 7, 1941, to June 1, 1942. In a special award ceremony broadcast on BLUE on the concluding day of the Legion convention Sept. 21 in Kansas City, the award, an engraved plaque, was presented to E. R. Boroff, vice-president in charge of the BLUE's central division, by Mrs. Eben P. Keen, chairman of the Auxiliary's National Radio Committee.

SESAC Bond Drive
STATION RELATIONS staff of SESAC, which has been serving as a liaison between the Treasury Dept. and the broadcasting industry in the sale of war bonds, contacted 269 stations in 175 cities from coast to coast during August in connection with the campaign, SESAC reports. Only stations remain to be contacted by the SESAC staff and these are being covered rapidly.

FUEL CONVERTER PLANS
GREAT EASTERN FUEL Co., Brooklyn, has named Director & Lane, New York, as agency for Convert-0-Grate conversion fuel. In view of the urgency of fuel conversion, the company was ready to put radio on the Brooklyn and Queens area the week of July 28, although stations and details have not yet been announced.

NBC War Programs Up
AN INCREASE in the amount of NBC time devoted to the war effort is revealed by the network's program analysis department, with the announcement that a total of 29 hours and 49 minutes was allotted to the objective in the last two weeks of July, as compared to 23 hours and 35 minutes during the first half of the month.

NEW and POWERFUL!
5,000 WATTS • DAY and NIGHT • 1270 K.C.
WHERE? JACKSONVILLE, Florida—covering the rich trading territory and the numerous Army and Navy establishments of northern Florida and southeastern Georgia with the strongest signal in the area.

WHAT? A COMPLETE new radio station with the most modern studio and transmitter equipment, including a 4-tower night-time directional antenna . . . an experienced staff . . . a policy dedicated sincerely to the public interest.

WHEN? ON THE AIR October 10 with 17½ hours daily of lively programs . . . friendly announcers . . . and Associated Press News on the air. Why not schedule spots or transcriptions for the historic opening week when public interest will be at a high level?

PROGRAMS? Geared to listening tastes of the rich southeastern market, offering the finest shows the South's largest independent station can produce. Music! News! Sports! Service!

RATES? WPDQ's RATE structure is attractive, livingly low despite its blanket coverage of the richest trading area in the Southeast. See Standard Rate and Data or request a rate card.

Meet
Pronto!
Pronto is the lively symbol of the spirit of WPDQ. He's on the job every minute, making sales for your products, making friends for you.

Take advantage of the unique position and dominant power of WPDQ in the Southeastern market. Don't overlook the active popular interest in this new station. Take advantage of this interest to schedule spots and transcriptions now.

Station WPDQ
Jacksonville-Broadcasting Corporation
Gulf Life Building
JACKSONVILLE, FLORIDA

Represented by: George P. Hollingsby Co., Graybar Bldg., New York, N. Y.
RCA's New Laboratory at Princeton Opened at Formal Dedication Ceremony

RCA RADIO RESEARCH will be considerably extended as a result of the latest facilities housed in the new laboratories at Princeton, N. J., which were formally dedicated Sept. 27. The main structure (pictured above) was started Aug. 8, 1941 and by Nov. 15 of the same year its cornerstone was laid; this month the construction workers left and the research scientists and engineers moved in. Covering 260 acres the new laboratories are equipped to push the war needs of the services in radio and electronic research. Pictured at the right are the optic laboratory bays connected by door-like windows in the walls.

SEVERAL hundred invited guests attended the dedication ceremonies Sept. 27 of the new RCA Laboratories in Princeton, N. J., with Lt. Gen. James G. Harbord, chairman of the board of RCA, presiding. Other dedicatory addresses were made by Col. David Sarnoff, president of RCA and now on active duty with the Army Signal Corps in Washington, and Otto S. Pour, vice-president in charge of RCA Laboratories.

Secrecy will necessarily shroud the developments made in the laboratories and Mr. Schairer emphasized this saying: "When we leave here today, the gates will be closed to others than war workers. These structures will then be as much a part of the nation's armament, as are its arsenals and forts. The men who work here will be as much members of its armed forces as if they were in the trenches on the battlefields. The work they do will be military secrets carefully guarded against leakage or intrusion."

After the War

But he quickly added, "when the war ends, and the ban of secrecy is lifted, the recital of accomplishments will thrill all of us and fill us with justifiable pride."

Ralph R. Beal, director of research, explained some of the working details of laboratories. Spread out over a 260 acre area, the laboratories represent the latest scientific bulwark to back our fighting forces in the war and to help build a stronger nation after the war as a result of scientific research.

Begun a little over a year ago, the laboratories already house the research engineers and scientists who are devoting considerable time to radio and electronic research. The corridors on each floor of the three-story building are 488 feet long. In all there are 150 laboratory bays opening on to the corridors each being a laboratory in itself. The laboratories are supplied with water from two 300-foot wells at the rate of 600 gallons pumped per minute. All the services of gas, electricity, water and gas flow in conduits on the basement ceiling under the main corridor. Each of the laboratory bays is well lighted since the building faces west gaining the advantage of the afternoon sun, supplemented by modern indirect lighting, and casts no shadows.

The work benches in each bay are equipped with many AC and DC current outlets on an ample panel at various voltages. There are also taps on the bench for air, gas and water as well as hydrogen and oxygen where necessary. The bays are flexibly constructed to allow easy alteration in case it is necessary to change the size of the rooms.

Video Research

The floors are composed of one-inch cement top, beneath which is a 3-inch section of porous cement and then the floor base. Each bay is well provided for air circulation and one side is almost all windows. Three laboratories are air-conditioned—the chemical laboratory, the electron microscope room and the glass optics division.

Ample room has been provided for television with a research laboratory which adjoins a control room and two-story studio, 36 x 48 feet, designed for normal sound characteristics. Other types of laboratories include optics, for making measurements using light; a chemical laboratory, where explosives are produced; the art of luminescence will be made in search for methods to amplify light as efficiently as electronic tubes amplify sound; an acoustical laboratory; a cathode ray laboratory; as well as a variety of machine shops and departments which provide auxiliary service essential to the operation of the laboratories.

The stock room, for example, contains 20,000 different parts which might be needed in making electronic equipment such as capacitors, tubes, rubber grommets, insulators, volume controls, potentialometers and all conventionally fabricated parts.

In addition, the building contains a technical library "complete in the communications field" as well as a reading room and a vault for technical papers and notebooks. To care for the appetites of men working on the premises there is a modern kitchen and cafeteria capable of serving 180-200 persons at a time.

Overtime Ruling

BEGINNING Oct. 1, President Roosevelt's executive order governing overtime pay takes effect. As a direct effect, double time is outlawed except in such cases where employees work seven days in a row; then they receive double time for the seventh day of work. Time-and-a-half must be paid on New Year's, July 4, and Labor Day as well as on Christmas, Memorial Day or one other holiday of greater local importance. Otherwise the provisions of the Wage & Hour Act or of labor contracts prevail.

P & G Serial Moved

PROCTER & GAMBLE Co., Cincinnati (American Family soap, American Family flake), on Sept. 28 will shift "Painted Dreams" a quarter-hour dramatic serial five days a week on WBRB, Chicago, to WMAQ, Chicago. Program which will celebrate its 15th anniversary on the air Oct. 15, is also heard on WGN, Chicago. Agency is H. W. Kastor & Sons, Chicago.
Canadian Air Discs
ROYAL CANADIAN Air Force on Sept. 21 started paid transcribed dramatized five-minute programs on all English language Canadian broadcasting stations in connection with a recruiting campaign for aircrews. On the 14 French language stations, 13 half-hour dramatic programs start Sept. 20. Talent for the commercials on these RCAF recruiting programs is supplied by men in the RCAF and the programs dramatize as well as present the men who have won decorations with the RCAF and RCAF overseas. Tied in with the campaign will be numerous sustaining shows and interviews on individual stations, and plans are being formulated for a weekly network show. The programs are produced by the radio committee of the Advertising Agencies of Canada.

