This is Frank Sullivan* Talking...

(from PM, Sept. 27th)

* well-known author, wit, "The New Yorker's" cliché expert; columnist for the newspaper "PM".

The "George" referred to by the generous Mr. Sullivan in the paragraph above is George Hogan, smart m.c. for Martha Deane every weekday from 2:00 to 2:30 p.m. on WOR. What Martha Deane and the subtle George can do to people is typified by what Mr. Sullivan reports they've done to him. Multiply this case by hundreds of thousands and you'll have a pretty good idea why Martha Deane jumped the sales of the O'Cedar Co. 200%, and added 33 wholesalers and 800 dealers in 7 weeks. We could even tell you what Martha Deane did for Savarin Coffee, and...

But read these remarkable stories yourself in a bright new booklet called, "Meet MARTHA DEANE." It's free. But there aren't many copies, so please write, wire, or phone (PE 6-8600) quick! Our address is

WOR
—that power-full station
at 1440 Broadway, in New York
"We’re One of the Family in Midwest America!"

A new school year opens, and again WLS renews its series of “School Time” programs for the classrooms of Chicago and the Mid-West. Founded in 1937, WLS “School Time” is broadcast five days weekly under the supervision of Harriet Hester. Last year this program was listened to in 24,529 classrooms by 870,000 pupils.

Constructive planning, intimate first-hand knowledge assure “School Time” of meeting the specific educational interests of the territory served. Each school day “School Time” presents a new and interesting subject in a manner beyond the facilities of the average school, and of definite educational value. The result of this effort is reflected in respect and approval of educators the country over. “School Time” is but one part of the WLS Educational Service, another reason why WLS is “one of the family” in Mid-West America.
By the same token, New England radio coverage isn't made with one station. Like a deep dish pie, you can only get "flavor" and perfection by a thorough job — with the "ingredients" and with the "baking."

Advertisers with a sound product have found that Yankee Network community stations are the deep dishes and the apples that bake the pie of profits.

Yankee Network's 20 stations are "homey," neighborly, as welcome when they call as the folks next door. They've won this place in the hearts of home people by deserving it.

This is one of the important advantages to consider before you make radio commitments. Facts are more reliable guides than theoretical might-be's. Yankee Network's coverage and acceptance are long established facts. Use them to make your New England radio investment pay dividends.
GREED:
Avaricious, covetous, eager desire for wealth. (Webst). That emotion felt by advertisers who see what KFAB is doing for other advertisers.

GLEE:
Bliss, joy, gladness, pleasure and satisfaction (Webst). That emotion felt by advertisers who are now using KFAB to tap one of the greatest farm incomes in the history of the middlewest.

GLOOM:
Melancholy, downcast, dismal (Webst). That emotion which you will experience, if you don't hurry up and grab some time on KFAB, to reach the farm men and women throughout Nebraska and her neighboring states.

GREENBACKS:
U. S. legal tender note, first issued in 1862. (Webst). Still going strong in 1942. Popular with everybody. Plenty of 'em in this great agricultural region. To do a thorough job of collecting them for the products you sell, remember that you need KFAB.
Throughout the world, wherever the iron heel of despotism has attempted to stamp out freedom, whatever hope remains is kept alive by American radio—the freest radio broadcasting system in the world. “Hold on—we’re coming” is the message of the air waves. “Soon you will be free again.”

Free American radio is playing its part in the national war effort, not only in inspiring those who listen fearfully and hopefully abroad but also those who can twirl the dials to their hearts content wherever and whenever they please at home. Constantly, American broadcasters are seeking and finding new fields of usefulness.

Broadcasting in the public interest has ever been the keynote of the operation of WWJ—The Detroit News. Today, after ten months of active war, the facilities of WWJ are available and are being used to further every phase of the war effort at Detroit — The Arsenal of Democracy.
Several months ago Jack Ross, Sonovox Production Director, created an idea which is a perfect natural for almost any kind of consumer product appealing to kids.

The secret of the value of this idea is very simple. It is a voice which all kids simply must try to imitate— but never quite achieve—because it is not a human voice. If you're the lucky sponsor who uses this idea the result must be that every child in America will become a miniature broadcasting station— trying to imitate Little Joyce—with-the-peculiar-voice, and singing your commercial announcements.

We were sure that would happen—but we have been wrong—so we set out to prove it. We worked up the idea, cut some transcriptions, and ran an actual radio test for a real product in one good typical market. The object—to prove that kids would take up Little Joyce and try to imitate that peculiar voice.

Rochester, Minnesota, was chosen as a good test market. A popular priced orange drink was selected as the product to be featured. A 33-day spot-radio campaign consisting of 160 announcements was contracted for using Station KROC, a 250-watt outlet on 1390 kilocycles. One-half of these spots were one-minute transcribed announcements featuring Sonovox’s Little Joyce-with-the-peculiar-voice. The other half were 30 seconds of Little Joyce, and 30 seconds of a local announcer giving details of a "Little Joyce Contest" in which small prizes were given for the best imitation of Little Joyce’s peculiar voice. (The contest is not offered as part of the basic idea for a national advertiser. It was included in the test merely to speed up the natural reaction in order to find the answer quickly.)

RESULTS OF THE ROCHESTER TEST: Kids all over town went practically crazy, trying to imitate Little Joyce. They started buying the orange drink like mad. After only four weeks, sales were 31% ahead of the same period in record-breaking 1941—and advertising costs had been cut almost exactly in half!

That's the tested Sonovox idea which is now available to some good national advertiser who will put it on in a big way. The idea is all worked out. It's an opportunity worth a telephone call. Any of the offices listed below will be glad to give you all the facts about the Rochester test, and arrange for an audition of the records themselves. How about telephoning now?

Wright-Sonovox, Inc.
"Talking and Singing Sound"


Free & Peters, Inc., Exclusive National Representatives

Chicago: 580 N. Michigan 
Franklin 6373

New York: 225 Park Ave. 
Plaza 5-131

San Francisco: 111 Sutter 
Sutter 4553

Hollywood: 1512 N. Gordon 
Glendale 3940

Atlanta: 122 Palmer Bldg.
Main 5607

Page 6 • October 5, 1942

Broadcasting • Broadcast Advertising
Spot to Reach All-Time High This Year

Last Quarter Prospects Are Good With Few Signs of Let-Up Apparent

SPOT BROADCASTING, entering the final quarter of 1942, is about to set an all-time high.

During the past nine months spot placements have run ahead of any similar period in the history of broadcasting. Business already on the books for the last three months of 1942 will carry this form of rendition into records levels.

What about 1943?

That's a tough one to figure at this moment because of uncertainty brought about by the war.

However, many wartime factors, such as a return to the fireside—as a result of transportation difficulties—will lead inevitably to additional radio listening.

Better Than 1942

Actually the war has interfered only slightly with broadcast business. Automobile gasoline and radio set accounts naturally have felt the impact of priorities and rationing. On the other hand, proprietaries, soap, cigarettes and cosmetics have far more than offset any declines in other lines of broadcast advertising. A similar situation is noted in food lines. Tea and coffee, affected by war shortages, are not buying as much air time but changes in packaging of other foods have easily absorbed this decline.

In New York the first nine months of 1942 have been better than one year ago and the next three months should equal or pass the 1942 level. The Petrillo ban on recording has caused some cancellation of transcription business placed out of New York but this problem has not yet been serious. It may become a more important factor in the near future. New York circles voice fear that long-impending restrictions on cross-hauling of merchandise will be imposed after the November elections while possible effects on advertising. A considerable turnover in accounts is noted in that area but the total business remains above that in 1941.

Chicago Gains

A small but healthy increase over last year is noted in Chicago spot placements. A temporary lull has been noted in the past few weeks but the 1942 year-end total will still run well above last year.

Especially strong in Chicago placements are the proprietary accounts, with intensified use of spot radio to cover small urban and rural areas.

As in other parts of the country, Chicago proprietary firms and their agencies anticipate greater per capita consumption of their products because of the curtailment of medical services due to the war and the possible increase in colds due to inadequate heating.

Farm products are at a high point in Chicago, particularly feeds, poultry and livestock remedies. Direct mail also is unusually strong at this season. One company, Sterling Insurance, will spend over $300,000 on 79 stations selling family group life insurance by mail. Increased advertising for meat substitutes such as macaroni and cheese is foreseen as a result of the impending curtailment of meat consumption. Dehydrated products and other forms of package foods are expected to buy more time.

Coast Situation

On the West Coast a hint of pessimism is noted in Los Angeles, normally a haven of optimists. Pacific Coasters are nervous about impending gas rationing but industry observers point out that broadcast business is doing nicely in the East after many months of gasoline rationing. Anyway, spot is good on the Coast and last quarter business is encouraging.

Coast leaders are direct mail, life insurance, household cleansers, cosmetics, vitamins, magazines, food, proprietaries, religious and beverages.

In Detroit the lack of automatic time adds a touch of gloom to an otherwise bright region. This market is enjoying one of the wildest of the wartime booms. Retail time is at a record level and many institutional campaigns are aimed at the countless thousands new to the area.

In Canada spot business shows no letup. However, it has leveled off this year to a point approximating that attained one year ago. More Government advertising is boosting broadcast sales in the Dominion.

The round-up of spot prospects follows:

NEW YORK

By BRUCE ROBERTSON

SPOT RADIO billings during the first nine months of 1942 have been better than the same period of 1941, which was an all-time high year for spot. The next three months will probably equal and possibly surpass the final quarter of last year. After that, it's anybody's guess and in New York the buyers nor the sellers of spot radio were willing to hazard that guess.

By and large, the station representatives were "optimistic, with reservations", a phrase used by one of them and applicable to the score of representatives interviewed. Some were extremely enthusiastic; others more cautious, but they all agreed that as yet the war has not cut into the total spot billing to any great extent. Individual accounts have been affected and so have individual stations, but the overall picture is pretty much the same and pretty good, as viewed by the reps.

Effect of Recording Ban

A wider diversity of opinions came from the agency timebuyers, who naturally reflected the status of the particular accounts handled by their agencies. Proprietary products are booming; radio set advertising is practically non-existent; both situations are direct results of the war. Soap, cigarette and cosmetic advertising; in contrast, are typical of many categories of products whose spot radio advertising continues this fall about as it did in pre-war times.

The Petrillo ban on recordings has caused the cancellation of some programs, chiefly transcriptions of network shows which were used to supplement or bolster up network coverage. Other transcription campaigns are continuing while their recordings last, but may be halted if the AFM prohibition stays in effect much longer.

Other advertising campaigns, in which the use of music is incidental, have substituted sound effects or such instruments as the harmonica which are not recognized as musical instruments by the union, or have dropped the music altogether. As yet the overall effect of this ban has not been serious, but there was some fear that in the long run it might be.

After the Elections

Looking ahead, some executives said that after the November elections Congress may be expected to lay down wartime restrictions on manufacturing, long-distance hauling of merchandise, etc., which may have a depressing effect on all advertising, including spot radio.

But for each expression of this nature, there was a counter one to the effect that the extension of the gasoline rationing throughout the whole country and the probable increase in dimouts and blackouts will keep more people at home and create more listening, which in turn will make radio an even more indispensable medium than it is today and attract more than enough new advertisers to offset any loss of present clients.

Big turnovers in accounts were reported by a number of station representatives, especially in reference to individual stations. One large station was reported as having a larger dollar volume this year than last, but that this was due to new business and increased expenditures by some old advertisers, since 60% of the station's 1941 clients are no longer using its facilities.

The sales manager of another major station said that it takes three sales this year to equal one last, with advertisers generally buying smaller units of time and

(Continued on page 20)
Enlisted Men Prefer Music, News, Comedy

Army Survey Finds Program Habits Of Soldiers

POPULAR music, news and comedy are tops in the radio listening habits of our enlisted men.

A summer survey of a cross section of 3,986 white soldiers in the ground forces in 15 camps from coast to coast, made by the Research Branch of the Army's Special Service Division, reveals that Army men have carried to the barracks and the bases their listening habits as civilians. It also discloses that they listen most in the barracks, and would like to get programs which they can't conveniently hear.

The Favorites

While the survey covered actual program selections of enlisted men, the Army's Bureau of Public Relations, as a policy matter, withheld release of the specific figures. The survey revealed that favorite types of programs, in order of popularity, were dance music, news, comedy, sports programs, variety, swing music, radio plays, old familiar music, and quiz programs. Falling in these categories are the top-rated network features.

The study was undertaken by the Research Branch of the Special Service Division after consultation with and at the request of the Army's Radio Branch. Brig. Gen. Frederick H. Sherman is director of the Special Service Division, Major John B. Stanley is head of the Research Branch. Consultant to the branch in the preparation of the survey was Dr. Frank N. Stanton, CBS vice-president, and one of the leading research authorities in radio.

The survey was undertaken to ascertain how many soldiers listen to radio, when they listen, where they listen, and what they like and dislike.

Answers to these questions are important in planning radio programs for the troops, according to observers. They are important not only to the War Dept. and other Government agencies preparing broadcasts, but also to privately-owned networks and stations whose programs seek to contribute to the entertainment and enlightenment of the men. The enlisted men in the 15 camps were queried in July and August, 1942.

Following are the main findings:

How Many Listen and When

A little more than half the men reported having listened to the radio at some time on a typical week-day (Monday through Friday).

In the morning before 9:30, 21% said they listened; 24%

Listened at midday, at some time between 11:30 and 2:30; 46% at some time in the evening after 5:30. (These, of course, do not add to 100% since some men listened during two or three of these periods whereas other men did not listen at all.)

The listening peak on a typical weekday morning was from 6:16 to 7, at midday from 12:16 to 12:45, in the evening from 7 to 8:30, (in terms of local time).

More men listened on Thursday than on any other weekday between Monday and Friday; 26% listened Thursday morning, 29% at midday, and 52% in the evening. Differences between other weekdays were slight. On Sunday morning, fewer men (about 17%) listened to the radio than on other mornings; otherwise Sunday differed little from weekdays.

Favorite listening hours differed only slightly by time zones (Eastern, Central, Mountain, and Pacific), being governed primarily by camp schedule. Most radio listening is done in the barracks. In the morning 96% of the listening hours are in the barracks, at midday 98%, in the evening 79%.

Since most of the listening is in barracks, ownership of a private radio determines the amount of listening to a considerable extent. One out of six owns a radio and 80% of these men listen to the radio on a typical day, as compared with about half of the non-radio-owners. (A third of the private radios owned are operated by batteries.)

What They Like and Dislike

Favorite types of programs, in order of popularity, are dance music, news, comedy, sports programs, variety, swing music, radio plays, old familiar music, and quiz programs.

Marked differences in preference are shown, depending on the educational level of the men and on the size of their home community.

40% of the men said there were certain programs they would like to hear but could not hear conveniently. Reasons given, in order, were "no radios convenient for me," "programs come at the wrong hour," and "radio stations have trouble getting the stations carrying these programs on their local programs.

The research branch explained that to insure a minimum memory bias, the men were asked about what they listened to "yesterday." Since a substantial number of men were interviewed on each day except Sunday, this method was said to ensure fairly reliable replies for all listening days except Saturday.

Questions were also asked about times, in general, when it was convenient for men to listen. While the absolute answers to such questions may be inflated, the Branch said that the relative convenience of one time to another or the rank order of the answers is probably a safe index.

Listening, it was said, is difficult to define. When a radio is tuned in at the barracks, day room, or elsewhere, a soldier who is one of a group may or may not listen closely or continuously. Therefore, there may be fuzzy edges to the mental concept of "listening" even more so than in civilian life.

Another table disclosed reasons men gave for being unable to get programs they would like to hear. Some men gave more than one reason. 43% said no radio was convenient; 41% said programs come at wrong hour; 29% said trouble getting stations which carry the programs; and 4% miscellaneous.

Charts included in the survey showed radio listening by hour of day, weekdays and Sunday. These disclosed peaks, weekdays, at 7 a.m., 1 p.m., 7-9 p.m. On Sundays, morning listening was low. A peak of 18% was reached during the noon hour, and 20% at 8-9 p.m.

Other charts indicated radio listening.

(Continued on page 42)

"Series" on BBC

SOLDIERS in Great Britain and in Northern Ireland are hearing news of the World Series on standard wavelength broadcasts and carried to London on a beamed telephone circuit, through the cooperation of the British Broadcasting Corp. which has cancelled peak hour programs on its domestic network to provide for the broadcasts. With the approval of the War Dept., the Office of War Information and Judge Landis, baseball commissioner, Don Dunphy describes the high spots of each game assisted by guest commentators.

Curtiss Renews

CURTISS CANDY Co., Chicago (Carleton fruit beverages), has renewed for 13 weeks its schedule of 100 word announcements on present schedule of 19 Midwestern stations [BROADCASTING, Aug. 3]. Product which is sold only in half-gallon containers is distributed in nine Midwestern States. Agency is C. L. Miller Co., Chicago.
**Effort to Prevent Industry Split Started**

**Delay Until NAB Board Meeting Is Sought**

BY SOL TAISSOFF

LAST DITCH efforts to prevent a new rift in the broadcasting industry through formation of a trade association competitive with the NAB are being made by a number of industry leaders who see only grief in an open fight during these critical times.

Although formation of the American Broadcasters Assn., as a full-scale trade organization already has been announced by a group of broadcasters prominently identified with the leadership of the Broadcasters Victory Council, strong moves are under way to convince this group that it should withhold organization plans and staff appointments until the NAB board meets again in Chicago Oct. 13. A reconciliation, which envisages retention of a single trade association, is the goal.