Duncan at KOIN
CHESTER DUNCAN, music education director in Portland public schools, has been made head of public relations at KOIN, Portland, Oregon. He will replace Art Kirkham, who has been named second vice-president of the station. Duncan was graduated from the University of Washington and was supervisor of music instruction six years in schools in Vancouver, Wash., before his appointment with the Portland schools.

WHBQ Names Rambeau
APPOINTMENT of William G. Rambeau Co, as exclusive national representatives for WHBQ, Memphis, has been announced by E. A. Alberty, manager.

Alert Alarm
For Interceptor Stations

Broadcasting stations all over the country are quickly being added to the interceptor command alert. To properly know when an alert signal comes through from the key station you must have a signalling system that filters out the program and leaves only the actual signal which sets off a loud ringing bell to warn your operator of this alert and to act accordingly. Gates has developed this and it is now ready. A line on your station letter head will bring this catalog bulletin.

Gates Radio & Supply Company
Manufacturing Engineers
Quincy, Illinois, U. S. A.

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FORMER RADIONOMEN now on tour with the Army War Show got together in Chicago recently at the end of the show's run in Soldier Field to pose for this shot supervised by Capt. Bert Burns, former network announcer, sharing announcing duties on the Army show with Robert Waldrop, former NBC-New York network announcer. Now attached with the Signal Corps, the men are (l to r) Clark Jones, WRRB, Schenectady; former RCA chief transmitter Ray and WFL, New York; John Wing, WHCU, Ithaca; Leonard Roddick, WJZ, Akron; Howard L. Tupper, WGY, Schenectady; V. C. Woodward, WKCW, Redding, Calif.; Wilfred E. Schmidt, WAA, Jersey City.

H. Clyde Snook

H. CLYDE SNOOK, inventor of the X-ray transformer and other roentgenological devices, wireless expert and consulting engineer, died Sept. 22. He was at one time wireless expert with Queen Co., Philadelphia, and later was vice-president of the Voiac Electric Corp., Chicago. He also served as electrical engineer with Western Electric Co., and was with Bell Telephone Labs. He was a fellow of the American Institute of Electrical Engineers and the American Physical Society.

KEN HESTOR, former of KFWC, Hot Springs, Ark., and WERC, Erie, Pa., is now in the naval reserve as radio technician, second class.

LEE RANDON, sound effects technician of WHBR, Chicago, has joined the Army Signal Corps enlisted reserve as a radio technician, and will train in Chicago.

IRVIN MITCHELL, of the Police Radio Transmitter at Woodside Park, Philadelphia, has been added to the engineering staff of WFL, Philadelphi.

JOHN J. HANDSCHETZ, engineer at WHAT, Philadelphia, has joined the Army Signal Corps staff as a radio technician, and will train in Chicago.

HERBERT O. KINHERER, assistant engineer at WLAG, Minneapolis, has been commissioned lieutenant (j.g.) in the Navy. Meter, Jr., a civil engineer, has joined the engineering staff.

WILLIAM PECK, of KPCA, Fort Arthur, Tex., and graduate of Port Arthur Radio College, is the first woman control engineer at KARK, Little Rock, Ark. George Rogers, former Chief Charles Peck's assistant transmitter, and Paul Walker, radio serviceman for eight years, have joined the engineering staff.

H. BERNEHRM, studio engineer of NBC-Chicago, has been commissioned a captain in the U. S. Army. He will be succeeded by Henry L. Cavanagh, formerly of KFCA, Lafayette, La.

WILLIAM C. A.C. F. GROVE, formerly of KPCA, Fort Arthur, Tex., and graduate of Port Arthur Radio College, is the first woman control engineer at KARK, Little Rock, Ark. George Rogers, former Chief Charles Peck's assistant transmitter, and Paul Walker, radio serviceman for eight years, have joined the engineering staff.

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KARM

CBS • 5000 watts
FRESNO, CALIFORNIA

KARM - Broadcast Advertising
Scratchless Needle

NEW phonograph needle which claims to eliminate “needle talk” so it is no longer necessary to close the top of the phonograph, is being marketed by Jensen Industries, Chicago. The “Concert Needle” has a point made from alloy of precious metal from a design said to reduce wear on the record, as well as scratch.

Two Philadelphia Papers Criticize Petrillo’s Ban

PHILADELPHIA newspapers reprinted their editorial bars against James C. Petrillo, president of the AFM, as a result of Elmer Davis’ testimony before the Senate subcommittee. The Philadelphia Inquirer, the only local newspaper which has continually attacked Petrillo editorially, continued its tirade on Sept. 18. Reviewing Mr. Davis’ testimony that the ban on recordings might force 100 small stations “to go out of business,” and that it means also “a serious deprivation to our soldiers, sailors and Marines at home or distant posts,” the newspaper urged legislation to curb “labor bosses of the Petrillo type.”

The conservative Bulletin, for the first time taking editorial note of the recording situation, reviewed the inactivity in a Sept. 19 editorial, pointing out that the Government, the public, the soldiers and sailors are all against the attitude adopted by the AFM, and then suggested “it would be interesting to find out what the members of his (Petrillo’s) own union think of a leader who has succeeded in putting them behind the eight ball with everybody at once.”

Committee Report
(Continued from page 9)

Federation of Musicians would be unavailable to them after Aug. 1, 1942. Briefly, this order prohibits all musicians who are members of the American Federation of Musicians from making phonograph recordings or radio musical transcriptions. Mr. Davis was and is concerned because the cessation of making such records, and the resultant drying up of the supply will adversely affect the morale of the armed forces of the United States, since such records are widely used in mechanically operated devices in the camps of the services, in recreation halls, and in the United Service Organization centers, both in this country and abroad.

Effect on Stations

Mr. Davis was also alarmed because of the probability that the cutting off of the supply of records and radio transcriptions would ultimately cause many small radio stations to cease operation, thereby interfering materially with the dissemination of war information from his office. Mr. Petrillo, for the American Federation of Musicians, replied by letter to Mr. Davis that he could not rescind the order in question.

Two other representatives of the Government departments, Mr. James Lawrence Fly, chairman of the Federal Communications Commission and the War Communications Board, and Mr. Thurman Arnold, chief of the Anti-Trust Division of the Dept. of Justice, also indicated clearly that the problem presented by Mr. Petrillo’s order was one for congressional scrutiny.

Mr. Fly pointed out the serious adverse affect of the order on hundreds of small radio stations throughout the country which depend to a large extent for musical programs on music transcriptions which are barred by the Petrillo ban. He noted that the radio is an important communications link in wartime and that it is a matter of serious concern to the United States Government to make many radio stations find it necessary to close as a result of inability to supply programs.

Mr. Arnold, who is in charge of the Government’s anti-trust work against the American Federation of Musicians and its officers, explained to the subcommittee the basis of the suit, the position of the Dept. of Justice in the case, and its general policy with respect to anti-trust actions. Mr. Arnold regards the position taken by the American Federation of Musicians as a restraint of trade in violation of law.

Florida Incident

Again testifying briefly were Mr. James Nemec, an attorney at law of West Palm Beach, Fla., who described an incident affecting the services of an Army band at a war bond rally in his community; and Mr. Joseph M. Padway, general counsel for the American Federation of Labor, of which the American Federation of Musicians is an affiliate, who denied that Mr. Petrillo had personally ordered the ban on recorded music, explaining that he was merely carrying out the orders of the national convention of his union.

The committee is of the opinion that the problem presented by this resolution is an urgent one. In this nation is engaged in a great war to preserve the free democratic system, and the conduct of that war in the most efficient manner is threatened by the acts and practices which this resolution proposes the Senate shall investigate.

The Committee on Interstate Commerce of the Senate recommends that S751, 286 be adopted.

"IT'S MORE THAN FRIENDSHIP," smiles Suzy our Steno. "When a prominent department store recently renewed their daily quarter-hour program for the 9th consecutive time, they did so because WSAI produces.

"The same sound reason has caused an optical company, a dry cleaning firm, a large bakery, a coal dealer, a furniture house, a large drug chain to sponsor programs on WSAI continuously for four years or more! In buying Cincinnati, profit from the experience of many and many other WSAI advertisers who know that WSAI gets more results!"

"IT SELLS FASTER IF IT S" IDENTIFIED

CINCINNATI'S OWN STATION

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

Would you FIRE THE WATCHMAN?

Suppose your plant shut down. Would you leave the machinery to rust? Would you leave the windows to be broken and the paint to peel off?

Hardly! To protect your capital assets you'd keep a whole crew of watchmen cleaning, painting, preserving your property.

Yet most businesses have actually made a larger investment in good will than in production machinery. That investment must be protected just as carefully.

Radio, which gives people something they really value—entertainment—to remember you by, is one of the best watchmen for your good name!
Schenley to Start Program on MBS
Cresta Blanca Wine Will Be Promoted on New Series

CRESTA BLANCA WINE Co., a subsidiary of Schenley Distillers Corp., New York, the first wine account to sponsor a network program, will launch a “variety show” on the Mutual stations, Wednesday, Oct. 14, to be known as Cresta Blanca Carnival.

Deal follows negotiations for the past several months with the major networks, several of which were demurred, it is understood, at the idea of taking on Cresta as a sponsor, largely because Schenley insisted on coupling sales with that of its product on the air.

The Schenley trade name was believed to be too generally associated with hard liquors to warrant the risk of having listeners think the network was allowing its facilities to be used for advertising whiskey, provided further that wine itself was an acceptable sponsor to both local outlets and listeners.

Talent Selected
Mutual has agreed to accept the account under Schenley’s conditions and will present the Carnival program each Wednesday, 9:15-10 p.m. from the WOR Playhouse in New York. Jack Pearl, comedian, will star in the show, assisted by his habitual stooge, Cliff Hall.

Music will be supplied by Morton Gould and his orchestra, with Brad Reynolds, singer, and Jean Merrill, Metropolitan Opera star, contributing the vocals. Jack Pearl’s copy will be written by Billy K. Wells. William H. Weintraub Co., New York, agency on the account, is producing the program, with Arthur J. Daly, newly-named radio director, handling scripts and production.

Contract represents a major step ahead in radio for the wine industry, which in Broadcasting, April 6, was reported to be launching into the biggest radio season of its history with direct sales advertising in its history, on individual stations throughout the country.

Now Capt. Thompson
GRIFFITH B. THOMPSON, former general manager of WBYN, Brooklyn, and formerly sales manager of the Westinghouse stations, has been commissioned as a captain in the Special Services Branch of the Army and is attached to its radio section in New York. He resigned his Brooklyn post to accept the commission.

sweetheart on 70
MANHATTAN SOAP Co., New York, is using participations from three to six times a week on 70 stations throughout the country for Sweetheart Soap, placed through Franklin Bruck Adv., New York.

In a seasonal campaign to be launched this fall and continue through next spring, will sponsor five-minute and quarter-hour programs on 25 to 30 stations. Agency is Franklin Bruck Adv., New York.

VINYLITE PROBLEM
SOMEWHAT EASED
UNABLE TO predict the shape of Vinylite allocations to come for October, WBFR officials only report that negotiations between military and civilian needs [BROADCASTING, Sept. 14] and urge the necessity for the request of every possible transcription record.

Tension in the recording industry over the Vinylite situation and the possibility of further governmental curtailment of the amount of this material for use in the manufacture of transcription records had noticeably eased last week. Companies in the New York area queried by Broadcasting stated that they had reasonably good supplies on hand, and that the stations were showing complete cooperation in returning old discs to the pressing plants.

One manufacturer said that one station had written him to say that it was shipping 6,000-16-inch recordings which had been found piled up in the station’s stockroom, where they apparently had been resting for years. While such a discovery is probably unusual, it does find that sizable supplies of scrap have been reported and the consensus is that the industry could run for at least six months even if the supply of new Vinylite were completely shut off.

There were however some less optimistic transcription company executives who doubted if scrap could keep the industry going, although they praised its value as a means of supplementing the monthly allotments of new material.

Gilmore N. Nunn Joins Air Transport Command
GILMORE N. NUNN, president of WLAF, Lexington, WCMJ, Ashland, and KFDA, Amarillo, has been commissioned a first lieutenant in the Army Air Forces and assigned to the Air Transport Command headqaurters in Washington. He will report for service as assistant to the Regulation Division for Air Transport Command in New Orleans. The brigade is in charge of personal transportation and cargo shipments.

Lt. Nunn’s father, J. Lin Nunn, a former publisher, will generally supervise the operations of the three stations. Ted Grizzard has been named station director of WLAP; Warren G. Davis in a similar capacity at WCMJ; and Howard Roberson at KFDA.

RADIO DOES ITS BIT for the Red Cross Blood Bank. When Maida Severson, (r) director of women’s program activities at KLZ, Denver, reported for a 24-hour blood donation, the nation’s side arm—(center) A. Miller, Medical doctor in charge, turned out to be her friend, Mrs. Hugh B. Terry (l), wife of the manager of KLZ.

3 Virginia Outlets
To Join Blue Net
WSLS, WLVA, WBTM Bring Total Stations to 137
THREE Virginia stations—WSLS, Roanoke; WLVA, Lynchburg; and WBTM, Danville—will become affiliated with the BLUE as basic supplementary stations effective Nov. 5, bringing the total number of BLUE affiliates to 137.

The stations are at present Mutual outlets. They will continue to be available to Mutual on time not optioned by BLUE, following their affiliation with the latter network. Several sponsored Mutual shows carried on the stations, will continue for a short while after the BLUE membership date, pending the expiration of contracts.

WSLS, owned by the Roanoke Broadcasting Corp., operates on a frequency of 1,400 k.c.; WLVA, owned by the Lynchburg Broadcasting Corp., on a frequency of 1,230 k.c.; and WBTM, owned by the Piedmont Broadcasting Corp., on a frequency of 1,440 k.c. All stations operate fulltime with 250 watts power.

The stations will be available and sold only as a package with an evening rate of $22 per hour.

Cost-of-Living Clause
Receives AFRA Study
AMERICAN Federation of Radio Artists is giving serious study to the problem of whether or not it should invoke the clause in its contracts covering network commercials which permits the union to apply for increases in the stipulated minimum rates if the cost of living has increased more than 10 points from Sept. 15, 1940, to Sept. 15, 1942.

Emily Holt, national executive secretary of the talent union, said last week that that question was being studied by committees of the four locals involved—located in the larger cities of New York, Chicago, Los Angeles and San Francisco—and by a national coordinating committee. "We have gathered the material and are getting ready for action," Mrs. Holt said.