**Subordinate Groups**

It was after the NAB board, at its meeting in Chicago Sept. 24-25, had failed to consider or proffer a project to BVC for restoration of a single trade group that the plan to form ABA was announced. The NAB board, on the other hand, informally had been advised, it is reported, that the proposed basis for settlement—creation of a War Emergency Committee within the NAB—had been rejected upon by some members of BVC because it contemplated termination of subordinate trade groups representing industry segments, such as National Independent Broadcasters, Network Affiliates Inc., and Clear Channel Broadcasting Service, each of which now is part of the BVC war-committee organization.

Assurances have not yet come from the new ABA group that it is disposed to await the Chicago session of the NAB board. John Shepard 3d, chairman of BVC and temporary head of the projected ABA, has stated that commitments already made may jell before the middle of October. ABA leaders, as national director-founders of ABA, who announced creation of the organization in Chicago Sept. 25, will meet in New York Thursday (Oct. 8) to consider by-law and appointment of a temporary board and of temporary officers.

There are two sharply delineated schools of thought in the current trade dispute, which, it is surmised even since the NAB convention in St. Louis 18 months ago. The group ardently advocating NAB reorganization contends that its present form is no longer adequate and is declining to perform an effective wartime job. The BVC leadership, and perhaps a majority of the NAB board, is represented as feeling that reorganization is necessary.

On the other hand, there is a strong, and effective board representation which has supported NAB leadership in redefinition of existing membership status, holding that every vital policy action taken has been authorized by the board, by majority vote. They contend that too much attention is being given what they describe as a "voicerous minority" of the industry, and that the rank and file broadcasters are behind President Miller and are not pressing for a change. Mr. Miller himself has made no public comment on the controversy. He steadfastly has taken the position that he was named to the NAB board, has been reappointed by it since 1938 when he became the industry's first paid president, and has followed the board's bidding on all matters that have been considered. His present contract runs until June 30, 1944.

As things now stand, it seems clear that the final determination of the NAB board and of BVC, that the latter will not be diverted from its plans for a horizontally competitive trade association unless the NAB is sweepingly reorganized. That, it is made abundantly apparent, entails new leadership.

New Leadership?

The NAB board itself is divided. It is disposed to exhaust every possible avenue in restoring unity in the industry. The quest, as one member put it, is for a "sensible middle course," and the board, without a "prelude of faction." One attitude is that the new leadership moves out of the St. Louis convention, and there is one report that a meeting has taken place between Mr. Miller and FCC Chairman James Lawrence Fly. On that point, the board repeatedly has voted its confidence in Mr. Miller and has opposed any knuckles down to what have been described as "outside influences".

But there is another segment of the board, which is appalled by the tempo of the times call for altered operations, stripped to the bone and geared to meet wartime requirements. This group is represented as feeling that changes should be made, irrespective of contract commitments or other considerations, and that the entire industry should be solidified toward the emergency. A second point of view is that the time is at hand to ensure a new leadership.

Following its Sept. 24-25 meeting, the NAB board itself by petition called for a new meeting on Oct. 14 in Chicago. It concluded that its efforts to proffer a number of representatives within broadcasters already had left town, it could not formally act on reorganization proposals. The majority sentiment, on test vote of those present, indicated support for reorganization and personnel changes.

**Contract Council**

The meeting will be held Oct. 13 instead of Oct. 14. The Federal District Court in Chicago has re-scheduled meetings Monday, Oct. 12 on the Dept. of Justice plea for a temporary injunction against the American Federation of Musicians on the Petrillo transcription-recording ban. Most members of the board plan to be present. Rather than have them lay over for two days, President Miller has suggested that the meeting be held on Tuesday.

Identified with the formation of the new ABA, in addition to Mr. Shepard, is a group of broadcasters, some of whom are受不了 known broadcasters, several NAB members. The founders are Walter J. Damm, WTMJ, Milwaukee, former NAB president; James D. Shouse, WLW-WSAI, Cincinnati; Eugene Pulliam, WIRE, Indianapolis, president of Network Affiliates Inc.; George B. Storer, president of the Fort Industry Co. stations, and president of National Independent Broadcasters; Harry Bannister, manager of WWJ, Detroit; E. B. Crane, Z-Bar network in Montana and KXL, Portland; O. L. (Ted) Taylor, president of the Taylor-Howe-Snowden stations in Texas, and George Hubbard, KSTP, St. Paul. Mr. Taylor, an NAB board member, resigned on Sept. 24, because of dissatisfaction over its failure to act. He is also executive secretary of BVC.

In the announcement of formation of ABA, its founders said a paid president and two other paid executives would be retained, with the general staffs located in Washington. No clue was given as to these selections. In the past, and since the outbreak of the controversy over the NAB leadership, emphasis has been placed upon retention of a "practical broadcaster" to head the industry's trade association.

**District Meetings**

Misgivings were expressed by BVC-ABA spokesmen over reconciliation because of the approval by the NAB board at its last meeting of a full slate of NAB district meetings to be held between Oct. 19 and Dec. 10 throughout the country. President Miller plans to address most, if not all of these meetings, and the tentative schedule calls for addresses by representatives of the various war agencies identified with radio.

If any plans for personnel changes are made by the NAB board at the session next week, it is argued, then the entire district meeting agenda would have to be altered. It is contended these district meetings were postponed promptly to avoid difficulties.

Whether ABA will hold its organization fire until the next NAB board meeting depends upon the outcome of its meeting in New York Thursday. Paul D. P. Spenceman, Washington attorney and former FCC general counsel, who has served as chairman of the law committee of BVC, was delegated to draw up meeting papers and temporary by-laws.

**Congress Cigar Spots**

CONGRESS CIGAR Co., Newark (La Palina cigars), has placed a varied schedule of quarter-hour threeweekly sports programs and continuing transcription announcements 25 to 42 times a week on stations in the following nine markets: Buffalo, Columbus, Toledo, New Haven, Indianapolis, Chicago, Milwaukee and St. Louis. Agency is Schiwimmer & Scott Chicago.

**YOUNGEST OPERATOR?** Well, not yet but Francis Jacob III has an eye on control room job held by daddy, Francis Jacob II, at WVL, New Orleans. The old man, who is just in his thirties, says he didn't have to show the boy a thing. "Right now he's ready to take over," he declares.

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**NAB SCHEDULE**

TENTATIVE schedule for 1942 district meetings follows:

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<thead>
<tr>
<th>Location</th>
<th>Date</th>
<th>Time</th>
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<tbody>
<tr>
<td>Boston</td>
<td>Sept. 22-23</td>
<td>12-2 PM</td>
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<tr>
<td>Chicago</td>
<td>Sept. 24-25</td>
<td>12-2 PM</td>
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<tr>
<td>New York</td>
<td>Oct. 13-14</td>
<td>12-2 PM</td>
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<tr>
<td>St. Louis</td>
<td>Oct. 15-16</td>
<td>12-2 PM</td>
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<td>San Francisco</td>
<td>Oct. 17-18</td>
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**BROADCASTING - Broadcast Advertising**

October 5, 1942 • Page 9
Lewis Sees Increase in Efficiency Under New Setup

REGULATIONS which became effective Oct. 1, requiring the channeling of all Government programs through the Office of War Information, represent an important step in the coordination of American radio with the war effort, William B. Lewis, chief of the Radio Bureau of OWI, told the nation’s broadcasters last Friday in an address which was cleared and released by the minute address was delivered twice—at 12:45 p.m. over NBC and Mutual, and again at 4:15 p.m. over CBS and the BLUE.

In his informal chat Mr. Lewis explained the why and where-fores of the detailed order, issued Sept. 10 by Elmer Davis, OWI Director. He detailed how it would affect each station.

War Demands

The regulation (No. 2), he said, was necessitated because of increased demands upon radio for use of its facilities in the war effort. Increased war activity is mounting number of war messages, general duplication and overlapping demanded that something be done.

The only answer was "some kind of super traffic cop to see that available radio time is used wisely—in accordance with the relative importance of different war messages and problems—seeking to make sure that none of them receive more or less emphasis than they deserve."

The new regulation is in no way a new type of "censorship" putting bars between local broadcasters and patriotic groups and Government agencies, Mr. Lewis asserted. The cordial relations that have existed must continue if the broadcasting industry is to keep doing its job for the war effort, he asserted. Regulation No. 2 "safeguards the right to maintain a given time. It does not #the network station a given amount of radio activity, said Mr. Lewis. Calling these offices important, he said OWI did not want to see those relations disturbed and desired to have stations work just as closely as ever with all Government field representatives. Under the new procedure, he said, OWI will furnish to local representatives of other Government agencies. He asked broadcasters to establish a relationship with their nearest OWI field office, said OWI shortly will have a representative who has practical radio experience. He will keep in constant touch with all of the wartime stations in the area and will receive regular

Clearing House

Alluding to confusion which has existed over clearance of Government programs, Mr. Lewis asserted that Regulation No. 2 means that all Government agencies have now agreed to funnel their radio activities through OWI as the central clearing house. He urged broadcasters to get together with the representatives and the OWI field men for the same sort of cooperation. The job is not easy and it hasn't been perfect, Mr. Lewis said. He urged broadcasters to furnish the OWI branch office nearest him with the answers to a questionnaire already sent out.

Shorty after publication of Regulation No. 2 last month, Mr. Lewis said the mistaken impression developed among some local stations that the whole move was a chance to "rid themselves of many Government programs they have been carrying locally." Others dropped negotiations with Government field men for new programs, declaring they must await further clarification of the regulation. Moreover, he said his office had been swamped during the last few weeks with inquiries from station managers about specific cases that require individual interpretations of the regulation.

No Disruption

"To all of these, we want to give you one general answer at this time," he said. "Just keep right on, doing the same as you have been doing before. It is not the intention of Regulation No. 2, for example, to disrupt the 650 local radio shows that stations, with Army cooperation, are now producing, and which have been accomplishing obviously splendid results.

The regulation is aimed at Gov-

(Continued on page 58)

IMPROVED QUALITY OF Government wartime messages on transcontinental programs was discussed by these Hollywood Network radio executives in a series of conferences with Washington officials of the OWI Sept. 24-25 in the former city. At the open sessions Kay Kyser, recently appointed consultant to radio divisions of OWI, said the "geniuses of radio" for lack of complete cooperation with the war effort. At the conference table (1 to r) are Don Belding, Los Angeles vice- Society of Lord & Thomas; Edward Small, Hollywood manager of B思念, Mr. Lewis, director of Hollywood agencies; Seymour Morris, chief of allocation division of OWI; Douglas Meserve, OWI deputy chief of Washington bureau, and Sidney N. Strotz, western division vice-president of NBC. Discussions were held under auspices of the newly-formed Hollywood Radio section of the Advertising Council Inc.

Kay Kyser Denies Criticizing Radio

Informs Paul Kesten that He Was Greatly Misquoted

IN a telegram to Paul W. Kesten, CBS Vice-President and General Manager in New York, Kay Kyser, chairman of the Committee of 25, denied criticisms of radio's war effort attributed to him, and declared that as a whole, radio had done one of the best jobs of all media.

Mr. Kesten took exception to press reports Kyser had told a group of West Coast network and advertising executives at the Sept. 24 meeting that "the 'guiding geniuses of radio' are falling meekly in cooperation in the war effort."

Kesten Wire

He wired the headliner-OWI consultant: "Recent tabulations indicate that in a single week, major networks broadcast 54 separate all-war programs of a serious sort, such as "Second Letter, Army Hour, Secret Weapon; 130 programs of war-slanted entertainment, 29 programs of serious war news which are not congesting straight newscasts or interlacing war messages by stars on commercial programs.

"Knowing your burning sincerity in this field, it seems to us that they should take immediate steps to correct any impression that you are deprecating others' good work."

Mr. Kyser's reply wired from Hollywood this afternoon, anticipated hearing from radio officials in New York—and rightly so. I was greatly misquoted. Bill Lewis (W. B. Lewis, OWI Radio Division Chief) and all of us were very much upset about it. Please explain to everyone how sorry all of us here are about the whole thing and reassure them no one one Owens and I have meant anything as a whole, radio has done one of the best jobs of all media in the war effort."

Earlier in the week, Mr. Lewis met with CBS-A people by reports of Kyser's speech with a statement that "radio has succeeded admirably" in its part of the war effort. Referring to Washington officials' comment on the industry as "the most cooperative of any medium", he also cited a recent report by Frank Stanton, OWI consultant and chief of Intelligence. Chart showed that in a cross-section survey of 30 stations, time allotted to government messages at current rate would amount to $64,000,000 this year.

Columbia Spots

COLUMBIA RECORDING Corp., Bridgeport, is sponsoring a series of commercial announcements for its phonograph records on WABC, New York City, beginning and end of the 6:45-7 p.m. The World Today program, Monday through Thursday.

Page 10 • October 5, 1942 BROADCASTING • Broadcast Advertising
Where do they eat the CANDY BARS in Chicago?

Those of us who have clean cuffs may occasionally buy a candy bar, and even munch it publicly. But out in the mills and factories and shops of the “Calumet Corner”, Joe W. Citizen averages about two candy bars every day, just as an extra dividend between meals!

Whatever you make or sell, Joe is your one best prospect for business. He is America’s new wealthy. He makes considerably more dough than most “white collar men”, and has lots more left over at the end of the month. And he spends more time at the radio than at dinner parties.

Joe W. Citizen is the man we’re after, here at WJWC. Our transmitter is located practically in his backyard, out in Hammond (the hub of Chicago’s massive industrial area). WJWC is beamed to his mind as well as to the neighborhood in which he lives. We talk his language, even to the extent of the “local gossip” out in the Nation’s greatest heavy industrial center.

Let us send you all the facts about WJWC—the new Chicago radio operation that is making history in the heart of one of the world’s greatest working-man sections. Get the facts—that’s all we ask!

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

General Offices: 165 N. Michigan Avenue, Chicago
John W. Clarke, President — William R. Cline, Manager

FREE & PETERS, INC., Exclusive National Representatives
How to Wage War on the Shortwave Front

Europeans Deeply Moved by U. S. Programs

By MARTIN CODEL

LONDON—America's radio voice, though still technically feeble and uncertain of reception on this side of the Atlantic, carries more weight and conviction with the people of conquered Europe who risk their lives to listen than it does of any other country, Britain included.

Both certainly are more eagerly heeded than that of the Nazis despite the ability of Heer Goebel's radio minions to outshout and frequently jam them by reason of the invader's control of nearly all radio facilities on the Continent.

Lacks Planning

But the trouble with our American effort, which like that of the British is quite properly based on absolute integrity of the news, good or bad, is that it lacks planning and as yet is not adequately coordinated with the well-gearered radio machinery our British allies are operating as a recognized vital weapon of psychological warfare.

That machinery is available for America's voice, too, but our officialdom seems to be in a state of confusion about its technical features, let alone uncertainty about our own shortwave setup.

From firsthand observation of BBC's European service the conclusions are inescapable that:

1. Our shortwave broadcasts beamed to Europe thus far have been reasonably good in content but helterskelter in their aim at the target, missing it more often than not.

2. Our OWI, with its plenitude of brains for planning the strategy of psychological warfare, needs someone like Tam Craven, who thoroughly knows the technical side of international radio and at the same time is fully appreciative of the political ramifications. Two such diocasters, Kenneth Hurd, who on WRUL is one of the most clearly heard voices in Central Europe.

Time is Vital

That's so now, and it will always be so whether the station heard by clandestine listeners carries call letters of New York or Schenectady or Boston or Cincinnati.

A private versus public ownership of our shortwave system isn't the problem any more. Getting our American news commentaries and messages over to peoples of Europe is the big problem and, once the plan is laid down, it must have the wholehearted support of all licensees.

Time is of the essence. We have talent, both at OWI and at the privately licensed stations, and the British have machinery into which we can immediately tie.

This is not to say that steps have not already been taken to do the job, but lack of centralized planning and operation are glaring as seen from this vintage point. As things stand now, more than a dozen American transmitters are sending out their own programs more or less independent of one another.

Some of the programs are well conceived for reception at the right hours by the right language groups. Many more are mere shots in the dark, and a few have been downright stupid in execution. It is far more important that one or two programs shall be heard at the right times by the right people on a choice of many wave-lengths than that individual stations shall satisfy themselves—often only themselves—that they've broadcast a particular hot feature.

It is recognized in highest circles here that America's voice giving the news and its interpretations, especially of American war efforts—whether heard in English, French, German, or other European languages—packs the biggest punch.

Nazis Worried

Otherwise why should Nazi radio桂asters spend so much time and be so vehement in replying to attacks attacking such able American shortwave commentators as the Christian Science Monitor's Volney Hurd, who on WRUL is one of the most clearly heard voices in Central Europe?

The basic reason why America's voice is so important is simple to discern. Many conquered peoples, even some of those hopeful of Allied victory, who wave their hands in welcome at RAF-Yankee invasion planes, dislike and distrust the British. Though British broadcasts are utterly honest, they place more credence on what America says and are deeply impressed and encouraged when they hear firsthand reports direct from us about our ship-plane-tank output or even our remarkable speed in completing the Alaska Highway. Americans are still wonder workers to them. And they don't dislike us, knowing in our hearts our participation in this war has not helped to break the yoke of Nazi domination.

Therefore we must pump our language broadcasts into Europe on as many wavelengths as possible. We can't take the vast experience of the British, if not our own, that they can be heard, just as BBC European service broadcasts are heard, regularly and easily, by people willing to risk their necks to hear them.

But our shortwave system is only part of the machinery available for the job. BBC's European service operates not only on multiple shortwaves but also simultaneously on one longwave and on a substantial group of medium waves. So important is this service regarded here that domestic broadcasting often is sacrificed for European.