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the full committee's unanimous action. Members of this subcommittee, in addition to Chairman Clark, were Hill (Ala.) and Andrews (Fla.), Democrats; Tobey (N.H.) and Gurney (S.D.), Republicans.

Senator Hill, Democratic Whip, and Senator Gurney, a strong member of the Military Committee, were unable to attend the preliminary hearings because of other commitments.

It is likely the new subcommittee will exclude Hill and Gurney. Possible replacements are seen as Stewart (Tenn.) or Tunnell (Del.), Democrats, and White (Me.) or Shipstead (Minn.), Republicans. Because of the scope of the inquiry, the new subcommittee may even be of seven members. All this, however, is to be settled this week.

At the full committee session on the resolution last Wednesday, there was no recorded opposition. Senator Tobey, it is reported, suggested the resolution be broadened to embrace an investigation of the FCC. He has been a persistent critic of FCC stewardship and, on occasions, of the networks. During Chairman Fly's testimony before the Petrillo Probe Committee he directed a few barbed queries about FCC policies and procedures. The committee decided it best to confine the resolution to the labor issue.

In delivering the Interstate Commerce Committee's favorable report to the Senate Wednesday, Senator Clark minced no words. He called attention to OWI Director Davis' testimony the cessation of record-making "will adversely affect the morale of the armed forces of the United States". He called attention to the adverse effect on "many small stations" which would cause them to "cease operation", interfering with the dissemination of war information from OWI.

Attack on Freedom

Both Mr. Fly and Mr. Arnold said clearly that the problem presented by Mr. Petrillo's order "was one for Congressional scrutiny", Mr. Clark stated.

"The committee", concluded the report, "is of the opinion that the problem presented by this resolution is an urgent one. This nation is engaged in a great war to preserve the free Democratic system, and the conduct of that war in the best and most efficient manner is threatened by many practices which this resolution proposes the Senate shall investigate." Mr. Arnold, in his testimony last Monday at the final preliminary session of the subcommittee, charged that the APM is attempting "to coerce their immediate employers to use unnecessary and useless labor" and to "destroy independent radio stations, small restaurants and hotels, juke box operators and manufacturers, as well as manufacturers of phonograph records and electrical transmissions, because they have adopted new inventions for the rendition of music." He described Petrillo's attempt to keep amateur musicians off the air as going "a step beyond the closed shop". He called this "an attack on individual freedom in America".

In his unscheduled appearance, AFM-AFL Counsel Padway told the Committee the union itself, and not Petrillo, had ordered the recording ban. He cited the action of two successive AFM conventions to this end. Mr. Padway also disclaimed AFM failure to cooperate in the war effort, contending that no organization has exceeded it in cooperating with the armed forces and the Government. Finally, he offered to expedite the anti-trust hearing in Chicago Oct. 12 and said he would be willing to "open argument tomorrow".

The preliminary hearings were to have terminated last Monday with the testimony of Assistant Attorney General Arnold. The testimony of James Nemec, West Palm Beach attorney and Junior Chamber of Commerce executive, was impromptu and had been arranged at the request of Senator Andrews.

Totally unexpected was the appearance of Mr. Padway, who told the committee he had returned from London only the preceding Saturday.

In characteristic fashion Mr. Arnold, flanked by Holmes Baldwin, chief of the litigation section of the Anti-Trust Division, told the committee why he considered the made work issue so important. In substance, he said under cross-examination that action by Congress on legislation to relieve such union pressures would not interfere with his suit, though he thought that legislation sufficiently broad to cover the entire labor picture would have to be handled through other processes.

In opening the third and final day of the preliminary hearings, Chairman Clark said it had come to his attention that the Dept. of Justice had instituted civil action against AFM and he had asked Mr. Arnold to appear. Mr. Arnold said he would place in the record in succinct form the history of the department's policy relating to the

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**Senate Orders AFM Probe (Continued from page 9)**

**This is No Military Secret!**

Kate Far goes to 5000 watts

This means:

- Bigger and better service for its advertisers!
- Better entertainment and greater coverage for Alaskans and Uncle Sam's armed forces!
- Alaska's first station to go to 5000 watts!
- Coverage on 610 kilocycles equal to 50,000 watts at the other end of the dial!

Alaska's most modern station finds itself sharing the attention focused on a booming territory by America and her Allies.

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**Hal Smith**

HAL SMITH, sportscaster of KCIC, Texarkana, Tex., died of a heart attack after a two day illness, shortly before he was to leave for a new job in Richmond, Va. Formerly with Dallas and Oklahoma City stations, Mr. Smith, was highly regarded in Texarkana, where he had worked since last spring.
Mr. Radio Executive:

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

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

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

HOTEL ROOSEVELT
MADISON AVE. AT 45TH ST., NEW YORK
SEBRAH S. FOSTER, Managing Director

Now 5000 watts
MASON CITY, IOWA
DIP INTO THE PORK BARREL MARKET
-at old 1000 watt rates still in effect

CBS AFFILIATE ★ WEED & COMPANY, NAT'L REPRESENTATIVES

Page 56 • September 28, 1942
Lee, Oklahoma Net Head, Resigns to Enter Navy

JOSEPH W. LEE, president of the Oklahoma Network since January, and manager of KGFF, Shawnee, has resigned to enlist in the Navy. LEE has been given leave of absence from KGFF for the duration.

He has been succeeded as president of the Oklahoma Network by Robert D. Enoch, general manager of KTOK, Oklahoma City.

Mr. Lee was sworn in as a seaman in the "Seabees," Navy foreign service construction organization, on Aug. 23. and is awaiting orders to proceed to Norfolk for six weeks training preceding foreign duty. He has retained his place on the Network Board of Control, but has relinquished the presidency.

At a meeting of the network board Sept. 14, Mr. Enoch was elected to fill Mr. Lee's unexpired term.

Mr. Lee

its jurisdiction was being impinged upon. Such legislation would cover a much broader base than the Petriollo matter, he pointed out.

Mr. Arnold commented that Congress could not pass work legislation in one phase of labor activity and not apply it in others.

Pointing out that not a mechanical reproduction had been made since Aug. 1, Senator Clark said he was "tremendously concerned" about the picture, particularly its effect upon public morale and the armed forces.

At the request of Senator Andrews, James Nemee, attorney of West Palm Beach and president of the Junior Chamber of Commerce, told the committee about difficulties which developed over use of an Army band in connection with War Bond campaign activities.

Pulled Off

The civic committee, he said, had arranged an elaborate program for the War Bond rally and, because of the large attendance anticipated, felt it needed at least a 12-piece orchestra. Aside from the fact that it could not afford such an orchestra with funds available, Mr. Nemee said a band of that size was not procurable through the local. Consequently, the service orchestra at Morrison Field, Fla., has been engaged for the events. Bond sales soared, he said, but dropped after the band was released.

Mr. Nemee alluded to a letter from the West Palm Beach local to Petriollo, in effect, saying that the Junior Chamber of Commerce "had the gall" to put on a program without our permission. Mr. Nemee said this was so despite the fact that the union could muster more than five or six men.

Afterward he was told by an officer at Morrison Field, Mr. Nemee said, that the service orchestra had been transferred out of the community and to Texas. He said he did not learn the reason.

Senator Andrews commented that he had asked Mr. Nemee to appear "to show you how this thing works."

With Chairman Clark about to recess the hearings, AFL-AFM General Counsel Padway was asked to be heard. Senator Clark explained that the hearings were purely preliminary, that he had asked only the three officials to appear at this time, and that he had not invited AFM, NAB or other expected participants to testify until the resolution was either repealed or favoring the committee or voted down.

Mr. Padway said he had not been aware of the committee's procedure and had just returned the preceding Saturday from a trip to London. It was his absence from the country which resulted in the one-month postponement of the argument on the Government's in- junction case.

Mr. Padway insisted that the record transcription ban was not issued by Petrillo but that the action was taken by the union at two successive conventions. "It is Petriollo," he said, "was simply carrying out the order of the AFM." "Wouldn't you say that Mr. Petriollo dominates the AFM?" asked Chairman Clark.

'Democratic'

"Exactly the contrary," said Mr. Padway. "The AFM is a very democratic organization. I don't think it is less democratic than Congress."

In his brief appearance, Mr. Padway also alluded to the testimony of Mr. Arnold. He said AFM would join with the Government in seeking to expedite the case. He said he was willing to sit down on the date and open argument "tomorrow" instead of Oct. 12.

Alluding to the testimony of Mr. Nemee, Mr. Padway said he did not want the story to go out that the AFM "is not cooperating with the armed forces." He said that if it could be measured in money, the AFM has given "hundreds of thousands of dollars" in services. Petrillo repeatedly has assured the armed forces that the transcription record ban has no bearing on the war effort, Mr. Padway insisted.

He suggested that the committee contact Lt. Col. E. M. Kirby, chief of the Radio Branch of the Army, for corroboration of this statement.

Insofar as evidence is concerned, the attorney said, there is "no equivocation, no limitation and no exception" as to the extent to which AFM goes in volunteering its services. He said he thought there was any organization or individual more patriotic than AFM and Petrillo, respectively.

Concluding the preliminary sessions, Chairman Clark said that he would give full opportunity to all parties in interest to appear at the formal hearings after the Senate has a chance to "validate or turn down my resolution".
New Trade Group
(Continued from page 7)
CALLED TO CONFERENCE with department heads of Hotel Boise to plan radio advertising is Boyd Brailwaite advertising manager of KIDO, Boise, (second from left). At the meeting to arrange programs, and interviews for special events are: (1 to r) Harry Miller, chief engineer; Mr. Brailwaite, Arlyne Thorson, KALC, Aero Club; Virgil G. McGee, manager; (standing), Perry Bruce, catering manager; J. G. King, assistant manager; Ethel MacLinn, housekeeper; Larry Dimick, bell captain; Margaret Carson, head cashier.

Radio's
The overall music situation, intensified by the AFM recording ban, consumed considerable time. The board, after hearing the reports of President Miller and Sydney M. Kaye, special counsel, approved the association's activities in connection with the whole music fight.

Members of KFAB, Fairbanks, Alaska; KLUF, Galveston; and KTHS, Hot Springs, were announced by President Miller, bringing the membership total to 510.

The war manpower situation, radio's most vexing immediate problem, was reported by President Miller and Mr. Russell, who expressed confidence that regulations shortly would be forthcoming which would prevent further unwise inroads into station staffs. The board agreed that stations would have to train women and older men for replacement, but that at the same time every effort should be made to gain recognition of the importance of the relation of radio to the war effort.

Need for conservation of materials and equipment also was stressed. Current moves being made by the War Production Board and the BWC, to alleviate the broadcasters' plight, were recounted.

The NAB Radio Advertising Committee, which met Wednesday morning, one day in advance of the board meeting, continued previous discussions on the use of radio by department stores. The meeting was presided over by Walter Johnson, sales manager of WTC, Hartford, in the absence of Chairman Moroney.

Others who attended included

CONSERVE RADIO, POLICE ARE TOLD

Police radio needs are considered high on War Production Board as second only to those of the country's armed services, Frank H. McIntosh, chief of civilian radio of the WPR's Radar Branch, told a convention of international chiefs of police, meeting at the Hotel Pennsylvania, New York, last Tuesday and Wednesday. However, he warned the police executives that the military needs are such that there will be no or little expansion in present police radio facilities for the duration.

FCC Chairman James Lawrence Fly, who also addressed the group, emphasized the need for the "most efficient possible use" of present facilities and conservation of equipment through "a much more rigorous application of the requirement of limiting power to an amount consistent with satisfactory technical operation under local conditions is called for".

Military needs are tremendous, Mr. McIntosh asserted, so that for the present at least the police may expect only the radio parts and equipment that are absolutely necessary to maintain and repair their present apparatus. He urged his audience not to get too excited about FM and other technical developments, many of which will be embodied in police and other communications after the war.

William C. Gillespie, KYUL, Tulsa; Sheridan Gregory, WEAP, New York, and members of the sales managers committee, including John M. Butler Jr., WSB, Atlanta; and Donald Arden, KTRI, Sioux City, la.; William F. Malo, WDEC, Hartford; Frank E. Bowes, WBZ, Boston; Don Davis, WIB, Kansas City; Arthur Hull Hayes, WABC, New York; (for CBS); and George H. Frey, NBC, New York.

The sales managers executive committee held an informal dinner and dance at the Hotel Statler Wednes- day, at which Lew Avery, account executive of Free & Peters, Chicago, national station representatives, was introduced as the new NAB director of the Department of Broadcast Advertising. Mr. Avery assumes his new post Oct. 1, succeeding Capt. Frank E. Pellegrin, of the Army Radio Branch.

Georgia's Most POTENT
"Spot Market" DUO

WATL-WRBL
ATLANTA COLUMBUS
250W 250W
Represented by SPOT SALES Inc.
New Discount Plan Boosts CBS Hours

Lorillard Latest to Use All 115 Stations of Network

With announcement that the P. Lorillard Co. program starring Nelson Eddy and Gelane Corp.’s Great Moments in Music will use the full CBS network of 115 stations, a revised survey by the network shows that 85 stations have benefited by the discount discount-

ian, which has added 344 hours a week to the network’s weekly schedule.

This brings the figure of individual commercial programs using the full CBS network to 21—representing a total of 288 individual periods with 14 separate sponsored. Great Moments in Music takes the full network’s time while Nelson Eddy will be heard on all CBS affiliates Oct. 28, Young & Rubicam, New York, and J. Walter Thompson Co., New York, respectively, are the agencies for the two shows.

Additional Hours

Two CBS stations, WBAB, Atlantic City, and WHMS, Uniontown, have added 11 hours and 15 minutes, or 25 new program periods, to their schedules; 65 have added five hours or more weekly, and 88 have added five hours or more weekly.


Edward Cooper Granted Commission in the Navy

EDWARD COOPER, aide to Senator Wheeler and acting clerk of the Senate Interstate Commerce Committee, has been commissioned a lieutenant (j.g.) in the Naval Reserve and shortly will report for a 60-day indoctrination period. It is understood he will be assigned to the War Plans Section of the office of the Director of Naval Communications. Chief of the office is Comdr. F. O. Willenbacher.

Lt. Cooper follows into the Naval Reserve R. Bailey Storts, for the last five years clerk of the Senate Interstate Commerce Committee. Lt. Cooper is a native of Montana and is a former newspaper correspondent. He was chief of staff of the Senate Interstate Commerce Subcommittee, and is acting as committee clerk during hearings last fall. He is a member of the telegraph merger and has acted as committee clerk during hearings last fall. He is a member of the telegraph merger and has acted as committee clerk during hearings last fall. He is a member of the telegraph merger and has acted as committee clerk during hearings last fall.

PHILCO FOOTBALL CARRIED ON WCAU

PHILCO Corp., Philadelphia, is sponsoring the college football games of the U of Pennsylvania on WCAU, Philadelphia, this season. Atlantic Refining Co., Philadelphia, which carried the games in the last two seasons, was also negotiating for the games, but it is understood Philco outbid Atlantic for the rights.