Two Hookups

For example, every evening at 6:30, one of the best times of the day for home audience, listeners to BBC's so-called Home Service will hear in Norwegian information for the day broadcast by the Continental Europe service, which they can hear through trial and error can be heard in Continental Europe despite some success the Germans are achieving in jamming medium waves. So important is this service regarded here that domestic broadcasting often is sacrificed for European.

IT MUST BE AMUSING to judge by the expressions on faces of representatives of General Mills, Inc., and WJZ, New York, who met to discuss promotion of Jack Armstrong All-Americans Boy, aired for Wheaties on 91 BLUE stations. Looking at a promotion piece are, standing (1 to r): T. B. Ellsworth, in charge of WJZ sales promotion; John F. Semachio, General Mills supervisor for Bronx-Manhattan, and Joseph Seifert, General Mills assistant manager, and George Simon, General Mills, Brooklyn.

(Continued on page 48)
Here's the spot for a Sales Offensive. Tennessee's cash farm income is up 42% over 1941, and Nashville is the heart of Tennessee's richest farming area. Manufacturing, led by war industries, is setting new all-time highs. Business is on a general boom.

Ready to deliver your advertising message to this rich market is WSIX, now 5,000 watts (day and night) on 980 kilocycles. Here's a powerful sales force at your command, covering a market of over 1,250,000 people within this station's 0.1-mv contour. For availabilities, write or wire this station or

SPOT SALES, INC., National Representatives

5000 WATTS
980 KILOCYCLES
Rigid Inventory Requirements Imposed by New WPB Order

Maintenace and Repair Parts Covered in Action; Transmitter Tubes Are Restricted

RIGID inventory requirements will be in effect for all radio stations as a result of P-133, covering maintenance and repair parts for communications including radio communication, sound recording and radio direction finding, scheduled to be issued Monday by the War Production Board. The new order will replace P-129 which expired Sept. 30 and provides an A-1-1 rating to obtain equipment instead of the former A-3 based upon dollar volume inventory restrictions.

Transmitter tube purchases are sharply restricted. No station may obtain priority for a needed tube of 25 watts or more unless the tube in the equipment presently in use is beyond repair. No station will be allowed to replace an inventory new part when repair is possible with use of less raw material. Another important regulation involves the fact that equipment which has been repaired on the premises will not be used solely in the production of equipment for operating supplies. Processing of priority requests will be speeded up in the future since responsibility now in the hands of industry branchers as a result of a directive last week by J. A. Krug, deputy director general for priorities control. The directive recognizes that Mr. Krug's bureau is eliminating the specialist attached to the priorities control bureau; instead each industry branch will designate one of its own staff as a priority officer.

FDR TOUR SILENCE PRaised BY PRICE

TRIBUTE to the nation's press and radio press, maintained a two-week period on President Roosevelt's transcontinental trip was expressed last Thursday by LT. COL. Curtis Mitchell, former chief of the Still Picture Section of the Pictorial Branch, Public Broadcasting Service, during his testimony before the Senate Appropriations Committee. He has served for the last year and a half as chief of the Intelligence & Analysis Branch, Public Broadcasting Service, but temporarily was detached for special duty in connection with Army Emergency Relief. Both Army and relief operations have been shut down temporarily, because inadequate funds are in hand.

Col. Mitchell Transferred

LT. COL. CURTIS MITCHELL, former editor in chief of Movie & Television Auf Wiedersehen, has been named chief of the Still Picture Section of the Pictorial Branch, Public Broadcasting Service. He has served for the last year and a half as chief of the Intelligence & Analysis Branch, Public Broadcasting Service, but temporarily was detached for special duty in connection with Army Emergency Relief. Both Army and relief operations have been shut down temporarily, because inadequate funds are in hand.

Mefford Runyon, CBS Vice-President Resigns to Accept Commission in Navy

THE FOURTH corporate officer to enter the armed services, Mefford R. Runyon, vice-president and director of CBS, resigned last week following his swearing in as a lieutenant commander among Herreshoff's in the United States Naval Reserve.

Com. Runyon leaves for active service this week and expects to be assigned to some branch of communications, headquartering in Washington. He has been ordered to Noroton Naval Training School for his indoctrination course.

Com. Runyon follows into the service Lt. Com. Harry C. Butcher, former Washington vice-president of CBS, who initially was assigned to Naval Intelligence and was later transferred to London as personal aide to Lt. Gen. Dwight Eisenhower, commanding general of U. S. armed forces in Europe.

Com. Runyon's precise duties have not been announced, but it is expected that he will be assigned to the radio station vacated by Com. Butcher.

A vice-president of CBS for the past six years and a director since 1937, Comdr. Runyon joined CBS in 1913. He is a graduate of the accounting department of Price, Waterhouse & Co., public accountants, before joining CBS. His promotion was rapid, beginning in the fiscal department. At the time of his resignation he was vice-president in charge of station operations. His duties included that of vice-president of the Callie V. Akerberg, vice-president in charge of station relations; Dr. Frank N. Stanton, newly elected vice-president and formerly the network's research director, and Joseph H. Ream, CBS secretary and its former chief counsel. Mr. Ream will assume the station relations functions and Dr. Stanton those covering M&O stations.

Other CBS vice-presidents now in service, aside from Com. Ream, are LT. COL. W. Lowman, former operations head, now an Army major assigned to the Office of Strategic Services, and Charles B. Lewis, former vice-president in charge of broadcasting as chief of the Radio Bureau of OWI. Some 400 CBS employees have entered the service, either voluntarily or by military enlistment or in civilian Government work.

Com. Runyon served overseas as a sergeant, first class, in the Army during World War I. He is a graduate of Oxford University, Greece. He expects to take up residence with his wife and two boys at Belle Haven, Alexandria, Va.
American patriots shell-out for shells... repeat and repeat again. Dollars and dimes for bonds and stamps in a boiling, rushing torrent. But it isn't enough. It's never enough. Insatiable Mars calls for more, and still more, and more on top of that.

What price victory? No lover of freedom questions the cost. But the tempo of bond-buying must be stepped-up until it reaches a sustained hum, like a dynamo.

Westinghouse Radio Stations have thrown the full weight of their sales-power behind the bond drive. Not merely a routine mention over the air, but a driving, continuing, two-fisted campaign to sell bonds. Not merely pledges to buy, but cash on the line.

WOWO in Fort Wayne, KDKA in Pittsburgh, WBZ in Boston, and KYW in Philadelphia, each in its own way, have carried the bond campaign to the people, in personal contact. Through sidewalk booths. Through entertainment caravans which canvass the widespread territories served by Westinghouse stations. Through planned bond-rallies in cooperation with local banks. The results have exceeded our hopes, thanks to the responsiveness of an aroused public.

Westinghouse has a profound conviction that time is short... that it's dollars now or defeat later. We are determined to help wherever we can in the only thing that matters today, the winning of the war.
Telford Taylor Leaves FCC
To Accept Majority in Army

Denny Acting G. C.; Hilmer to BEW; Rosel Hyde
Acting Successor; Ralph L. Walker in Army

NEW TRANSMITTER
YIELDED BY WINS

RIGTHS to the 50,000-watt trans-
mitters, held by WINS, New York,
pending FCC approval, have been
released and the station and
all parts will be dismantled and
turned over to the Government for
disposal. The action was taken by
the board of directors of Hearst
Radio, owner of WINS, after learn-
ing of the WPB's need for trans-
mitters.

The release by WINS of its
50,000-watt Westinghouse trans-
mitter does not affect the construc-
tion permit of the station to operate
fulltime on clear channel, and the
station has already secured a new
10,000-watt transmitter which will
be installed as quickly as possible
at its headquarters in Lynhurst,
New Jersey.

According to Cecil Hackett,
WINS managing director, "The dis-
appointment of myself and staff
after two years looking forward to
50,000-watt operation is, of course,
most keenly felt by us all. However,
the War Department fulltime de-
pendence in the furthevth of the
war effort is of prime importance,
and I am sure that the sacrifices and
ambitions must of themselves be re-
legated to the background."

General Cigar Show

GENERAL CIGAR CO., New York,
has launched a campaign for Van
Dyck cigars, using The Answer
Man, as a live show on WGN, Chi-
cago, and transcriptions of the pro-
gram have been made.

Mr. Telford Taylor, managing
counsel of the Chicago Daily
Sun-Times, was a notable
act of the campaign.

WARM to Join Blue

WARM, Scranton, on Nov. 1
joins the BLUE as a Basic Supple-
mentary station, bringing the BLUE's
total to 139.

WAR in Chicago under the
Union Broadcasting Co.
WARM operates on 1400 kc., 250
watts fulltime. Evening rate is 800

Dennis to WPB

DONALD D. DAVIS, president of
General Mills Co., Minneapolis,
was appointed last Tuesday
director of the new weekly hour-
circulation division of the War
Product Board. Mr. Davis
will be responsible for all program
recommendations by the division.

Campana on NBC

CAMPANA SALES Corp, Batavia,
Ill. (Italian Balm), after shifting
weekly hour format starts an
weekly-hour-hour program, Cam-
pa's Serenade, on more than 50
NBC stations Saturday, 10:15
10:30 p.m. (EST). A package
designed by the News Corp. of
America, weekly show will feature
Director Powell, film actor and singer,
with Matty Maloney's orchestra. Larry
Keating has the announcing
assignment.

Pall Mall on Blue

MARKING her first network show
in this country, Gracie Fields,
English stage and radio star, will
be heard on her own Pall BLUE
network of 138 stations, beginning
Oct. 12, under sponsorship of
Australian radio. New York, for Pall Mall cigarettes.
The program will be five times
weekly, and it will premiere at
immediately after the Coza Cola
Spotlight Bands show and preceding
the news by Raymond Gram
Swing, Agency for Pall Molls is
Ruthrauff & Ryan, New York.
All Detroit LIONS’ Football Games exclusively by WXYZ

...and sponsored by PABST Blue Ribbon

...incidentally, WXYZ guarantees Lion’s share of Detroit at lowest cost...

with any WXYZ Champion Show

KING-TRENDLE BROADCASTING CORP. • Detroit, Michigan

National Representatives: Paul H. Raymer Company
Off For the War
CASUALTY for the duration is WCAH, non-commercial broadcasting station authorized for the Buffalo Board of Education. Jan. 27. Licensee has applied to the FCC for extension of commencement and completion dates until six months and a year after the war, stating that it has let no contracts for equipment, feeling existing transmitters can be put to better wartime uses.

Dr. Lyon’s Claims Hit by FTC Order

Tooth Powder Firm Barred From Advertising Slogan

R. L. WATKINS Co., New York. Sterling Products subsidiary, large user of radio time, has been ordered by the Federal Trade Commission to stop advertising its Deception's Wilmington Deception tooth powder. The Commission order forbids use of ad as "Your Dentist Does—Use Powder," familiar advertising phrase of the product, and instructed the firm not to represent directly or by implication that their product is similar or comparable to powder used by dentists.

Dentists Use Powder

"Probably the majority of dentists do use powder in cleaning their patient's teeth," the Commission said; "however, it is almost invariably put on or over, both of which are highly abrasive and could not be used by the public. The active ingredient of respondent's powder is calcium carbonate, which is less effective."

On this basis, the Commission held the product was not comparable with powder used by dentists. The order further prohibited the Watkins Co. from representing that the product is an effective antiscid or that it will correct "acid mouth," or that it is free from all grit, or that it will not injure or scratch tooth enamel.

"The product is, in fact, "wholly without therapeutic properties, and is incapable of correcting any acid condition which might be present in the mouth," the FTC ruled. In respect to the advertised claim that Dr. Lyon’s Tooth Powder is "Free from all grit," and cannot possibly injure or scratch the tooth enamel," the Commission said the claim was exaggerated as the powder occasionally contains particles of grit missed in processing.

WWJ Names Wheeler

E. K. WHEELER has been appointed assistant manager of WWJ, Detroit, according to Harry Ban- nister, manager. He will continue sales manager of W4SD, FM station also owned by the Detroit News. Wheeler left the sales promotion department of the U.S. Rubber Co. in 1937 to join the sales staff of WWJ. In November, 1941, he was assigned to manage WWJ by W. J. Scripps, director of radio for the News. Scripps is now a first lieutenant in the Army Air Forces.

TENTH anniversary of NBC U of Chicago Round Table, which started in 1932, is to be marked by the Wickersham Commission report on Prohibition, was celebrated Oct. 4.

F T C Charges of Deception

In Cigarette Claims Denied

Reynolds and Philip Morris Replies Point to Distinctions; Some Charges Called Obsolete

ANSWERS have been filed with the Federal Trade Commission by R. J. Reynolds Tobacco Co., Winston-Salem, and Philip Morris & Co., Ltd., New York, two of four major tobacco firms charged with misrepresentation and deception in advertising [Broadcasting, Aug. 10, Sept. 17].

No dates have yet been set for Commission hearings in the Reynolds and Philip Morris cases, though an FTC spokesman said arrangements will be completed within a few days. Two other large tobacco companies cited by the Commission, the American Tobacco Co., makers of Lucky Strikes, and the American Cigarette & Star Co., makers of Pall Malls must file replies by Oct. 11.

Some Claims Obsolete

Briefs filed by R. J. Reynolds denied sweeping charges against virtually all Camel Cigarette and Prince Albert smoking tobacco advertising, and asserted a technical language that there are differences between the company and the Commission that resulted from conflicting interpretations of commercials used in broadcasting and other media.

A 12-page answer to the citation treated specific charges of the Commission, in each case either denying the claim or making it, asserting it was just. Reynolds' lawyers pointed out several advertising slogans mentioned have been abandoned three to five years ago.

The company flatly denied any misrepresentation was involved in simulated voices of champions purportedly giving testimonial for the product. FTC had charged Camel advertising represented that such voices were those of the person named, when in truth such voices were not those of the persons represented as present.

Philip Morris Answers

Philip Morris, replying for Philip Morris and Dunhill Cigarettes, and Revelation Pipe Tobacco, adopted making many of the claims cited in the FTC complaint, denied others, in some cases charging that the complaint did not correctly state the substance of the claim, or in one case that a "partial quotation, without full context, was misleading."

In defending the Commission's attack on their advertising, the company said "hygroscopic" agent (moisture remover) made Philip Morris less irritating to the throat, and in that respect were different from other leading brands, the company said scientific tests had been conducted, which they considered authentic and conclusive.

Referring to these tests, Philip Morris said six years ago, June 16, 1936, an FTC committee of E. J. Adams, W. F. Davidson, and C. M. hadley had studied advertising written from these tests, and the hearing had adjourned with an understanding that reasonable notice would be given if complaint were found. "Since then, advertising has been based on this research, and no criticism was received until March, 1942."

Reynolds Reply

In general, the answer denies any statement now made, or any representation made by R. J. Reynolds in its advertising for Camels or Prince Albert smoking tobacco, "or the implications or intendments fairly to be drawn therefrom are inaccurate, deceptive or misleading."

The reply says: Until dropped in November, 1937, Camel advertising represented the cigarettes as advantageous to digestion, but did not say they insured normal digestion, "even when the going is hectic;" until scrapped in November, 1938, advertising said Camels give a "lift," and released a new flow of energy, but this advertising did not say they created new energy.

Testimonial letters from athletes were used which said the champions used Camels, but the firm never said stars of sport smoke the cigarettes because in their experience it enables them to keep in condition. Camels were not repre- sented as recommended for grueling sport. Testimonials, moreover, in the first draft the product of Camel advertising agencies, were carefully read by those testifying, and investigation indicated that the signer was a Camel smoker.

Until May, 1939, Camels admitted advertised that the cigarette never irritates the throat. This did not represent the cigarette as unsafe, for did it claim smoking does not harm the throat, the reply said. Camels have been represented as the cigarette of no-tobacco, it admitted, though they were never said to get all the finest cigarette tobacco; they are the most popular brand with tobacco growers, but it is not necessarily true that most all tobacco growers prefer Camels.

In detail, the answer denies representing that Camels burn 25% slower than most other competing brands, but states it did represent that according to independent scientific tests, they burn slower than any of the 15 other largest-selling brands tested, and denies asserting that Camels contain (Continued on page 58)
Greetings

whereas Sachs Quality Furniture, Incorporated has completed 20 years of consecutive weeks of broadcasting over WMCA, including the 3 years WMCA operated without its present call letters,

whereas Sachs Quality Furniture, Incorporated has, with the continuous use of radio, grown from a small store on Second Avenue employing 40 persons to one of New York's greatest business institutions and over five hundred employees,

whereas Sachs Quality Furniture, Incorporated believes that radio in general and WMCA in particular have been the most constructive forces in our growth,

Sachs Quality Furniture, Incorporated extends to the management and staff of RADIO STATION WMCA deep appreciation of a most profitable partnership, mellowed with the passing of the years.

I. Sachs

M. Sachs

October 2nd 1942

This scroll was presented to WMCA, New York, by Sachs Quality Furniture, Incorporated
Spot Business to Reach All-Time High

End of Year Marked By Continued Brisk Activity

(Continued from page 7)

for shorter periods than they formerly did.

Several representatives said that stations in small markets were losing billing while stations in major markets were gaining it, explaining that the difficulties in trans- portation were causing some advertisers to drop secondary points and concentrate their advertising where most sales are made. This observation was countered by other reps, however, who said the gasoline rationing and the rubber shortage have caused more people to shop at home instead of driving to bigger cities 20 to 50 miles away and that this had tended to in- crease the use of secondary mar- kets by spot radio advertisers. Whatever the final effect, rep- resentatives of small stations reported the same general overall busi- ness conditions as those of the larger, major market stations.

Priority Problems

Effects of priorities have not been as serious as was feared some months ago. Packaged products seem to have hurdled their difficulties and are resuming their normal use of spot radio. Tea and coffee advertising for individual brands has just about stopped, but the Pan-American Coffee Bureau is using women's programs on about 30 stations to educate con- sumers in getting the most out of the coffee they buy.

Priorities have also created new spot campaigns, notably that of the telephone company to explain that materials are not available for new telephone lines and to urge that long distance calls be made only when absolutely necessary. Air-conditioning ceilings have caused the cancella- tion of a few spot campaigns, along with other advertising, chiefly in cases where the product was scarce in March as special sale prices which cannot be continued without a loss of profit to the manufacturer or dealer.

Publishing Business

In the packaged food field, dehydrated products and dried foods are being advertised in at least equivalent volume to the former canned soups, pork and beans and other foods to which tin cans are now denied. Candy advertis- ing has fallen off because of the sugar shortage, but gum advertis- ing is holding up "surprisingly well," several representatives re- ported. Advertising for gum is shifting, however, to concentrate on war production markets where the demand for chewing gum is larger than in other places.

Books and magazines are re- sponsible for a number of exten- sive spot campaigns, a new type of business undoubtedly due to the fact that the war has given people both more time to read, by cur- tailing their motoring, and more money to spend for literature.

Patent medicines are another war-boomed class of products, which have greatly increased their already large expenditures for spot radio time. The shortage of doctors for civilians due to the heavy demand on their services by the armed forces and the expected heavy crop of colds this coming winter because of heat rationing in many cities is expected to in- crease greatly the amount of self- medication with advertised cold cures.

The future is filled with develop- ments which will undoubtedly af- fect advertising, spot radio in par- ticular. The zoning of sugar, with cross-hauling forbidden, may be followed by similar restrictions on other products. This might result in a decrease in advertising of na- tional brands and a growth of advertising for local or regional brands, which might be bad for national advertising and good for spot. Or it might result in an increase in institutional advertising by national advertisers to keep their brand names alive until after the war.

Certain only at this time are these facts: Spot radio has had a good year so far and will probably continue to prosper for the re- mainder of 1942. The war is begin- ning to have its effects, both good and bad, and these will be mul- tiplied as the war continues. Spot providers has proved its ability to be a job for the advertiser and to adapt itself rapidly and readily to his changing requirements.

It seems logical, therefore, that spot radio will continue as an important advertising medium throughout the war and afterwards, playing its part in what- ever advertising programs there are.

Beverages


Central Winery, Fresno, Calif. and California Wineries, announcements on quarter-hour programs, six eastern sta- tions. Geisse & Geisel, New York.


Liebmann Breweries, Brooklyn (Budweiser beer), football games, WJZ, New York, and WTIC, Hartford. Young & Rubicam, New York.


Neji Corp., Columbus, Ga. (Royal Crown Cola), spot announcements on varying weeks basis on selected radio sta- tions. BBDO, New York.


Coffee Campaign

Red Rock Bottlers, Atlanta (Red Rock Cola), started transcribed musical announcements, 15 times weekly, on 59 stations, the local bollters in June, mostly on a 52-week basis. To increase spot broadcasting until all 118 bottlers are placing announcements locally. H. A. Salaman, Inc., New York.


Pan American Coffee Bureau, New York (institutional campaign), in conjunction with the National Coffee Assn., on Sept. 14, started participations in home economics classes, with announcements on 29 stations. J. M. Mathes, Inc., New York.

New York State Milk Publicity Board (Shake 'n Milk), annual fall campaign to be launched Oct. 12 on 17 New York State stations, using three times a week to five participations weekly on home econ- omies programs for four weeks. Live an- nouncements. J. M. Mathes, Inc., New York.

Martinson & Co., New York (coffee), currently using news programs on one New York station and may be extended and so far plans contemplated for the coffee situation. Neill-Rogovin, New York.

Candy, Chewing Gum


American Chicle Co., Long Island City, launches new campaign to break on spots on 10 selected stations in the larger, major market stations.


Drugs, Cosmetics

Lever Bros. Co., Cambridge (Vilene), spot announcements on 10 newspapers on some 50 stations throughout the coun- try. BBDO, New York.

American Tobacco Co., Minneapolis (Sanforsh toothpaste), one and five-minute spots, additional to the Christmas season. BBDO, New York, and Minneapolis.

J. C. Eno Ltd., New York (Macleans toothpaste), quarter-hours and participa- tions, 80 spots on 13 stations in New York.


Carter Products, New York (Avrid deodorant), spot announcements through December on 150 stations in United States, Canada, and Northern Europe.


Norwich Active

Norwich Pharmacal Co., Norwich, N. Y. (Pepto-Bismol, Resparol), to start spot announcement campaign on Jan. 1, 1943, with stations yet to be arranged. C. Gumbiner, New York.

Oxylon Co., Jersey City, mid-Octo- ber to start spot announcements for six weeks on four markets. Cecil & Freeborn, New York.


Andrew Jerger Co., Cincinnati (Woodward's Cream), to start spot announce- ments and programs in four markets. General Metal Works, Cincinnati.

Carter Products, New York (live- pills), to start 5-minute hourly-transcribed program on 7 Pacific Coast
A whistle shrills! It's the kick-off! A football in America soars through the air 44 million yards around the world as tens of millions of fans pack NBC's network stadium!

Every Saturday, when NBC's Bill Stern again broadcasts his vivid, on-the-spot, play-by-play descriptions of the game, he will carry the ball to more NBC rooters than ever—to those millions here in America who are staying home to conserve gasoline and rubber—to our boys in the fighting forces all over the world—a sure bet that NBC's "old-grad" football fans (and the millions more this year) will find the relaxation they need when not "punching the clock" for Victory.

NATIONAL BROADCASTING COMPANY
A RADIO CORPORATION OF AMERICA SERVICE

NBC'S BILL STERN. The most popular sports announcer on any network. He won every major popularity poll for a sports announcer held this year—World-Telegram Poll—Radio Daily Poll—Movie Daily Poll—Movie-Radio Guide Poll (with more votes than all other sports announcers combined). Bill's versatility is still further revealed by his outstanding performances on the Army Hour, an NBC Sunday afternoon feature.
PICKETTS PROPERTIES, Buffalo (Favorite Subscription. Golden Medal Discovery), starts live and transcribed announcements 6 to 12 times weekly Oct. 5, using stations of each product. Duane Jones Co., New York.
MUSTEROL Co., Cleveland (Musterole), starts five live announcements on a five-week basis in 150 United States and 15 Canadian stations in October. Erwin, Wasey & Co., New York.
OSCO Pharmaceuticals, Inc. (Drs. Edwards' Olive Table), will launch a five-minute campaign in a limited number of Ohio stations. Further announcement to be discussed. Erwin, Wasey & Co., New York.

Vitamin Campaign

MAJOR VITAMINS, New York (Major Brand B Complex Tablets), on Sept. 14 launched campaign on 25 stations, using spot announcements and participations. One to three times weekly, on food and women's interest programs. Grey Adv., New York.


JOHNSON & JOHNSON, New Brunswick, N. J. (Baby's First Broads), a five-minute spot broadcasting exclusively. Details not available. Ferry-Keely Co., New York.


COLGATE-PALMOLIVE-PERT Co., Jersey City (Colgate toothbrushes), started Sept. 28, week-long program of folk songs on WEVD, New York, possibly as a test.


EX-LAX Inc., Brooklyn (laxative), continues 8-week campaign of spot announcements on large station list, which is unavailable. Joseph Katz Co., New York.

CHAS. MARCHAND Co., New York (Golden Hair Wash), spots in limited number of New England stations.

BLACK DRUG Co., Jersey City (Gold Medal C.ansules), quarter-hour transcriptions. Let's discuss your plans on stations throughout country. J. Walter Thompson Co., New York.

Food Products

SOUTHERN BAKING Co., New Orleans (shortening oil), quarter-hour program, starts in October and November. Tracy-Locke-Dawson, New York and Dallas.


LOOSE-WILTHER BISCUIT Co., Long Island City (Sunshine biscuits), a few spot announcements on selected New York and New England stations.


BEST FOODS Inc., New York (Helm- man's Mayonnaise), extensive use of spot on staked list of which is not permissible. Benton & Bowler, New York.

HILDRETH & CO., New York (My-T- Fine deserts), one-minute transcribed announcements five times weekly on 27 stations in New York City, West and South. (Biscoy, daily spots on Mississippi and Alabama stations. J. Walter Thompson Co., New York.

W. P. BAKERS OF AMERICA, co-operative organization of 80 wholesale baking plants, starts singing locally on some 35 stations. Direct.

GREENSPAN BROS., Pa., Belfast (Staff Aid), announces this fall on 12 spots in Chicago. Station list not available. Erwin, Wasey & Co., New York.


Cereal Series

KELLOGG Co., Battle Creek, Mich. (Peep's Puffy Caramel Corn), five to seven minute exten- sive spot campaigns, but station lists not available. Kenyon & Eckhardt, New York.

W. H. SON & SNOWDRIFT SALES Co., New Orleans (oil and Snowdrift), one-minute announcements on selected major stations. Station list not available. Kenyon & Eckhardt, New York.

PIONEER ICE CREAM CREAM, Dor- drecht, Mich. (Red's ice cream), news on WAF, New York.

A. GOODMAN & SONS, New York (noodles), two participations weekly.


INTERNATIONAL SALT Co., Scranton, Pa. (Sterline Table Salt), started in Sept. on WEVD, New York. Extended to WCAU, WNEV and WEZB, New York.

DRYDEN & PALMER, L. I. City, N. Y. (Gerber's formulas), starts in half-hour campaign on two Eastern stations, may use more.


WHEATENA Corp., Rahway, N. J. (Wheatena), long promotion through a weekly program of about six announcements on news programs on WEVD, New York, will continue.

Macaroni Sponsor

C. F. MILYVYR Co., Jersey City (Ma- caroni), started large campaign of five-minute announcements in the Eastern area on a five-minute basis. Details not yet set. Station list not yet set. J. M. Mathis Inc., New York.


V. LAGRO & SONS, New York (macaro- ni), participations on women's programs in several stations. M. H. Hackett, New York.

VAN CAMPS Inc., Indianapolis (Ten- ae)me)1e sentenced, news on 39 stations, and musical and newspaper program on 15 stations. Calkins & Holden, New York.


IGLEHEART BROS., New York (Swanes- down Family Flour), transcribed announcements from West and Midwest, Young & Rubicam, New York.

HILLS BROS. Co., New York (Singer- bread mix), participations on five stations.


NATIONAL BISCUIT Co., New York (crackers), quarter-hour and half-hour musicals, half-hour transcriptions, participa- tions on women's programs, 15 stations. McCann-Erickson, New York.

Gasoline, Fuel

CONTINENTAL OIL Co., New York (Conoco Motor Oil), quarter-hour spot- or news programs in three test cities.

ESSEX MARKETERS, New York (Kero- sene oil and gas), five-minute Ex- riter reports. Station list not available. Details not available. Station list not available. Station list not available.


Publishers

W. M. WISE & SONS, New York, New York (Modern Home Physician), five-minute transcriptions and quarter-hour recorded musical programs on 50 sta- tions. Huber Hoge & Sons, New York.


READER'S DIGEST, Pleasant Valley, N. Y. (magazine), using spots in selected mar- kets to promote current issues. BBDO, New York.

MACFADDEN PUBLICATIONS, New York (True Story Magazine), spot announce- ments to promote articles in the monthly issue. Campaign from 40 to 60 stations. Ar- thur Kudner, New York.


Soap Cleaners

B. F. SULLY CO., New York (Walker, Mizell), five to eight minute campaigns. Eastern stations, BBDO, New York.

PROCTOR & GAMBLE, Los Angeles (Luna soap), spot announcements on large list of stations, not available. Blox Co., New York.


HECKER PRODUCTS Co., New York (Jet Oil), five minute spot announcements on 35 stations until Nov. 28, 1942.

BATHASWEET Corp., New York (Bath- savet), reduced rate to promote on WOR RKO, W 6 1 H. H. Blau, New York.


PROCTOR & GAMBLE, Cincinnati, contin- uing spot announcements and programs in Chicago, Cincinnati, Dallas, St. Louis and Kansas City, five minutes weekly on news programs in New York area with current campaign on two Eastern stations. Details not available. Station list not yet set. J. M. Mathis Inc., New York.


Tobacco

CONSOLIDATED CIGAR Co., New York (Harvester Cigars), in September renewed advertising, using National, American, six-minute transcription, 3 to 5 times weekly on 28 stations. Also news

'E' FOR HALLICRAFTER, radio manufacturer now converted to war work, was marked by a special ceremony. Present were (1 to r.) W. J. Halligan, president; Dolores Yager, company employee; Ruth Den ner, vocalist; Robert Foss, representing the Management-Labor Production Drive Committee; Col. Thomas L. Clark, officer in charge, Chicago Sigma, Depot, and Raymond W. Durst, sales manager of Hallicrafter.
ITS NEWS THAT KEEPS LISTENERS GLUED TO A RADIO STATION THESE DAYS, AND KEX HAS ALL THREE OF THE LEADING NEWS SERVICES—ASSOCIATED PRESS, UNITED PRESS AND INTERNATIONAL NEWS!

YOU'VE GOT TO "WATCH" A LOT OF THINGS IN BUYING TIME THESE DAYS—LET ME TELL YOU WHAT I'VE LEARNED ABOUT THE SITUATION IN PORTLAND, OREGON!

KEX HAS DEVELOPED A LOYAL AND RESPONSIVE AUDIENCE—OUT OF A TOTAL OF AROUND $12,000,000 RAISED IN THE NATION-WIDE BLUE NETWORK WAR-BOND SHOW, KEX LISTENERS PLEDGED $1,193,492.00!

KEX, WITH ITS 5,000 WATTS 'DAY AN' NIGHT, CARRIES YOUR SALES-MESSAGE TO LISTENERS THROUGHOUT THE ENTIRE RICH MARKET AREA OF OREGON AND SOUTHERN WASHINGTON! THAT'S WHERE COVERAGE COUNTS!

MY! HOW THE ORDERS ROLL IN! KEX IS THE ONLY OUTLET IN THIS AREA FOR THAT BOOMING, ZOOMING BLUE NETWORK WHICH HAS SET THE PACE THIS FALL FOR THE RADIO INDUSTRY!

WHEN IT COMES TO PICKIN' OUT CHOICE PERIODS, KEX IS THE TIME-BUYERS DELIGHT—YOU HIT TH' JACKPOT FOR THE ADVERTISER EVERY TIME!

FOR AVAILABILITIES, SIMPLY WRITE OR WIRE STATION KEX—PORTLAND, OREGON. BETTER YET, JUST GRAB TH' PHONE AND CALL YOUR NEAREST PAUL H. RAYMER OFFICE!

KEX, "THE VOICE OF THE OREGON COUNTRY" PORTLAND, OREGON
LOS ANGELES

By DAVID GLICKMAN

DESPITE the fact that West Coast broadcasters and station representatives express a feeling of optimism on fall spot broadcasting, an undercurrent of pessimism, never before sensed, prevails among agency account executives in that area.

With advertisers delaying campaign begins because of wartime problem, the various advertisers are chary of making any long-range predictions. Following a middle-of-the-road policy, they recognize that most anything can happen, and with solutions in check, many remain firmly against radio advertising.

Agency Worries

Conversation by most West Coast agency executives is centered around the weather forecast. Several stated that clients, at the moment, were uncertain of advertising plans, although conservative spot campaigns have been mapped.

Two with manpower shortage to carry on, other Pacific Coast agencies have expressed similar opinions. Still others lack faith in coming fall activities of clients and are scheduling early spot campaigns which will take contracts through the winter months.

Spots, however, and representatives and representatives base their optimistic prophecies on commitments on hand and knowledge of campaigns scheduled for September, but depending on spot situation.

For example, one executive is scheduled to go out in October with six spot announcements weekly.

Many accounts are long-term renewals, with others scheduled for short or seasonal campaigns. Judging from reports gleaned during this survey, spot business more than held its own during the past summer months on the West Coast.

Station managers are by no means crowing, as the drop in Revenue was delightfully surprised, with spot placements running well ahead of 1941. With a heavy backlog of contract to start during fall, they expect continuation of a drop in overall business for the last quarter of 1942 at least. Several major stations in the West Coast area report that if they are to fill all their "tight schedules", while others declare that "choice time" is gone. A great percentage of this business is national.

It was pointed out that direct mail accounts will provide an active source of revenue. Life insurance accounts top are parking up, and from all indications will be heavy users of West Coast radio time this fall and winter. There is also stimulated markets for cleaners, cosmetics, magazines and a variety of breakfast and other food as well as drug products. Then too there are many religious accounts, such as the West Coast and Los Angeles in particular.

There are many problems of manufacture, packaging and distribution, plus priority and quotas, that are faced by West Coast advertisers. But this, according to broadcasters and station representatives, is no indication that firms will not follow through on promised radio campaigns once these problems are solved.

Many accounts currently on the air, which started in early spring with spot campaigns, will utilize their radio time to introduce new products, carrying schedules through Christmas. In some instances they plan to increase efforts during the holiday season with additional spot.

Then, too, certain West Coast advertisers, going through a transition period in their own advertising for the time being, but still maintain schedules to keep firm names before the consumer. These manufacturers are turning to new means to keep factories working and with new products on the markets will again increase activity.