It marks Philco’s first sponsorship of athletic contests and first use of radio since the start of the war. Announcements will be devoted to sale of war bonds, scrap and metal salvage drives and other services used by the Government.

Contract signed Sept. 24, includes seven home games from Franklin Field and two away games. Agency is Sayre M. Ramsdell Assoc., Philadelphia.
Decisions...  SEP 21

NEW, Waco, Tex.—Beauford H. Jester, individually and as a trustee, granted petition to extend time to file findings and conclusions on application for renewal license.

SEPT 22

WPIT, Fort Myers, Fla.—Granted application of Edward B. Woodard and Regina B. Martin.

WGCA, Gainesville, Ga.—Granted assignment of license and renewal of construction permit.

WAKS, Atchison, Kan.—Designated for hearing application renewal license, voluntary assignment to Radio Enterprises, Inc.

KNTI, Los Angeles—Designated for hearing application renewal license.

Mr. Jaeger

Pete Jaeger is Given Blue Commercial Post

C. P. (Pete) JAEGHER, formerly vice-president of Pan American Broadcasting & Television Corp., has been appointed manager of the commercial department of the Blue network. He has been seconded by Philip Harris, vice-president in charge of programs. Jaeger will assume his duties Oct. 1, succeeding Douglas Storer who recently resigned to devote all of his time to his own production company [Broadcasting, Sept. 7].

Starting his advertising career in 1928 as a space salesman for the Chicago Tribune, Jaeger stayed there five years before moving to the magazine field, first with Archer King Co., magazine representative, and then with Farmer's Wife magazine. In 1937 he was hired as vice-president, and in 1938 as trans

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ferred to New York, where he has since been engaged in program production, promotion, production and sales.

Mr. Jaeger

FIVE mathematics lessons of the National Radio Institute, Washington, have been compiled in Mathematics for Radiotechnicians as a special service to alumni members. Book gives essentials for handling problems in arithmetic, algebra, geometry, trigonometry, and special radio formulas.

New Business

ADAM HAT STORES, New York (men's hats), on Oct. 6, Monmouth, N. J., filed application for 114 CBS stations, Friday 8:00-8:55 p.m. (12:15-12:15 a.m.), Agency: Young & Rubicon, N. Y.

DOUBLEDAY DORAN & Co., New York (Book League of America) on Sept. 25, for 13 weeks participation in Breakfast of Sardis on 13 BLUE network stations, Friday, 9:30-10:00 p.m. (12:00-1:00 a.m.), Agency: Philip Lodge & Sons, N. Y.

ALBERS MILLING Co., Seattle (flapjack flour), Oct. 2 resumes Whoodinit on 14 NBC Pacific Coast and Mountain stations, Friday, 8:30-9:00 p.m. (11:30-12:00 a.m.), Agency: Lord & Thomas, San Francisco.

GOSPEL TABERNACLE, N. Y., on October 17 starts World of Fellowship on 4 stations, Sat., 9:15-10:15 p.m. (11:15-12:15 a.m.), Agency: Lord & Thomas, San Francisco.

WILLIAM BROOKS, Toronto (Bible) on Sept. 22 started Local Parent Children on CKFJ, Montreal, and CHGC, Quebec, Mon. thru Fri., 7:45-8:15 p.m. (10:45-11:15 a.m.), Agency: Rubrauf & Ryan, N. Y.

DEPT. OF FINANCE, Ottawa (Victory Loan) on Sept. 25 started Notre Canada on 14 Fox Broadcasting Corp. Quebec stations, Fri., 8:30-9:30 p.m. on the same stations, Mon., 9:30-10:00 a.m. (1:30-2:00 p.m.), Agency: Canadian Ad

Adv., Montreal.

MIRILLE Co., Montreal (beauty products) on Sept. 21 started Pour Votre Beauté as weekly program of 7 Blue network stations, Mon., Wed., Fri., 9:45-10:15 a.m., Agency: Keeling & Co., In-

dianapolis.


NORTHWESTERN YEAST Co., Chicago (Yeast Foam), on Oct. 5 will start Songs of a Dreamer on 15 Midwestern stations, Mon., Wed., Fri., 10:15-11:00 p.m., Agency: MacFarland-Averyrd & Co., Chicago.

CRAMERTON MILLS, Cramerton, N. C. (Doves and Toliettes), on Sept. 23, placed direct at 9:30-10:00 p.m. (11:30-12:00 a.m.), Agency: Lord & Thomas, San Francisco.

CRAMERTON MILLS, Cramerton, N. C. (Two-Tex feltex), on Sept. 19, sponsored one-time broadcasts of Army Navy "Award of Honor" to Blue Southern Group stations, Friday, 11:15-12:00 p.m. (1:15-2:00 p.m.), Agency: Buchanan & Co., N. Y.

CROFTON MILLS, Cramerton, N. C. (Colgate Palmolive), on Sept. 13, sponsored one-time broadcast of Blue Southern Group stations, Friday, 11:45-12:00 a.m. (2:45-3:00 a.m.), Agency: Barton & Co., N. Y.

CRONKHITEN MILLS, Cramerton, N. C. (Nutty Fingertip), on Sept. 12, sponsored one-time broadcast of Blue Southern Group stations, Friday, 11:45-12:00 a.m. (2:45-3:00 a.m.), Agency: Barton & Co., N. Y.


CHERRY & BURCH, Inc., New York (Fruit), on Sept. 8, sponsored one-time broadcast of Blue Southern Group stations, Friday, 11:45-12:00 a.m. (2:45-3:00 a.m.), Agency: Barton & Co., N. Y.
Help Wanted

**Radio Technician—**If you are in 3A or 4F or otherwise draft deferred and feel that your present work does not provide for the duration in favor of radio assembly in a radio manufacturing plant making transmitting equipment for the armed forces while giving your qualifications, draft status, citizenship and two or three previous employers. If qualified can you give employment starting November first or sooner. State salary desired. All information kept strictly confidential. Box 885, BROADCASTING.

**OPPORTUNITY—**For reliable, draft exempt, writer-director—Send photo, transcription of voice samples of copy. State age, record of past performance and salary expected. Write Mr. F. Holland Agency, Cincinnati, Ohio.

Combination Announcer-Operator Wanted—Excellent announcer, with first class operator's license. Must qualify news-caster. Submit transcript of news-cast, and complete data with application. KSEI, Pocatello, Idaho.

Combination announcer-operator wanted—Unusual opportunity. Give data. Starting salary requirement. Send voice recording if possible. Box 886, BROADCASTING.

Chief Engineer-Announcer—Capable limited maintenance 250 watt station. Prefer single, draft exempt man, but all applicants considered. Good salary. Excellent opportunity. Send transcript. WDLF, Panama City, Florida.

Operator—With limited class license. Write giving experience, references, draft status and salary expected. Permanent job for right man. Box 879, BROADCASTING.

Experienced commercial announcer—Preference given to man with sports experience. Write or wire WBBK, La Crosse, Wisconsin. State draft status.

Engineer Wanted—First or second class license. By 12/31/42, 500 watt station. Prefer single, draft exempt man, but all applicants considered. Good salary. Excellent opportunity. Send complete data with application. WBBK, BOSTON.

STAFF ANNOUNCER—Needed on progressive Southern station immediately. Living conditions good. Transom attach photo helpful. Box 877, BROADCASTING.

Engineer—First or second class, WGNY, Newburgh, New York.

Engineer—Ideal working conditions. Will use first or second class license. Send full details first letter. Box 883, BROADCASTING.