Wartime Boom

As a whole, national advertisers recognize the West Coast as a banana territory due to the influx of wartime industry workers who comprise an untapped market. That particular surface has only been scratched. It must be remembered that millions of workers employed by the Pacific Coast aircraft industry alone, with new personnel being added daily.

Defense stimulus business is creating moneys, and the economic impact has not yet been felt. Local payrolls are higher than ever before. Lower income bracket employees can now afford many purchases which they have not been able to make in previous years. The public also is buying better quality merchandise and more of it. As result, there is crop up again in a harvest from new money expended through war effort activities.

Station managers and station representatives are going in for creative selling—developing new accounts and selling old ones that have been out of radio for some time. They are also concentrating on new spots. They are trying to spark up radio advertising, to win new accounts and try to maintain a market, with new products on the market.
Today, Philadelphia women are on the march! They are parading into department stores... grocery stores... drug stores... apparel stores... any store where merchandise is for sale. 1942 retail sales will show a 189 million dollar increase over 1941 if sales continue at their present rate. Are you sharing in this tremendous business boom? *** The effective, economical way to reach this rich buying audience is to use WCAU, Philadelphia's ONLY 50,000 watt, non-directional radio station. To make your advertising messages go further and do more work we offer this suggestion... use WCAU.

WCAU
Philadelphia
50,000 WATTS IN ALL DIRECTIONS

AN AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM
no announcements on future radio advertising plans. When it comes to pass, agency account executives venture the opinion that they will concentrate on public service programs.

GENERAL PETROLEUM CORP., Los Angeles (45 bliveo, oil), through Smith & Drum, that elty, cancelled its four-hour news program on KCMB, CBS West Coast stations.

CALIFORNIA LIMA BEAN Growers Assn., Oakland, Calif. (cooperative), through J. Walter Thompson Co., Los Angeles, an announcement of new to radio, is considering a national spot campaign.

CALVO GROWERS of California, Los Angeles (avocado), which formerly used newspaper and radio spot in season campaign, is mapping plans for a television program, according to J. Walter Thompson Co., Los Angeles.

GOLDEN AGE Corp., Los Angeles (macaroni), cut out of radio for sometime, in a 26-week campaign started Sept. 13 is using the same spot, which has been run weekly on KECA, that city, other West Coast stations except Los Angeles, also placed. westwing through Briescher, Davis & Staff, Los Angeles.

LATA WINERY Co., Dinuba, Cal. (late, Shiraz), going into its fifth week in a newsboost campaign featuring spot announcements on six Pacific Coast stations, including KCBS, Los Angeles, through Kondis, Los Angeles.

A. J. NAVARRO, Los Angeles (book publisher), in a 26-week campaign started Sept. 8, is extending its newsboost, quarterly newswatch on KFBS, Great Western Broadcasting Co., Los Angeles.

KBO, Albuquerque’s KFRC, Cheyenne, Wyo. Firm also sponsors a thrice-weekly 10-minute newsboost and nine spot announcements on CBS Pacific Coast stations, (KXN, KGW, KSN, KLHS, KHSS, KWO, KSFZ, KFRA, KZTV) on Thursdays, four days a week, through Wernert, Los Angeles.

The San Francisco Bay region, with its vast shipyards and other west coast industries humming 24 hours a day, seven days a week, has brought tens of thousands of ready buyers to this section. The increasing difficulties in getting plates for engraving and type, the increase in printing charges, have forced a number of radio prospectors than ever before.

Considering some of the things that San Francisco offices that the 1942 radio season is well on its way to being an all-time high in their respective agencies.

The increasing number of in advertising of bread accounts, wines, beer, food products, soft drinks and mixers, soap and milk in the San Francisco area.

Of 61 radio accounts reported in the San Francisco Bay district, 26, or nearly half, have either just recently extended their radio bill ing or will increase it during the autumn months. A few of them have just returned to the air following a summer lay-off.

There are only rare instances where an account will fail to continue on the air during this season. Among these were Yellow Cab, second hand automobile dealers and advertisers of such other commodities that come under rations or price controls. Most California stations will benefit from the political contests and some are reaping new business from among the shipyards, utilizing their campaign for additional revenues. Some of the Government agencies, too, have placed business through various agencies, with some clear cuts, resulting for skilled workers in many lines. Shipyards have spent considerable sums for such workers.

Par Soap Active

PAR SOAP Co., Los Angeles, is using a new campaign, active on the Galen Drake "Housewives Protective League" on the CBS Pacific Coast network, in the CBS stations in Arizona and Montana. In addition it is using spot announcements, an about eight stations in the West. Plans to continue with this schedule through the fall. Agency is Tomsache-Ellett Adv. Agency, Oakland, Calif.

KEY SYSTEM TRANSPORTATION Co., Oakland, (bus), is using spot announcements, a number of San Francisco Bay stations to recruit workers for the company. Agency is Tomache-Ellett Adv. Agency, Oakland, Cal.

GOLDEN STATE MILK Co., San Francisco (Golden-Vitamin Milk) will continue with its heavy radio schedule during the autumn. Currently it is using Phil Stearns’ newscasts three times weekly on KFRC, San Francisco; participation in the Galen Drake’s "Housewives Protective League" on KQW and KXN six times weekly; news and home economics participations on KFKE, KFRC and KFRE and five live and transcribed spot announcements on a number of stations throughout California. Agency is Rothrauff & Ryan, San Francisco.

Lancendolr United Bakers, San Francisco, currently using Red Ryder on the Blue Network on the Pacific Coast three times weekly and transcribed and live spot announcements on stations throughout the Pacific Coast area, plans to continue these contracts. To Portland, Ore. to the Blue stations running Red Ryder in the next few weeks. The remainder of the schedule will remain

PSYCHOLOGICAL LIFT for news announcers of KROW, Oakland, is provided by a grinning, bucktoothed nip drawn on the gong which news- casters strike before each broad cast. As they smash the grinning face, studio men go about their job with a new sense of optimism and a fresh reminder that a slip of the tongue is liable to reach the ears of the enemy. Idea is credited to Scott Weakley, conductor of Men On the Street program.

SAN FRANCISCO

By J. CLARENCE MYERS

From ALL indications business has adjusted itself to the war situation, has modified its merchandising and advertising into the current picture, leapied many of the production hurdles and has settled down to do something constructive in the next months.

The result will be a notable increase in radio billings for the fall season over summer and spring, with the major accounts continuing or increasing their budget and a number of new radio users joining the fold.

That is the concurrence of a score of San Francisco offices that the 1942 radio

Page 26 • October 5, 1942 BROADCASTING • Broadcast Advertising
"Gave proof through the night..."

Perhaps it happened to you . . . that you awoke in the small hours of the night, and could not sleep again.

It was the war. You could not sleep for thinking. The Japs in the Aleutians . . . the fears and doubts. The worry that our American way of life might be forever conquered and forever lost.

You snapped on the radio by your bed . . .

And there, out of the heart of the darkness, America spoke!

"This program came to you from Los Angeles," said the radio. And you thought of the size of America—of its vast distances curving under the night. You thought of the unity of America—of 130 million Americans linked each to each through this triumph of American ingenuity.

An announcer asked you to try a certain toothpaste. And you thought of the freedom of America—where you are asked, not told, to buy things. Where your freedom of choice still rules our democracy.

"We hope you like this program," said the radio. And that, too, said something you had never realized before. That the whole American way of life—of which broadcasting was only a part—was built on giving you what you want. Not what some dictator wants to give you!

That is why—in the midst of turning out radio equipment for the armed forces of the United Nations—RCA is still proud of the peacetime equipment which has made American broadcasting.

For here is a force we did not have in the last war—a uniting force, an enlightening force—a force that through 48 states has become the voice of America herself, saying:

"Be of good cheer. Have courage. We are all together . . . and our flag is still there!"

RCA BROADCAST EQUIPMENT
RCA MANUFACTURING COMPANY, INC., CAMDEN, N. J.
CALIFORNIA CROWN SUGAR GROUP, San Francisco, will shortly enlarge its radio schedule for the fall season. It plans to continue its participation on a number of additional stations throughout Northern California and the Pacific Coast area. Agency is McCann-Erickson, San Francisco.

CALIFORNIA PACKING Corp., San Francisco (fruit products), will continue its schedule of spot announcements on a number of stations throughout Northern California and the Pacific Coast area. Agency is McCann-Erickson, San Francisco.

DWAYNE EDWARDS, Inc., San Francisco (Piedi coffee), will continue its schedule of spot announcements on a number of additional stations throughout Northern California and the Pacific Coast area. Agency is McCann-Erickson, San Francisco.

GENERAL BREWING Corp., San Francisco (beer), will continue its schedule of spot announcements on a number of additional stations throughout Northern California and the Pacific Coast area. Agency is McCann-Erickson, San Francisco.

SOUTHERN COUNTIES Agency, San Francisco, will be featuring a number of major intercollegiate football games on its fall radio schedule. Agency is McCann-Erickson, San Francisco.

SOUTHERN CALIFORNIA Gas Co., Los Angeles (public utility) plans to continue through the year its advertising program of spotlight radio newscasts of its symphony program six nights weekly on KTLA, Los Angeles, and WJLA, Salt Lake City, using McCann-Erickson, San Francisco.

SOUTHERN CALIFORNIA Gas Co., Los Angeles (public utility) currently is using a two-hour recorded symphony concert six nights a week on a Los Angeles station and is planning to continue this schedule through the fall season. Agency is McCann-Erickson, San Francisco.

PIONEER BEVERAGE Co., Oakland, Calif. (Golden Bridge Punch) new to radio, recently started a spot announcement campaign on a number of stations in the San Francisco Bay area and plans to continue throughout the autumn. Agency is Ryder & Garnet, Cal.

FLAT SPOT Co., Oakland, Calif. (wholesale paints) new to radio, recently started a spot announcement campaign on several San Francisco stations. Agency is McCann-Erickson, San Francisco.

MOTHER'S CAKE & COOKIE Co., Oakland, Calif., has been using a fall season three-weekly quarter-hour spot program on KPO, San Francisco. Agency is Emil Reinhardt, Oakland, Calif.

AVOSIT Inc., San Francisco (whipping cream) is using transcribed spot announcements in a test campaign on four Portland stations out of two Honolulu stations: KINY and KFAR, KPO, and KJG, San Francisco, and plans to continue this schedule in the fall season. Agency is Wachman & Co., San Francisco.

PETER PAUL Inc., Naugatuck, Conn. (Mounds candy bars) has just started a half-hour broadcast of spot announcements on the fall season. Agency is McCann-Erickson, Oakland, Calif.

KILPATRICK BAKERIES, Oakland, and San Jose, Calif., will continue its three-weekly spot program on KFRC, KDGM, and KDJS, San Francisco, and KDGM, San Jose. Agency is Emil Reinhardt, Oakland, Calif.

ALPINE COFFEE Co., San Francisco, previously only a subscription user of radio, has added the KBCW (Bob Gallagher) Morning Program on Breakfast at Sadie’s on the Radio, weekdays, 6 to 9 a.m., to its schedule. Agency is Leon Livezey, San Francisco.

SEVEN-UP BOTTLING Co., San Francisco, will continue its spot announcements and participation on stations in Northern California and the Pacific Coast area. Agency is Leon Livezey, San Francisco.

Girard's to Remain

CISCO'S Little Show with Ray Lewis, quarter-hour broadcast in the San Francisco Bay area. Although radio is usually curtained during fall and winter months when fewer新鲜 vegetables are available, account manager for the fall season. Agency is Rhodes & Davis Adv., San Francisco.

DENALAN Co., San Francisco (thermal plate cleanser), which last spring used the KIPK, KQW, and KJG stations of KBCW, San Francisco, has shifted its fall spot announcements and participation on KPIX, KQW, KJG, KQWR, and KGW in San Francisco. Agency is Rhodes & Davis Adv., San Francisco.

DR. E. L. CORLEY, San Francisco (health foods) continues its three-weekly spot program on KGM, KGNO, and KPIX, San Francisco, and plans to continue this scheme through the fall season. Agency is Alderman & Stanley, San Francisco.

ALBERS MILLING Co., Seattle, Wash. (flagged flour) off the air during the summer, will return Oct. 1 with an advertising campaign on KGOL, KQW, KGW, KQWR, and KGWX, Washington, Los Angeles, and San Francisco. Agency is McCann-Erickson, San Francisco.

SUNNYVALE PACKING Co., Sunnyvale, Calif., will continue its weekly spot program on KPO, San Francisco, and plans to continue this schedule through the fall season. Agency is Wachman & Co., San Francisco.

OMI & FISHER, Inc., Salt Lake City, Utah, has expanded its weekly spot program on KGNO, San Francisco, and plans to continue this program throughout the fall season. Agency is Alderman & Stanley, San Francisco.

SUNSET MAGAZINE, San Francisco, (home and garden periodicals), new to radio, has started three fortnight programs weekly on KSFQ, San Francisco, and plans to continue this schedule throughout the fall season. Agency is Brischer, Davis & Staff, San Francisco.

WEST COAST SOAP Co., Oakland, Calif., will continue its weekly spot program on KSBJ, San Francisco, and plans to continue this schedule through the fall season. Agency is Brischer, Davis & Staff, San Francisco.

STANDARD BEVERAGES Co., Oakland, Calif., (Pan-ten-Flex) is using a weekly spot program on KSBJ, San Francisco, and plans to continue this schedule through the fall season. Agency is Brischer, Davis & Staff, San Francisco.

Other Accounts

BELL BROOK DAIRIES, San Francisco (milk) is using spot announcements on a number of San Francisco stations. Plans to continue this schedule through the fall season. Agency is Botoford, Constantine & Gardner, San Francisco.

WELLMAN, PECK & Co., San Francisco (transcribed spot announcements), is using spot announcements on a number of stations in San Francisco, Sacramento, and Los Angeles. Agency is Botoford, Constantine & Gardner, San Francisco.

ORANGE MILLS Inc., San Francisco (Van household cleansers) is using transcribed and spot announcements on a number of San Francisco stations. Plans to continue this schedule through the fall season. Agency is Botoford, Constantine & Gardner, San Francisco.

LANGENDORF UNITED BAKERIES, San Francisco (bread), also is spot announcing on radio, and using spot announcements on KPO, KQW, and KGW, San Francisco, and plans to continue this schedule through the fall season. Agency is McCann-Erickson, Oakland, Calif.

PEET WINE Co., San Francisco, is using transcribed spot announcements on KFRC, San Francisco, and plans to continue this schedule through the fall season. Agency is McCann-Erickson, Oakland, Calif.

REGAL AMBER BREWING Co., San Francisco (Regal Pale Beer) is using Light & Erickson, San Francisco, and plans to continue this schedule throughout the fall season. Agency is Regal Amber Brewing Co., San Francisco.

BETSEY JONES, San Francisco, will continue its weekly spot program on KSFQ, San Francisco, and plans to continue this schedule throughout the fall season. Agency is Regal Amber Brewing Co., San Francisco.

BETSEY JONES, San Francisco, will continue its weekly spot program on KSFQ, San Francisco, and plans to continue this schedule throughout the fall season. Agency is Regal Amber Brewing Co., San Francisco.

LOMA LINDA FOOD Co., Arlington, Calif. (Huston’s) is using spot announcements on home economics radio programs in Los Angeles, San Francisco, and St. Louis. Agency is McCann-Erickson, San Francisco.

Acme Beer Busy

DAIRY BELLE FARMS, San Francisco (milk), using Hospitality House Party Spot Program, has started on KSFQ, San Francisco, and plans to continue this schedule throughout the fall season. Agency is McCann-Erickson, San Francisco.

ACME BREWING Co., San Francisco, has continued its spot announcements on the Local TV Club and Mutual-Don Lee stations in California: the KABC-TV (Elmer Davis) and KTLA stations in Los Angeles; the KPO, KQW, and KGW stations in San Francisco; and the KRMK and KGNO stations in Oakland. Acme is one of the biggest spot advertising clients of the KABC-TV station and its network. Agency is Emery & Co., San Francisco.

SHASTA WATER Co., San Francisco (water), has started its fall radio campaign, which has returned for the fall and winter months. It is using a spot announcement on football broad- casts preceding and following all Football broad- casts on KQW, San Francisco. Agency is Brischer, Davis & Staff, San Francisco.

SUNSET MAGAZINE, San Francisco, (home and garden periodicals), new to radio, has started three fortnight programs weekly on KSFQ, San Francisco, and plans to continue this schedule throughout the fall season. Agency is Brischer, Davis & Staff, San Francisco.

MOORES Inc., San Francisco (men’s neckties) is using spot announcements on KPO, KQW, and KGW, San Francisco, and plans to continue this schedule through the fall season. Agency is McCann-Erickson, San Francisco.

STANDARD BEVERAGES Co., Oakland, Calif., (Pan-ten-Flex) is using a weekly spot program on KSBJ, San Francisco, and plans to continue this schedule through the fall season. Agency is Brischer, Davis & Staff, San Francisco.

RETAIL SERVICE, San Francisco, (Kentucky Derby), is using a spot announcement on KSFQ, San Francisco, and plans to continue this schedule through the fall season. Agency is Regal Amber Brewing Co., San Francisco.

BELL BROOK DAIRIES, San Francisco (milk) is using spot announcements on a number of San Francisco stations. Plans to continue this schedule through the fall season. Agency is Botoford, Constantine & Gardner, San Francisco.

ORANGE MILLS Inc., San Francisco (Van household cleansers) is using transcribed and spot announcements on a number of San Francisco stations. Plans to continue this schedule through the fall season. Agency is Botoford, Constantine & Gardner, San Francisco.