Salesman—For 5,000 watt Regional Basic Network affiliate. Prospective Market. Address complete details to Box 892, BROADCASTING.

SALESWOMAN—If you have a proven record of sales ability, preferably on a local station, and are interested in making upward of $6,000.00 per year, we would like to talk to you. Give experience and estimate of basis. Box 894, BROADCASTING.

Studio Engineer—Large Midwest station. Give complete information and experience. Box 894, BROADCASTING.

Have an immediate opening—For time salesman with proven record to sell account. State sales qualifications, draft status and salary expected. Write Commercial Manager, WMC, Memphis, Tennessee.

Help Wanted (Cont’d)

SALESMAN—We have an opportunity if you have the ability to produce. Doing a large volume of business, over 260 watt station in the country. A chance to sell on your own and don’t just sell peanuts. Give experience and earnings in first letter. Must be reasonably safe from draft call for next nine months. A. H. Coughon, State WBBK, Detroit, Michigan.

Experience First Class Engineer—10,000 watt station. Apply KTHS, Hot Springs, Arkansas.

**Situations Wanted**

General Manager with a knack for making money. None of your station good this man, now successful sales manager for im- portant station in large eastern city. Present earnings $11,000 yearly. Interested in change only from standpoint of long-range future possibilities. Willing to invest. Box 874, BROADCASTING.

First Class Licensed operator-announcer—Program director, news, draft exempt. Now employed, desires to make change. Prefer dry climate but will consider any offer. Box 886, BROADCASTING.

General Manager—Thorough practical knowledge all phases of station operation, including construction. Excellent record national and local sales. Box 876, BROADCASTING.

Program or station manager—Fourteen years experience. Producer, writer, director, idea man and exceptional experience in selecting talent. Married and over 25,000 years of age. Opportunity means more than starting salary, Box 890, BROADCASTING.

Top Producer—Barn Dance and hillbilly shows. Available now. Box 888, BROADCASTING.

Announcer available—Sports, news, special events. Give complete details and experience with all programs. Box 889, BROADCASTING.

Am twenty-nine years of age—Married and have a good status of 2A. Am not a draftee. Have three years’ experience with all types of programs. Am outstanding in news, special events and sports. Am located in 5,000 watt network station but desire change for personal reasons. Am available for two weeks’ notice. Box 891, BROADCASTING.

Salesman-Announcer—Seven years in radio. Advertising, selling, copywriting. May have some experience. Draft exempt. Small town preferred. Box 892, BROADCASTING.

Operator and Announcer—Efficient young woman experienced in both. New engineer, writing full qualifications. Box 884, BROADCASTING.

NEWS-SPORTSCASTER—Play-by-play and special events. Have handled national ac-counts, in last year’s experience, with independent and network station. College education, married. Box 893, BROADCASTING.

First class announcer—5 years. Desire connection with larger station or program executive on smaller one. Transcription, copywriting, sales. Box 881, BROADCASTING.

Station Executive—Solid background in station and agency field. Formerly radio director of major Chicago agency. Completely familiar with all phases of station operation: Programming and public relations, Draft exempt. Box 880, BROADCASTING.

Situations Wanted (Cont’d)

Engineer—Twelve years’ experience five and fifty kilowatts. Consider chief five kilowatt. Deflected. References, Box 878, BROADCASTING.

Chief Engineer—Desires change. State salary. Box 877, BROADCASTING.

Young Woman—Writer-producer, four years radio experience, NYU workshop, college graduate, 24, excellent references, energetic, desires responsible position. Box 872, BROADCASTING.

Mr. Station Owner—Is your station running down? Then I’m the man to build it up. Eight years’ radio experience. Age 34, married, draft deferred, steady and reliable. Excellent program builder, proven sales ability, competent executive. References. Now working in an Eastern State. Box 871, BROADCASTING.

Plant Engineer—Available soon. Twenty years’ experience. First class license, 41, family, unclassified. Have ability and initiative. Prefer to build new class channel connection. All offers will be given careful consideration. Now on West Coast non-broadcasting position. Box 870, BROADCASTING.

College Woman—Program director, announcing, traffic, continuity, promotion. Desire opportunity with progressive station in metropolitan eastern area. Box 891, BROADCASTING.

Wanted to Buy

RECORDING EQUIPMENT—One or two tape recorders without Amplifier. WAKR, Akron, Ohio.
Enforced Silence in New York Region Interrupts Network Commercial Series

AN AIR RAID alert last Tuesday evening put radio stations in the New York metropolitan area off the air for approximately 45 minutes. Second alarm during September 24 was second alert [BROADCASTING, Sept. 14] caused by an unidentified plane which was later found to be friendly, the second enforced silence was both longer and more costly, as it occurred a few minutes before 9 p.m. in the heart of the evening’s commercial schedule where the 31 Day alarm came about 2:30 a.m.

Programs Affected

WABC, CBS key in New York, went off the air at 8:49 p.m., coming back on at 9:35 p.m. and losing the last seven minutes of Hobby Lobby for Palmolive shaving cream, the five-minute newscast of Cecil Brown for Johns-Manville Corp., the half-hour Tommy Riggs & Betty Long program on WJZ, and the opening five minutes of the General Motors Corp. program, Cheers from the Camps.

WOR, MBS outlet in New York, signed off at 8:49 and came back on at 9:35, cancelling the final 11 minutes of Can You Top That? for Kirkman soap, Gabriel H. Herter’s half-hour newscast on WJZ, and the opening five minutes of the General Motors Corp. program, Cheers from the Camps.

WFAE, NBC’s New York station, and WJZ, Blue outlet, were both off from 8:50 to 9:35. WFAE losses include the full Battle of the Seizes for Mollie shaving cream, the windup of Treasure Chest for Tutins and the beginning of the Johnson wax program, Meredith Willson and John Nesbit. Commercial newscasts on WJZ were Famous Jury Trials for Oh Henry candy bars, the start of Coca-Cola’s Spotlight Bands, the Benson time signal at 9 p.m. and the Phillips消灭 spot which was announced at 9:30.

WHN, off from 8:50 to 9:34, and WMCA, blacked out from 8:51 to 9:35, suffered no commercial program losses.

In addition WABC, CBS reported that WORO Albany; WQBI, Scranton; WBRY, Waterbury; WIBI, Syracuse, and WCAU, Burlington, were also silenced for 45-minute periods by the alert.

Farthest reaching effect of the alert was felt by the Latin American broadcast audience, as three scheduled programs of the OWI failed to arrive because the shortwave stations in New York went off the air along with their local affiliates. Programs affected were Estampas Norte Americana (Silhouettes of North America), shortwave via WRCB, and WBIV, and rebroadcast on 51 Latin American stations in Americas Todos (Americans All), also via WRCB and WBIV, with stations in Latin America rebroadcasting it locally; Las Ideas no Se Matan (Their Words Burn), shortwave by WCRX, WCBX and WCAB and rebroadcast on 16 stations.

Situation was most serious in the case of Las Ideas no Se Matan, according to OWI, as last Tuesday’s broadcast was the first of a new series and has been heavily publicized to Latin audiences throughout Latin America. Other series have been on for some time and stations probably filled the period with recordings of previous programs in the series. Last week’s programs will be repeated this Tuesday.

Penn Tobacco Expands Major Market Campaign

PENN TOBACCO Co., Wilkes-Barre, Pa., substantially increased its spot broadcasting schedule in August and is now using quarter-hour news programs on one station each in 15 major markets for Julep Cigarettes and Willamabury Taylor Pipe Tobacco. Schedules will continue through fall and winter for an indefinite period.