LANGENDORF UNITED BAKERIES, San Francisco (bread), also is spot announcing on radio, and using spot announcements on KPO, KQW, and KGW, San Francisco, and plans to continue this schedule through the fall season. Agency is McCann-Erickson, Oakland, Calif.

PEET WINE Co., San Francisco, is using transcribed spot announcements on KFRC, San Francisco, and plans to continue this schedule through the fall season. Agency is McCann-Erickson, Oakland, Calif.

REGAL AMBER BREWING Co., San Francisco (Regal Pale Beer) is using Light & Erickson, San Francisco, and plans to continue this schedule throughout the fall season. Agency is Regal Amber Brewing Co., San Francisco.

BETSEY JONES, San Francisco, will continue its weekly spot program on KSFQ, San Francisco, and plans to continue this schedule throughout the fall season. Agency is Regal Amber Brewing Co., San Francisco.

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LOMA LINDA FOOD Co., Arlington, Calif. (Huston’s) is using spot announcements on home economics radio programs in Los Angeles, San Francisco, and St. Louis. Agency is McCann-Erickson, San Francisco.

Acme Beer Busy

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HOME FEDERAL SAVINGS & LOAN ASSOCIATION
390 & BOSTON
TULSA, OKLAHOMA
September 9, 1942

Mr. Wm. B. Way, Vice-President and General Manager
Radio Station KVOO
Tulsa, Oklahoma

Dear Bill:

Enclosed is the signed contract for our third year on KVOO as sponsor of your News of the Hour Program.

You may be interested to know that since we have been using your station daily our investment business outside of Tulsa and in the territory covered by KVOO has increased more than 500 percent. KVOO is the only media used in this territory.

Radio has enabled us to reach into both small and large communities in many states of the south and west to develop much new business which we considered a few years ago as impossible to get with a reasonable advertising investment. In fact, we have received business, directly attributable to KVOO, from as far away as the state of Wyoming.

As a public service we have also used a portion of our commercial time each day to urge the public to buy U.S. war bonds and stamps, and Home Federal is proud that its combined sales of bonds, stamps, and Treasury Tax Savings Notes Series B is more than that of any other savings and loan association in the country.

I wish to join with our advertising agency in thanking you for the fine cooperation we have received from your entire staff.

Yours very truly,

L. W. Grant, President

50,000 WATTS
NBC AFFILIATE
1170 Kilocycles

For
LATEST DATA ON ONE OF AMERICA'S FIRST 25 WAR PROJECTS MARKETS
which is also Oklahoma's richest (No. 1) market, write KVOO, Tulsa, Oklahoma, or see any Edward Perry representative. KVOO has just compiled all the essential facts which time buyers want in considering a market, in a file size booklet. Be sure to secure your copy.

BROADCASTING • Broadcast Advertising
October 5, 1942 • Page 29
The retail picture appears somewhat brighter than in the winter of 1941-42. No cut downs are in prospect, and some increases in allotments are anticipated. The large income standards of Detroit factory workers are dominant in the swelling plans of the retailers.

At the same time, the prospect of scarcity in many lines of consumer goods, and short stocks throughout key departments, is causing somewhat of a shift in radio thinking, according to one agency head. He pointed out that up to now radio spot advertising by retail accounts has been prone to be for one specific promotion on one specific day. Now, however, he went on to state that shortened accounts are forcing us to think in terms of institutional promotion, rather than of direct selling drives. This shift in thinking was also believed amplified by the retail fact that Detroit population has increased more than 300,000 persons during the past year, according to semi-official estimates, bringing a large number of persons into the bag of instability who are not familiar with the various stores and who can well be the subject of institutional campaigns.

The GMC Victory Is Our Business series is the largest section of spot business at present emanating from Detroit. It runs in approximately 30 cities, being augmented and developed as occasion develop, so no permanent list is available. The shows are heard 15 minutes once a week, but are repeated at several points on different days and in some cities run over more than one station. Time is placed by Campbell-Ewald Co.

Cunningham News

In the retail field, the Cunningham Drug Co. program of 122 newscasts per week continues to be the heaviest item on the Detroit spot programs. These news shots run on WWJ, WXYZ, WCAR, WJLB and CKLW. Simons-Michelson Co., is agency.

Simons-Michelson is also placing 5 and 15-minute spots for Schmidt Brewing Co., preceding football games broadcast over Detroit stations WJR, WWJ and WJLB, together with miscellaneous spot time.

Sears, Roebuck and Co., is tying up with the Gillette broadcasts of leading sports events, with before and after the event spot time over CKLW, placed by the Gordon Castle agency.

Political circles anticipate that the forthcoming campaigns leading up to the November elections will be productive of considerable spot purchasing. Gov. Murray Van Wagoner and his Republican opponent, Secretary of State Harry Kelly, candidates for the governorship, are expected to rely heavily on radio in their drives.

Julius E. Erickson

Julius E. Erickson, 72, formerly an advertising man at the Detroit News, Erickson Adv. Agency, New York, died Sept. 24 at Muhlenberg Hospital, Plainfield, N. J., after an illness of several weeks. Mr. Erickson joined the agency established by his father, and continued it after the latter's death in 1936. He retired in 1933. A widow, a son and three grandchildren survive.

LEON H. GREENHOUSE has joined Benjamin Eshelman Co., Philadelphia, and will serve as radio director and account executive.

Page 30 • October 5, 1942
Too many patriotic people still think of America as an isolated refuge from Hitler's total war.

Nothing has changed for them. Mentally and physically, they refuse to lend a hand for victory. They work as before, play as before, grumble at rationing and taxes, thank their lucky stars that the battle is far from their shores.

These are Hitler's friends.

They help Hitler by doing nothing. They do nothing while every Nazi, and every Nazi vassal, gives life and liberty in the struggle.

To these people Radio shouts, "Wake up"! And Radio will keep shouting until all America is on the job."
Risk Insurance on all stations, which may go on the air again at a later date.

The Royal Canadian Air Force has started paid dramatizations with commercials on all French and English stations daily for recruiting. The Dept. of Labor is using spot announcements on all stations to advise all registrants as their age classes are called up for registration for classification for war work, and is using spot announcements on stations using the CBC sustaining show Step It Up to draw attention to this show on wartime labor problems.

The Wartime Prices & Trade Board has French and English net- daytie serials, Soldier's Wife and Le Courrier de Jour on most Canadian stations. Other government departments have used spot campaigns in recent months, are expected to continue using paid spots on all Canadian stations as the need arises. Most government programs and announcements are placed through the joint Ad. Agencies of Canada, Toronto, the French business being placed by Canadian Ad. Agency, Montreal. Labor Dept. spots were placed by R. C. Smith & Son, Toronto.

Millers Active

OLIVILLE FLOUR MILLS, Montreal (miracle feeds), has started thrice-weekly spot announcements on 28 stations, through J. J. Gibbons Ltd., Montreal. WESTERN CANADA FLOUR MILLS, Toronto (Pioneer feeds), this week starts three to five dramatized spots weekly on 29 stations, and the CKNX Barn Dance on CKNX, Wingham, Ont., weekly.

THE ENERGY OF LIGHTNING HAS NEVER BEEN HARNESSED

THE ENERGY OF OUR ORGANIZATION CAN BE HARNESSED TO SUBSTANTIALLY INCREASE YOUR BUSINESS

THE MOUNTAIN X

AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK • DETROIT • SAN FRANCISCO

Atlantic Resumes Fall Grid Series
Cartailed Schedule Covers 145 Games on 59 Stations

ATLANTIC REFINING Co., Philadelphia, after reversing its earlier decision to drop the Atlantic football broadcasts, went on the air last week with the first of the 145-game fall schedule that includes time on 59 stations.

This year's Atlantic football network, covering the North Atlantic seaboard, and territory west to Ohio, expanded this year to cut in the 83 station outfit that carried Atlantic broadcasts last year. Because of gasoline rationing, Atlantic at first announced it would drop the project, but later reconsidered.

[BROADCASTING, Aug. 17, Sept. 14].

Though the season formally opened with games on October 1 and 3, two college and four high school pre season games were aired September 25 and 26. This included Temple-Georgetown on WIP, Philadelphia, Cincinnati's Dartmouth on WBZ, Boston, and WTAG, Worcester.

A major change in Atlantic's schedule this year, announced by Philadelphia this year, where the company substitutes eight games on WFUL for U of Pennsylvania games it formerly broadcast on WCAU. Philco Corporation will handle the WCAU football broadcasts.

Stations on this year's Atlantic football network include: WIP (Philadelphia), WDEL (WDEL WEAN WTAG WORK WDEL WBKO WBDO WJAX WBN WATM WEEU WCED WBFJ WJAC WJAS WXST WLEU WMB WMRF WBOC WFUL WBFR WFPG WJEJ WGR WAGE WATR WBK WEMI WLEY WENY WFEA WGR WHAI WQfan WQJW WWLL WLNH WNAC WNBW WNWH WNL WCBB WSQSB WTHT WBAX WAZL WQOK WRAK WARM WNL.

Blue Participants

CREAM OF WHEAT Corp., Minneapolis (a 146-cereal), on Oct. 2 re

The royal Veterinary College, London, has placed spot announcements on a number of stations. Agencies are McKee & Albright, Philadelphia.

D. L. & W. COAL Co., Buffalo, started this month the weekly recorded show The Shadow on seven stations. Agencies are: W. C. MacDonald Inc., Montreal (pipe tobacco), has on the air dramatized spots five times per week on 12 stations.

CANADA STAR CH Co., Montreal, has announced for the fall this year the weekly recorded show Secret Service Show on Canadian stations, and added CIBER, Toronto. Agencies are: Canadian-Famous John Deere, Montreal. J. C. ENO (Canada) Ltd., Toronto, has one of the largest commercial spot assignments on stations, with three transmitted programs on 47 stations for a number of products. Two of the programs are on thrice-weekly and the third twice-weekly.

Dr. J. O. LAMBERT, Ltd., Montreal (Medicinals), in addition to a weekly radio show, has started a weekly transmitted training lecture on TV in Canada, which may be expanded later. Agency is J. E. Haskins Ltd., Montreal.

EX-LAX MFG Co., Brooklyn, has started a twice daily spot announcement on station radio stations in Cynthia Brown & Co., Toronto.

NATIONAL DRUG & CHEMICAL Co., of Canada, Toronto, has placed spot (Continued on page 51)
HOW advertisers will benefit through the recently-announced WQXR-Time, Inc. collaboration:

Building upon a sound foundation of the best in music, WQXR has become a unique station. Good music has won WQXR a market all its own—a market in the heart of the world's greatest single concentration of purchasing power: The New York Metropolitan Area. Good music—as only WQXR programs it—is selling goods right now in this entire New York market for the smartest and biggest advertisers in America.

Now comes an added reason to boost WQXR's popularity—the worldwide news gathering facilities of TIME and LIFE and FORTUNE—an exclusive service for WQXR. This means further growth in audience size—and the right kind of audience, too. The combination of WQXR and TIME's facilities will give you programs at a cost that at present rates cannot be matched. Buy WQXR NOW and profit by an ever-increasing audience for your sales message.

WQXR
730 Fifth Avenue
Circle 5-5566

In Chicago, The Foreman Company, Wrigley Building, Delaware 1869
In the Axis Dominated Countries...

...In America
You can listen to any radio station any time.
No Gestapo...no persecution...no prison term to prevent you from listening to Truth in the News and supportive entertainment.
Baltimoreans can listen to any station but we're proud of the fact that they listen most to WBAL.

Baltimore
August, 1942
U.S. War Bond Poster

WBAL
One of America's
World Radio Stations

Guns-Planes-Tanks
Quick

It's Easy To Buy War Bonds thru WBAL

NEW SHOW
And Their Returning To Us After Some

Secretary of the Interior

Our Service Your People: Listen To Us—1940 on Your WBAL

ADVERTISING CLUB of BALTIMORE

Originating in Baltimore
COAST-TO-COAST

HAROLD L. I.
Secretary of the Interior of
"OIL and the War"
Wednesday, Sept. 18
1 to 1:30 P.M.

The Station Where People Listen To You—HOW On Your WBAL

Harold L. I. Secretary of the Interior

NATIONAL RESOURCES BOARD
Chairman

WBAL
One of America's
World Radio Stations

Guns-Planes-Tanks
Quick

It's Easy To Buy War Bonds thru WBAL

NEW SHOW
And Their Returning To Us After Some
Ads like these mean more listeners for your WBAL programs

Pounding away, week after week, month after month, all through 1942, WBAL has been winning more listeners for YOUR programs with these powerful, full page ads in the Baltimore News-Post.

At the same time, each week WBAL ads are appearing in 19 newspapers in 14 other cities in the great Central Atlantic territory that WBAL blankets!

It's one of the great radio station promotion campaigns of all time!
After the War

EVERY RECENT action of the wartime Government clearly shows the reliance placed upon radio, domestic as well as international, as an implement of warfare—call it psychological, geopolitical, or whatnot. The Government intends to keep radio going even if it has to foot the bill.

Elmer Davis made no bones about this in his recent appearance before the Senate Petrillo Probe Committee. He said that the Government proposed to keep stations in outlying areas going “at any cost”. OWI a few days ago [Broadcast, Sept. 25] announced it was purchasing time on the four Alaskan stations for news and special events in line with its established policy of supplying American troops, wherever they are located, with adequate broadcast service. The same has been done for a station in Hawaii.

In the international broadcast field, time is being purchased by the Government for special programs. It gives the stations some wherewithal to keep operating. But the whole policy is founded on operation “By the American Plan”—not direct subsidy or Government operation. That is the mandate of Congress and the American way—even in war.

The time may come when small domestic stations, close to millions, will be unable to stand the gaff because they get little or no national business and because local business may not be sufficient to keep them going. It is conceivable that, in line with the established OWI policy, time will be purchased for news and special events and other features to keep the military posts supplied with adequate broadcast service. There can be no quarrel with such a development in wartime.

These days, when winning the war is uppermost, talk of the postwar era usually falls on deaf ears. Yet the Government itself thinks in terms of postwar economy. That’s one of the big jobs of the Board of Economic Warfare. Radio, too, would do well to think ahead.

OWI is a wartime agency. Its functions terminate after the war. So also, we assume, will the arrangements made by that agency, including those covering radio.

But there should be an added protective measure. Sometime there’s going to be a new Communications Act, or it’s going to be amended again. Uppermost in the thinking of everyone in radio should be the inclusion in any such legislation of a proviso that after the war (six months after seems to be the stock phrase) all broadcast operations shall be restored to their customary peace-time status, devoid of Government direction and contribution—full return to the American Plan.

This can be accomplished through a simple amendment to Section 606 (c) of the Communications Act, which prescribes that the President in a national emergency can commandeer any and all communications. The proviso, simply and directly, should state that radio broadcasting shall be restored to its peace-time status within six months following the war’s end.

As a matter of fact, broadcasters would do well to urge for such legislation now. After all, Congress already has established that precedent in amending Section 606 to apply to other communications fields, specifying the six-month recapture clause. Why not broadcasting, and why not now?

Unity or Else

THE WAR is everybody’s No. 1 problem. In radio, every broadcaster from 250-watt to network operator, hasn’t shown a minute’s complacency since last December.

It’s a strange paradox that while it has done such a spontaneous and outstanding job in meeting its war obligations to Government and public, the industry has failed in the mission of keeping its own house in order. Peace-time controversies have been carried over. There’s still no unity in the industry’s conduct of its internal affairs in wartime.

The NAB is in an unfortunate state of confusion because of serious, fundamental, controversy over its leadership. It has reached the point where a new trade group—the American Broadcasters Assn.—has been formed because certain industry figures, restive over failure of the NAB to act, despair of having an effective job done through the existing order.

The establishment of horizontally competitive trade groups can only have an abortive effect at a time when the need for industry solidarity was never greater. There isn’t any question in the mind of any broadcaster about the desire of the industry, as a whole, to do a peak war job. The formation of ABA, and other movements of recent months, all are manifestations of such a desire, and of the feeling that the war has left the old order behind.

It is unfortunate that personalities must be drawn in. The NAB board has held three meetings during the past six months at which the issues of personnel reorganization and leadership were to have been settled. The meeting in Chicago on Sept. 24-25 was called for the primary purpose of attempting to restore unity and harmony in industry ranks through an amalgamation of the Broadcasters Victory Council and NAB. The matter wasn’t even broached until a number of NAB board members had departed, and then it was too late. BVC despaired of action and announced formation of the new ABA.

The board should have acted. It should have voted on a fusion proposal and on a personnel realignment upon which it hesitated. It should have voted the proposal up or down so there would have been a clear-cut decision.

As things stand now, the founders of ABA have announced their intention of setting up in Washington a full-scale trade organization, with adequate personnel. The NAB board has scheduled another meeting in Chicago Oct. 14. That meeting presumably is for the single purpose of deciding on reorganization.

Neville Miller, who in 1938 was selected as the industry’s first paid president, is under fire. There are some who feel a change is necessary; others who support his record and stewardship and who allege improper inside influences.

Without belaboring the issues, it is evident the opportunity remains for bringing about industry solidarity at that Oct. 14 meeting. The founders of ABA, we hope, will decide to withhold a membership campaign or appointment of executive personnel until the NAB board session. The NAB board must meet the issue squarely at that time; otherwise it will have failed in its immediate war mission.

We have every confidence in the ability of the industry to solve its own problems. It always has. The war problem is the biggest it has ever had to face. It’s unity at the Oct. 14 meeting or internecine strife between two trade groups trying to do the same job.