Penn uses generally three programs a week on each station in the following cities: New York, Boston, Buffalo, Des Moines, Indianapolis, Milwaukee, Chicago, Cincinnati, Omaha, Hartford, Philadelph, St. Louis, Toledo, Shenda, (Ohio), and Kansas City. Agency is H. M. Kiesewetter Adv., New York.

Timothy to F & P

B. P. TIMOTHY, formerly advertising and sales promotion manager of Griesediek Western Brew- ery Co., Belleville, Ill., has joined the Chicago sales staff of Free & Peters. Before joining the Griesiedeik Co. three years ago, he was national advertising representative of the Oklahoma & Times, Okla- homa City, for 10 years.

New Campana Show

CAMPANA SALES Co., Batavia, Ill. (Campana Bain) has purchased a quarter-hour variety pro- gram featuring Dick Powell, m.c. and Matty Melnike’s orchestra on 54 NBC stations. Saturdays, 7-7:15 p.m. to start Oct. 10. Agency is Aubrey, Moore & Wallace, Chicago.

WBPI ORDER ALLOWS RECEIVER REPAIRS

ASSURANCE of the maintenance of home radios was manifested last Monday when the War Production Board announced that repair shop material could be obtained by distri- butors and dealers who buy directly from manufacturers through PD I-X applications.

According to Linford C. White, chief of the WBPI’s distributors’ branch, preference ratings will only be assigned to items necessary to the operation of receiving sets. Nonessential radio gadgets and phonograph parts will not be rated it pointed out. This decision has no effect upon the consumer or the individual repair man; it merely serves to insure minimum needs through material grants to distributors and dealers.

This measure should be more than adequate to care for the supply of radio repair parts which were in danger of depletion before WBPI aid was apparent, according to a survey by NBC announced last week. NBC claimed that once the year’s supply of new radio sets now available was exhausted there was a likelihood the number of dead receivers would increase at the rate of 14,000 daily.

Wheeling Resumes

WHEELING STEEL CORP., Wheeling, (institutional), on Oct. 4 resumes Wheeling Steelmakers on 75 blue stations, Sundays, 5:30-6 p.m. Over 1,100 individual singers and musicians from the ranks of the company’s employees and their families, have been heard on this feature, which had a record audience for the first broadcast six years ago. Agency is Crichtfield & Co., Chicago.

Brooks Appointed

News Head of NBC

McCall Is Named Assistant; Schneider, Mack Remain

WILLIAM BROOKS, former executive editor of Forbes Magazine, and for 14 years an executive of Associated Press, has been appointed director of NBC’s news and special events division by George L. Price, NBC president, succeeding A. A. Schechter, who was named in the OWI in Washington.

Mr. Brooks will be permanent head of the department effective Oct. 2.5, assisted by Francis C. McCall, who has been serving as acting manager. [BROADCASTING, Sept. 21]. Adolph J. Schneider will continue as assistant manager for news, as will Lathrop Mack, asst- ant manager for special events.

Busy Career

Prior to joining the AP in 1926 Mr. Brooks served seven years in general news work as reporter, news editor and feature writer. He entered journalism in his home town on the Sedalia (Mo.) Capital in 1927 while still in high school. After attending the UI of Missouri, he worked on several midwestern newspapers, including the Kansas City Star.

Joining AP in Kansas City, he was shortly transferred to Washington as feature editor and later to New York as editor of feature service, succeeding to the executive editorship in 1929.

For six years he visited every State in the union as feature service chief and later as executive assistant to the general manager.

In 1937, Mr. Brooks was sent to London as managing director of the AP of Great Britain Ltd., in charge of wire service, radio, television coverage and news distribution to Europe, Australia and the Far East.

He returned to this country last year to become managing editor of Forbes Magazine, later taking over the executive editorship. He has traveled extensively in South America and Europe, and is a member of the National Press Club.

Mr. Brooks is 32, married, and the father of a 16-year-old son.

Lehn & Fink on 60

LEHN & FINK PRODUCTS Corp., Bloomfield, N. J., on varying dates in October will start its fall campaign for Honey & Almond Cream using six trans- signed announcements or evening chain-breaks weekly on about 50 stations. Agency is Wm. Essy & Co., New York.

Continental on CBS

CONTINENTAL Radio & Television Corp., Chicago, on Oct. 4 will start an institutional program for its Administration Division using World News Today, the CBS news roundup from all over the world, in charge of one p.m. to 2:30 p.m. on Oct. Agency for Continental is Crutten- den & Eger, Chicago.
There are TWO sides to this story.

POWER

ATLANTA WAGA GEORGIA

Now 5,000 WATTS full time

For the other side of the Story...
With its new power and new frequency, now in operation, WAGA's primary coverage includes more than 42 counties in Georgia*. Total population of this area is 1,255,014 people, according to the 1940 census. There are 161,915 radio homes in WAGA's primary area. The pace-setting station of the South now introduces clients to thousands of new listeners, day and night.

* Based on 500 microvolt daytime contour

FIRST ON THE DIAL IN ATLANTA
FIRST ON THE DIAL IN GEORGIA

BLUE NETWORK 5,000 at 590
Ask the John Blair Man
That would be a fine attitude for a national advertiser to take, wouldn't it?

He might as well not mention the name of his product as try to sell the nation without including each one of these forty important states. Yet there is a market on the Pacific Coast (not including the Los Angeles, San Francisco, Portland and Seattle areas regularly covered by surveys) that contains more radio families than any one of these important states...in fact, more than most any two of them combined. And do these people have money?...Retail sales last year were $1,558,484,000. In order to determine the exact listening habits of these 921,690 families, C. E. Hooper, Inc., in conjunction with a prominent Eastern advertising agency conducted a survey. Ten representative cities were chosen from the three Pacific Coast states. 30,000 calls were made during two 5-day weeks, employing the regular coincidental methods uniformly and continuously.

The following facts were established:

In one-third of the cities surveyed, at least 94% of listeners were tuned to Don Lee.

In one-half of the cities surveyed, at least 65% of listeners were tuned to Don Lee.

In the ten cities, the total program ratings on Don Lee were nearly twice that of all other networks combined.

In choosing your radio, be sure that your appropriation covers this market, and bear in mind that it is a qualified fact that in this market people listen to their own local station, within their own trading area. This is the kind of coverage that pays dividends and it's the kind of coverage you get only on Don Lee, for Don Lee alone completely covers this 1,558,484,000-dollar market.*

*Of course, Don Lee covers all Pacific Coast Metropolitan Areas as well as this bonus market.

5515 MELROSE AVE., HOLLYWOOD
THOMAS S. LEE, Pres.
LEWIS ALLEN WEISS, Vice-Prez. and Gen. Mgr.
JOHN BLAIR & CO., National Representatives

Advertisers and agencies write or wire Wilbur Eickelberg, General Sales Manager for copies of actual survey.
You can count a market's radio homes. You can tally its wealth. But its third dimension—that native character which spells the difference between Boston and Birmingham, St. Louis and New York—can be gauged only by experience.

RADIO SALES—representing the nine stations and three regional networks listed on this page—is in constant touch with the habits and desires of the individual marketplace. We'd like to show you how to make spot radio pay dividends in twelve of the nation's top sales areas.

RADIO SALES
THE SPOT BROADCASTING DIVISION OF CBS

Offices: 410 Madison Avenue, New York; 401 North Michigan Ave., Chicago; 401 South 12th Blvd., St. Louis; Columbia Square, Hollywood; Palace Hotel, San Francisco; Wilder Bldg., Charlotte.