A Bright Spot

BACK AT the old Fifth Ward School there used to be a copybook saying on the blackboard that ran something like this: “Every advantage has its corresponding disadvantage.”

Conversely, many disadvantages growing out of the present war seem actually to be turning into advantages. At present this is apparent from a resume of spot broadcasting prospects, in this country and Canada, as viewed by members of the Broadcasting staff.

Take rationing, for example! They cut down on supplies of tea and coffee so tea and coffee advertising takes a dip.

So what happens! Other food lines start buying more time as they try to educate the public to new forms of packaging and new types of edibles.

Or take gasoline, for another example! They ration gasoline, and what happens! People stay at home and listen more hours; more advertisers want to take advantage of their changed habits; book and magazine publishers seize the new opening. And so it goes.

Spot business will set a record in 1942. What it will do in 1943 isn’t easy to guess at this moment. Nothing about 1943 is easy to guess.

But one year ago everyone started to shiver at the mere thought of what would happen by the end of 1942.

Well, here it is!
A NEWS SENSE, manifest when he was only 14 and living at Niagara Falls, where he was born in 1896, eventually led Orrin Dunlap Jr. to editorship of the New York Times radio department and authorship of eight books on radio. There were some way stations, however, which played a big part in his development of talents and knowledge making him particularly suited for this later work.

But to get back to the early Dunlap. When he was 14 the Great Niagara icebridge ripped loose of its moorings. Young Orrin was in Sunday school when word got around that the torn bridge was headed for the rapids carrying three people to sure death. Forgetting bible studies, Orrin’s classmates dashed out to witness the tragedy. Orrin headed for home where he picked up his camera. He got pictures of the scene, developed them and sold them to the Buffalo Express.

The next link in the future author’s career was his building of a transmitter in 1912, when he was 15, and his mastery of code. He used his little set to talk to amateurs in nearby cities and Great Lakes boats operators.

One of his fond memories was hearing the hymn, “Nearer My God To Thee” in 1914 coming from either the “House of Magic” in Schenectady or DeForest’s radio station at Highbridge, N. Y. This is the story of the first broadcast music picked up along the Niagara frontier.

Orrin’s station S8Q was closed upon U. S. entry into World War I. He passed the Government’s examination for a first class commercial wireless operator’s license and in 1917 was operator on the Octarora, flagship of the Great Lakes fleet. He was hired by E. E. Nicholas, now president of the Farnsworth Radio & Television Corp.

Dunlap then enlisted in the Navy as an electrician in radio; served first at the Great Lakes Naval Station, Naval Radio School at Harvard and the Navy’s station NBD, Otis Cliffs, Ma.

The war over, Dunlap rebuilt his station and continued amateur operation. In 1920 he was graduated from Colgate with a B.S. in chemistry and then entered Harvard Graduate School of Business. Following graduation he joined Hanff-Metzger agency, New York (now Buchanan agency) and became assistant to the executive of the Paramount account.

The commercial possibilities of radio were then apparent to Dunlap and he began looking around for some place to utilize his knowledge of the medium. He found the New York Times to be the only newspaper without a radio column. His suggestion to Carl Van Anda, Times managing editor, that he start a radio page was accepted and the job of editor went to Dunlap.

He stayed at the job 18 years until he took over his present position of RCA manager of the department of information in 1940.

His Times radio “beat” brought him in contact with the leading radio personalities and after having met Marconi a number of times he wrote the wireless father’s biography, Marconi: The Man and His Wireless.

Already the author of eight books on radio, he has at least three more in his mind and one is to be published soon. Other than the Marconi opus his other works are Dunlap’s Radio Manual, The Story of Radio, Radio in Advertising, The Outlook for Television, Talking on the Radio, and the Future of Television.

Orrin now lives at Great Neck, L. I., with his wife, the former Louise Leggett whom he married in 1924.

**Radio’s War Role Stressed by Paley**

The “vital role” played by radio in uniting the United States and England as fighting allies was praised by William S. Paley, CBS president, in a brief statement made upon his return to New York Sept. 26 after a month spent in surveying radio conditions in England. Mr. Paley said:

“Everywhere in England I found increasing evidence that radio broadcasting between the United States and England is playing a vital role in forging the bonds between us as fighting allies in this war. It is bringing wartime America and war-torn England to each other. It is the voice of one free people speaking directly to another free people in language we both understand and respect. The popularity of progress from America is among British listeners, and we plan to develop still further the important exchange of broadcasts between the two countries.

“The tempo of Axis activities to create suspicion and distrust among the Allies will increase in the strenuous months that lie ahead. Transoceanic broadcasters, therefore, remain on the alert to meet this propaganda head-on and bend them into information and effective propaganda against the enemy. This being accomplished by fearless, accurate and objective reporting within the confines dictated by military security. It is the people’s war and it is the people’s privilege to be kept informed of every important circumstance affecting their destiny.”

Vital Advertising Role After War Is Foreseen

Advertising was described as the greatest force for social good in the nation at the recent Reading Advertising dinner at the Waldorf-Astoria Hotel, Reading, Pa. The speaker was John H. Morse, of the Dept. of Commerce, which that advertisement will play an important role in the war-time post-war period by creating a desire for the goods and services that will follow from a gigantic peacetime production capacity left over from the war.

“Advertising,” he added, “might well start planning now for the job of mass distribution abroad which must be done if the return of better living envisioned in the four freedoms is to be created. Millions of new customers will be needed abroad if the world is to be kept so busy at living that it will not take time out for defense. The declaration of the present job of advertising is to cooperate with the Government in promoting the war effort.”

**Gaeth Joins KLO**

ARTHUR GAETH, Western news analyst, has joined KLO, Ogden, Utah, as vice-president in charge of public relations. Mr. Gaeth’s duties now will be as newscaster for KLO, and the Intermountain Network, including KOVO, Provo, Utah, and KEDU. Prior to his position in political science at Brigham Young U, Mr. Gaeth has spent ten years abroad.
FRANK SWEENEY, formerly announcer of WJJD, Chicago, and before that of WJBC, Bloomington, III., and WOC, Davenport, has joined the announcing staff of WGN, Chicago.

BOB WHITE, continuity writer, and Gene Dailey, newswriter, of WBIM, Chicago, recently became fathers of baby sons.

GUY WALLACE, formerly of WCEIL, Chicago, has joined the announcing staff of WBIM, Chicago.

JOHN J. COLBERT, news editor of KFWB, Hollywood, has been commissioned a captain in the Army Air Forces and currently is stationed at Miami Beach, Fla.

RICHARD BOLLANDER, formerly with WFRK, Pittsfield, is announcer at WTRY, Troy.

JIM REED, former assistant sports editor of The Topeka Daily Capital, joined WIBW, Topeka, as announcer.

BARNES NASH, of WHIS, Bluefield, W. Va., has joined WWVA, Wheeling, as announcer.

CY HARRICE, announcer of WLS, Chicago, is the father of a baby boy.

ROBERT ARDEN, commentator of KFWB, Hollywood, has been assigned by Columbia Pictures to develop his story ideas into a screenplay under title of "The Boy from Stalingrad."

Meade to KXL

MERRILL MEADE, veteran newspaperman and radio commentator, has joined KXL, Portland, Ore., as continuity chief and commentator, according to Hal W. Wilson, general manager. For three years he was a newscaster and commentator for the Miami Daily News over WQAM, Miami, and before joining KXL he was continuity chief and commentator on WWPG, Palm Beach, Fla. He has also worked for the Cincinnati Post, Jacksonville Journal, Canton (O.) Daily News and several other dailies in the East and South.

CHUCK HARRISON, formerly announcer of WHBF, Rock Island, Ill., now an aviation cadet, is recovering from minor injuries received in a plane crash near Topeka, Harry Creighton, night news editor and announcer, of WHBF, has entered the Army at Fort Sheridan, III.

GEORGIE GOREL, who joined the talent staff of WLS, Chicago, 11 years ago at the age of 12, has been inducted into the Army Air Forces on the National Barn Dance.

CHARLES TAZEWELL, Hollywood writer, has been assigned to collaborate with Jean Holloway on the weekly NBC Mayor of the Town program, sponsored by Lever Bros., Co. (Rinso), when the series shifts to CBS, with broadcast of Oct. 7.

JOSEPH R. JORDNAHL, newscaster of KFOX, Long Beach, Cal., known professionally as Burton Dahl, has enlisted in the Army as a volunteer officer candidate.

ROSEMARY O'BRIEN, secretary to Kenneth D. Fry, news and special events manager of NBC-Chicago, on Sept. 15 married to Corp. Charles Klein of the Marine Corps, San Diego.

STAN RAYMOND, in the general office of NBC-Chicago and graduate of the NBC announcing school, has joined KHNO, Hamilton, Mo., as staff announcer and newscaster.

NELSON CASE, formerly announcer on the CBS programs, Philip Morris Playhouse, and Crime Doctor, is in the Naval Air Force. His assignments have been over by Carl Frank, CBS announcer.

R. J. BURS, formerly of CJO, Lethbridge, Alta., has been appointed sales manager of CKCK, Regina.

PVT. CHARLES FREED, who was Alan Charles of the announcing staff of WBO, Glenside, Pa., until last July, wrote The Blue Ridge Marching Song and Sunny, Sunny Tennessee, introduced by Ted Husing on his Cheers From the Camps show. He is stationed at Camp Forrest, Tenn.

This is one way to reach a decision—and there are lots of others! But there's only one way to reach the big responsive Roanoke-Southwest Virginia market! That's with WDBJ—the only station able to reach every radio home in the area with a good, clear voice at all times. Make us prove it—or just ask Free & Peters.
LARRY KRUPP is chief announcer at WJJW, Akron. Recent additions to WJJW staff are Bob Ingham, sports announcer from KLO, Ogden, Utah; Garde Chambers of WIBC, Canton, O.; and Stan Peizton.

TRUMAN WALDOD, formerly staff announcer for Pearstone Transcription, Des Moines, Ia., has joined WRAN, Clinton, Ia.

MELVIN SIEGEL, formerly assistant editor of Movie-Radio Guide, has joined the CBS publicity department.

SUE READ, formerly appearing in NBC telecasts, is now heard with Arch Keppner on Man About Town on WQXR, New York, presenting discussions of things to do and see in New York, and sponsored by restaurants, hotels and theatres.

VERNIE JOHNSON, formerly announcer of WCKY, Cincinnati, has joined the announcing staff of WCFL, Chicago, and is handling a recorded musical program Keeping Up With Johnson.

LAWRENCE ABBOTT, former sales manager of the Movie-Radio Guide, has been named Assistant Stage Manager of the road company of Spring Again, of which Guthrie McClintic is Manager.

JOHN MITCHELL has resigned from the script department of the BLUE, to become Assistant Stage Manager of the road company of Spring Again, of which Guthrie McClintic is Manager.

RAY WINTERS, announcer, who left WHN, New York, some time ago to enter the Armed Forces, last week joined the Army Air Forces.

FAYEVELE SCHULMAN, former assistant to Leon Goldstein, publicity director of WMCA, New York, and more recently, assistant to Ed Levin in the Promotion and Publicity Department of the New York newspaper P.M., has been named Publicity Manager of the newspaper.

GLEN DOLBERG, manager of operations of KQW, San Francisco, has resigned.

MISTER...we've got Denver by the ears...and how!

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

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

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

The Ears of Denver are upon us...
LEE PHILLIPS, announcer of WCAE, Pittsburgh, joins the Army Air Forces. Bob Peebles, WCAE announcer, leaves to take a job as program director of WKNE, Keene, N. H.

HOWARD BAILEY has been appointed program director of KFBB, Sacramento, replacing Larry Robertson. Frank Martin, new to radio, joins the KFBB announcing staff.

GIL VERBA, announcer-supervisor, is the entry of KGA, Denver in the H. P. Davis National Memorial Announcer's contest open to announcers of NBC owned and affiliated stations.

HUGH MUNCY, formerly with WNOY, Decatur, Ill., has joined KXYE, Waterloo, Iowa, farm editor.

JAY VICTOR has left the production department of WSMU, Philadelphia, to join the March of Time script staff.

SHERY O'BRIEN has joined WDAS, Philadelphia, as sports director, succeeding Lance McCurley, sports editor of the Philadelphia Daily News.

JOE DILLON announcer of WHB, Philadelphia, has been elected president of the Broadcast Division in Philadelphia of the American Communications Assn. succeeding Louis Littlejohn, engineer of WFIL.

BILL STEWART, formerly of WASK, Lafayette, and a recent Purdue graduate, joined WOBO, WGL, Ft. Wayne as an announcer. Josephine Kelley also a recent Purdue graduate, has been added to the continuity staff.

JOHN RAYMOND replaces Bob Leonard as sports announcer of WSOY Decatur. Ed Gil Dunn is junior announcer of WSOY.

DORIS TURNER of the public service department of WFIL, Philadelphia, has married William R. Patterson.

MORRIS MOGELEVER, formerly of WNEW, New York, WBZ, Boston, WJAR Providence the Providence (R. I.) Tribune and the Newark Ledger, has joined WITM, Trenton, as head of its news bureau.

TOM CARR, formerly of the Yankee network has joined WTIC, Hartford. He will pinch hit for the station's sports commentator, Bob Steele, during the latter's vacation.

JERRY PIVEN, announcer of WORC, Hartford, joins the Army Oct. 9.

S. P. STEWART, assistant news editor of UPI, Hartford, has enlisted in the Army Reserve for civilian pilot training.

LUCY LONG, formerly scriptwriter of KFRC, Houston, has joined WWL, New Orleans, where she is currently doing a woman's program, Unpublished Diary, heard thrice weekly.

WARTIME programming problems were under scrutiny of these Western officials during a recent Hollywood conference. Confabbing trio (1 to r) are Glenn Shaw, program director of KSL, Salt Lake City, Utah, Edwin W. Buckalew, western division field manager, CBS station relations, and Ralph Hardy, manager of program operations, KNX, Hollywood.

JERRY HOCKSTRA, has been appointed war program manager of KMOX, St. Louis.

HELEN ARGUE, formerly of the program department of CBC, Toronto, has been appointed a producer at the CBC studios at Vancouver.

ERNEST CHISHOLM has joined the talks department of CBC national program office at Toronto. She has frequently appeared on CBC women's talks programs.

GERARD ARTHUR, assistant program director of CBC, Montreal, has been appointed French program liaison officer at the CBC headquarters, Ottawa.

KEN RAPIEFF, sports announcer of WICC, Bridgeport, is the father of a girl. Mrs. John Lomas, sales department secretary of WICC, is in volunteer defense work and is being replaced by Dorothy Whitehead. Howard Sullivan, assistant news editor, joined the Army Oct. 5.

HAL STROHMANN joins the announcing staff of WING, Dayton from WJIM, Lansing, Bud Hicks, WTCM, Traverse City, Mich., replaces him on WJIM. Howard P. Johnson, WJIM chief announcer and production manager, is a second lieutenant in the Army Air Forces stationed at Kirkland Field Air Base, Albuquerque, N. M.

JACK HUBBARD, former continuity director of KFBB, Great Falls, Iowa, and former manager of WATW, Ashland W. Va., has resigned as program director of KROS Clinton, Iowa.

ARLEON STEPPENS, announcer-singer, formerly with WPG, WPGF, WDBA, Atlantic City has joined WLPN, Suffolk, Va.

ROY NEAL, announcer of WIBG, Philadelphia, joins the Army.

LARRY ROLLER, production manager of WJNO, Palm Beach, was awarded an Authorized Naval Recruiting Certificate by Lt. M. C. Rhodes of the Miami Recruiting Office during the Mass Induction ceremony held at the WJNO plant, Miami. Stewart Cameron, special events head of WJNO, W. Palm Beach, has been appointed 1942 football coach for St. Ann's High School, Ralph Rogeas, continuity chief of WNO, W. Palm Beach, has joined WAPU, Birmingham, Ala.
Canada Ad Tax Ruling

SPECIAL contributed advertising for the forthcoming Third Victory Loan campaign can be charged up to above normal advertising expenses for income tax purposes, according to a new ruling of C. Fraser Elliot, Commissioner of Income Tax, Ottawa. Canadian advertisers are allowed 10% over normal advertising expenditures for wartime income tax purposes. The new ruling gives advertisers up to 15% but “special contributed advertising will not be regarded as such unless the advertising can be shown to be 90% given over to urging the purchase of bonds of the Third Victory Loan. The name of the sponsor-firm and some reference to its business activities or products may make up the remaining 10%. Industrial advertising including some slight reference to the Third Victory Loan will not be regarded as special contributed advertising.”

Hands Across

KWG, Stockton, Cal., picked up and relayed a special War Bond appeal shortwaved from Hawaii by Col. Otto Sandman, commander of Schofield Barracks recently, in cooperation with Fox Theaters during a special showing of *Wake Island*. The joint radio-movie enterprise sold $144,750 in bonds.

Government Manual

The picture has changed for Southern Californian KMPC is now one of the "first three" Los Angeles stations in power, prestige, coverage...but only fifth in cost

### Soldiers’ Likes

(Continued from page 8)

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<th>Radio listening by hour of the day: weekdays (Monday-Friday) (Percentages based on all men interviewed):</th>
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### Educational Angles

The 21-page survey was concluded with a series of detailed tables showing radio likes and dislikes by education and residence of enlisted men. These studies, it was stat-

### WARTIME SERVICE

Volunteered by WHAT, Philadelphia, and members of the station staff, the dawn patrol of the Salvation Army's mobile canteen which serves coffee and doughnuts to soldiers and sailors on guard throughout the city from 12 midnight to 7 a.m. Announcers Joe Dillon and Joseph Grady look on as Milton Laughlin, WHAT general manager, receives canteen keys from Mrs. Brig. Gen. H Estes of the Salvation Army.

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

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

*Over 70% of metropolitan New York’s population is foreign-born.

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**Broadcasting** - Broadcast Advertising
in the smaller ones. Those who had no opinion aggregated 32% in the larger cities and 33% in the smaller, while those who disliked it totaled 37% in the larger and 42% in the smaller.

Popular music, such as "sweet or dance music and tunes of today," stood highest in the preferences by educational groups. Those who graduated from high school or attended college liked it to the extent of 94% both in large and small cities. No preference was expressed by approximately 8% while those who disliked it totaled only 1% in the larger cities and 2% in the smaller ones.

Ninety-three percent of the enlisted men from cities of 25,000 or more who had some high school training liked popular music, while 86% from communities of 25,000 or less showed a similar liking. The same general averages prevailed for those with grade school training.

In the swing class (hot, east, jive) of high school graduates or those who attended college, a total of 65% from the larger cities and 63% from the smaller ones preferred it. About 18% didn't care, while 15% from the larger cities and 16% from the smaller didn't like it. Those who had some high school training liked swing music to the extent of 65% in the larger cities and 63% in the smaller ones; approximately 20% had no choice, while 16% disliked it. Those with grade school education liked it to the extent of 68% from the larger cities and 62% from the smaller ones; about 22% didn't care, and 12% from the larger cities and 18% from the smaller cities didn't like it.

In the old familiar music category, (ballads, folk songs, spirituals, hymns, tunes of long ago) the better educated enlisted men liked it approximately 64%; had no choice, about 30%, and disliked it about 16%. The same relative ratios held for those with high school and grade school training.

Hillbilly Music

In the hillbilly and western music class, the ratios varied radically. Only 19% of the high school or college men from the larger cities cared for it, while 34% of those from the smaller cities liked it. Approximately 25% had no choice from both size towns. Fifty-seven percent of the larger city men disliked it as against 40% of those from the smaller cities. Those with high school train-

No Admittance!

NUDIST colony was founded by announcers Bob Martin and Bob Dixon, WTAG, Worcester, when they sported birthday suits, not bathing suits, in recent broadcast from the YMCA swimming pool in good-natured competition for the WTAG broadcast. Publicity photographers were met with "no admittance" sign.

In the Sweet Buy and Buy

If you'd like that grand and glorious feeling that comes from seeing your merchandise move almost like magic, put WAIR to work in this great American market. You'll learn quickly why WAIR is famous for its sales ability.
larger cities and 33% from the smaller ones. Dislike was expressed by 8% from the larger cities and 16% from the smaller ones.

Want Their Fun
Another upward surge was shown for comedy programs in all groups. These were described as "gags, skits, and plays to make you laugh". Among the first category (high school graduate or attended college) 87% from the larger cities liked them as against 88% from the smaller cities. No opinion was expressed by 10% from the larger communities and 8% from the smaller.


WIBW, The Voice of Kansas in Topeka

We have the peak soil conductivity in the U. S. —plus the Joe Louis "punch" of a 580 kc frequency. The result is RESULTS!
Meet the LADIES

TREASURED SCHOOL evidently held no allure for Mrs. Gertrude Talbot. She left it after a year to do stenographic work in a publishing house. One year of taking dictation was also enough and her next step was to start filling the floor reading for Van Sant, Dugdale & Co., Baltimore, where she is now time and timebuyer.

Born in Anderson, S. C., Gertrude Talbot attended Langley High School, claiming modestly that her main activity was basketball. She then made the U of Georgia her alma mater.

At Van Sant, Dugdale & Co. for nine years, Mrs. Talbot has been space and timebuyer for the last three years. Her accounts include Greenwood Brothers, Schulerberg-Kundle, Cross & Blackwell, McCormick's, Glenn L. Martin, Black & Decker, National Radio Institute.

Talent runs in the Talbott family. Mrs. Talbot's sketch above was done by her daughter, Mary. Her hobbies are swimming and reading.

OWI Football Messages

AS AN AID in delivering the various war messages during all football broadcasts the Radio Bureau of the Office of War Information has mailed a questionnaire to all stations signed by William B. Lewis, bureau chief, requesting a list of all local football broadcasts and their sponsors, to obtain cooperation in the campaign planned. This plan is a continuation of the baseball allocation plan which scheduled war messages on locally sponsored baseball broadcasts.

Grove News

GROVE LABS., St. Louis (Bromo-scionine), has started sponsorship of three-weekly two-hour newscasts by Norman Barry on WMAQ, Chicago, and by Donald McCubrey on WBBM, Chicago, in addition to five-minute programs six days a week on WBBM by John Harrington. Agency is Russel M. Seeds & Co., Chicago.

Yeast Discs

NORTHWESTERN YEAST Co., Chicago is using copy on Songs of a Dreamer, transcribed musical program on 15 Midwestern stations [Broadcasting, Aug. 24] to explain the absence of its granular Maca yeast from the consumer market due to military demands for the product. Promotion of dry cake Yeast Foam and Magic Yeast has been substituted "for home use". Agency is MacFarland, Aveyard & Co., Chicago.

Store Tries Radio

USING radio for the first time, Union-May-Stern, St. Louis department store, is sponsoring Broadway Canteen, 15-minute recording show, each Monday, Wednesday, and Friday over KSD, that city. Thus the station becomes the store's exclusive radio outlet. Record numbers will be chosen on the basis of popularity polls conducted in camps throughout the country.

ANOTHER GILLIN, Bill, brother of John Gillin, manager of WOW, Omaha, signs a sponsor for KLZ, Denver, where he is on the commercial staff. Contract, signed by Dave Cohen, Denver Jewelry Co., calls for 1485 announcements. Max Goldberg, left, is the agency.

On WGN It's News...Plus!

• WGN regularly supplements its news broadcasts with informal and authoritative talks with men and women who have played important roles in current events.

For instance, during the week of September 21, 1942, the following guests appeared on the regular WGN news broadcasts: 1—one of the two WAACs in Chicago; 2—a Dutch aviator; 3—Chas. O. Van der Plas, former Governor of East Java; and 4—Sir Ian Frazier, director of the BBC.

Consequently, Chicago and midwestern listeners turn first to WGN for news.

A Clear Channel Station

NOT CABBAGES AND KINGS, but advancement of the war effort through coordination of sponsored network programs produced by J. Walter Thompson Co. was discussed by these lunching executives during a recent Hollywood conference. Conferring executives of that agency are (1 to r.), Daniel Danker, Southern California vice-president in charge of radio; Norton W. Mogge, Los Angeles office manager; Stanley Resor, president of the organization; Norman Strouse, San Francisco executive.

Blue Servicemen
THE BLUE NETWORK last week added ten names to its list of men who have gone into the Armed services from the network. Joining the Army are: Robert Thompson, Richard Bender and Charles A. Imperial, New York mail room; Jack Swineford and Lynn Brandt, Chicago announcing staff; Clarkston Thompson, Hollywood traffic department; John A. Galbraith, San Francisco announcing staff, and Aaron Rubin, New York accounting Staff. In the Navy are: A. Lloy Hoel, Chicago engineer, and Robert B. Jones, Jr., New York station relations. Douglas MacKinnon, formerly of the BLUE Script division, has joined the Army Intelligence service.

FDR Opens Chest Drives
PRESIDENT Roosevelt, will open the nation's War Chest and Community chest campaigns throughout this country and Canada in a broadcast over the four major networks, Monday, Oct. 5, 10:30-11 p.m. Preceding the President's talk, the Philadelphia Symphony Orchestra, will be heard, followed by a special production of the CBS serial Blondie, in which "Blondie" and "Dagwood", after a series of difficulties, obtain pledges for the community chest. The regular Blondie series is sponsored by R. J. Reynolds Tobacco Co. Title of the four-network program is Community Mobilization for Human Needs. The campaigns are seeking to raise $170,000,000.

Pop Corn Spots
CONFECTIONS Inc., Chicago (Old Style Pop Corn), is testing with transcribed musical spot announcements by Wendell Hall, vocalist, on WLW WISH WJR WKBW WOR WTAM WSBY, using 48 announcements during a two-month period on each station. As soon as distribution is complete in those areas, the company plans to expand to Chicago, Milwaukee and selected markets in North and South Dakota, Nebraska, Kansas, Minnesota, Iowa, Missouri, Pennsylvania, West Virginia and New York. Agency is Raymond C. Hudson & Assoc., Chicago.

Shortwave War
(Continued from page 12)
and one in Italian and English daily and one in Polish and Finnish weekly. These open and close to strains of Yankee Doodle. They are transmitted shortwave from New York, recorded here, then broadcast on a suitable schedule. They are exceedingly well done. Their news and interpretations are honest and they are well received in Europe.

But voice quality is lost not only in transatlantic transmission but in the recording process. It would be better if pickups could be made direct and rebroadcasting done without excursion of recordings.

And it would be far, far better if more broadcasts of "This is the United States of America Calling Europe", as the opening line, with the fanfare, could be carried over ABC's European service networks. Time should and can be made available for more of them, and British radio officials recently turned from conferences on the subject in the United States indicate recommendations are going forward to that effect.

The propagandist objective is a common one, so the British can ill afford to be neglectful with their time. Moreover, 75% of time on the European service is news, the rest dramatizations and incidental music; it is not as if there should not be entertainment service in any sense, though listener interest technique is the prime requisite.

There are even some experts who assert on the basis of both British and American reports on listening and on word of mouth distribution of radio news picked up in Europe that an American accent in French or German actually gives our news and commentaries more credence. This technique allays suspicion that it is coming from the English or from discredited refugee sources using BBC channels subfused as American.

It takes no expert to recognize how technically simple it would be to tie in short language broadcasts from America with BBC's already established system which is working well. This relay setup plus our own direct emanations on multiple shortwaves would provide all the transmission avenues needed. But our news output absolutely must be co-ordinated with the British to avoid overlapping and needless repetition.

Sensational!
After 3 years of continuous Broadcasting
THE AMERICAN INSTITUTE OF FOOD PRODUCTS
is proud to announce that
DOCTOR WALTER H. EDDY
Nationally Known Food and Nutrition Expert
FOOD FORUM
Now on WOR 4:30 Mon. thru Fri. P. M.
BLOOM NAMED V-P
JOSEPH E. BLOOM, former account executive of Weiss & Geller, New York, has been appointed vice-president in charge of radio and for the agency, succeeding Sidney Alexander, who has joined Columbia Pictures. Mr. Bloom previously was with Binco Co. and Federal Adv. Agency, and on the sales staff of American Weekly magazine. Now, has resigned as space buyer at Weiss & Geller is Helen Black, formerly of Brown & Thomas, New York.

JOHN W. LOVETON, former radio program director of Ruthrauff & Ryan, New York, has joined the radio department of Lord & Thomas, New York. Mr. Loveton has directed such programs as the Court of Miracles, Goodwill Hour, The Shadow, and Aunt Jennie's daytime serial.

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HER DAD RUNS A "BOOM TOWN" AVIATION SCHOOL
Carolyn Kay Clove is a "BOOM BABY WITH A FUTURE" because she was born in boom time, in the boom town of Wichita. Her dad, Nathan C. Clove, operates "Aviation Industries," leading Wichita aviation school. "We're building solidly for the future," says Mr. Clove. Wichita's boom of today is here to stay!

For years Wichita has been the Oil Capital of Kansas (Kansas is 4th in U.S.A. oil production). Wichita has always been a great wheat and corn stock center—now, in addition, it has become the great aviation center of the middle west (approx. 100,000 planes manufactured annually).

There is solid growth in the Wichita area—population and in industry.
You can make solid sales gains here by using Station KF, the only full time 5000-station in Kansas.

That Selling Station In Kansas' Biggest, Richest Market

KFH WICHITA
CBS . . . 5000 WATTS DAY & NIGHT
CALL ANY
EDWARD PETRY OFFICE

BUFFALO'S MOST POWERFUL TRANSMITTER PLANT
GIVES
WGR
BUFFALO'S LARGEST REGIONAL COVERAGE
5000 WATTS PER DAY
1000 WATTS DIRECTIONALLY INTENSIFIED BY NIGHT

BASIC MUTUAL
550 K.C.

1942
ALT ARLETT has been appointed public relations director of Tide Water Associated Oil Co., Associated Division, San Francisco, succeeding Doug Montell, who was recently commissioned a captain in the Marine Corps.

CHRISTIAN SCIENCE COMMITTEE on Publication, for the third consecutive season, will sponsor a Sunday series of quarter-hour talks on WEAF, New York, 8:30-8:45 p.m., starting Oct. 18. Christian Science Churches, New York, continue to sponsor two services and one lecture a month from different churches on WQXR, New York. Accounts placed through Christian Science Radio Committee of Greater New York.

CONSOLIDATED ROYAL Chemical Corp., (proprietary), has started a full-hour early morning recorded program Breakfast Time Frolics six days a week on WGN, Chicago. Agency is Bensen & Dall, Chicago.

SEVEN-UP BOTTLING Co. has signed You Can't Stop America, 13 quarter-hour Sunday evening series on KLZ, Denver, dramatizing heroic actions of U. S. fighting men and urging purchase of War Bonds and stamps. Agency is Raymond Keane, Denver.

Al Kaye Named

AL KAYE, formerly production aide of Samuel Goldwyn Inc., has been appointed head of Benton & Bowles, Hollywood office and producer of the weekly NBC Coffee Time. He succeeds Mann Holiner who recently resigned to join the Army as captain assigned to the Special Services Division. Jack Hurdle has returned to the New York headquarters.

FRONTIER REFINING Co., Cheyenne, is sponsoring the 1942 Wyoming football schedule on KFBC, Cheyenne. Art Peterson announces for the eight game series, the third consecutive season for complete coverage of Wyoming football and basketball games.

EVANS FUR Co., Chicago (fur retailer), has started sponsorship of Dr. Preston Bradley, radio commentator for the past 18 years and pastor of the Peoples church, Chicago, in a quarter-hour five nights a week on WGN, Chicago. Agency is State Adv. Co., Chicago.

PLANKINTON PACKING Co., Milwaukee, is sponsoring 1942 U. of Wisconsin football games over the Wisconsin network, WJR, Racine; WHBY, Appleton; KEIZ, Fond du Lac; WHHL, Sheboygan; WCLD, Janesville; WIBU, Poyette; WFHR, Wisconsin Rapids; WTAG, Green Bay; and WEMP, Milwaukee. The Badger schedule, ten games, including two service engagements, will be reported by Neil Seerles, of WEMP, Milwaukee. Agency is Cramer-Kra- selt Co., Milwaukee.

QUAKER OATS Co., Peterborough, Ont. (cereal) has started for the autumn and winter That Breeder Boy, half-hour weekly on 11 Canadian stations. Account was placed by Lord & Thomas of Canada, Toronto.

SHELL OIL Co. will sponsor football dope periods for 20 minutes preceding and 15 minutes following U of Minnesota games on KSTP, Minneapolis. Big Ten rules prohibit sponsorship of play-by-play broadcasts.

WAXAO, Los Angeles, has cancelled its Saturday telecasts and now goes on the air on alternate Mondays, 8 p.m.-9:00 p.m. or later.
Radio Educators Group
To Hear W. B. Lewis
WILLIAM B. LEWIS, chief of the radio bureau, Office of War Information, and his aide, Douglas Messervey, will explain the manner in which OWI rules affect Government radio broadcasters and publications at a dinner meeting of the Washington Chapter of the Assn. for Education by Radio to be held Oct. 6.

Government, network and local radio writers, commentators, educators and radio information specialists are expected to attend this first formal meeting of the organization. The national organization had its origin in Washington less than a year ago with the purpose of utilizing radio to the fullest in education.

Co-op Spot List
COOPERATIVE League of the U.S.A., with headquarters in New York, has selected the 24 stations which will carry its transcribed campaign, Let's Get Together, Neighbor. [Broadcasting Sept. 21]. Originally planned to start Oct. 11, the series will not begin until Nov. 8 or 15 pending time clearances in certain markets, according to Atherton & Currier, New York, agency in charge. Stations are WJSV WHDH WELI New York, agency in charge. Station W2XMT W6NY W75NY W2XMT is W2XMT.

BOB BURNS (left) in a cordial hand-shake with Homer M. Clark, associate advertising manager of Lever Brothers, Cambridge, Mass., sponsor of Burns’ The Arkansa Traveler, scheduled to start on CBS Oct. 7, Wed., 9-9:30 p.m. At the right is C. Douglas Morris, assistant to Mr. Clark. Ruthrauff & Ryan, New York, handles the account, Lifebuoy.

Remotes in Britain
ANNOUNCING its semi-annual revised program schedule BBC calls attention to the increase in the number of remote, or “outside” broadcasts, citing as an example a new feature, Behind the Battle front, aired from different points in Great Britain. Program shows how Britons have adapted the ways of peace to the days of war. Because of the limitations on production, particularly for short-wave transmission, BBC studios will however continue as the main point of origin.

Feigenspan Sports
CHRISTIAN FEIGENSSPAN Brewing Co., Newark, sponsor of Red Barber’s Sports Review on WOR, New York, for the past season, Monday through Friday, 9:15-10 p.m., added two extra broadcasts, Saturday and Sunday, to the regular series last week, to keep listeners informed of the World Series news. Three of last weeks broadcasts originated from St. Louis as World Series Review. With the conclusion of the baseball season, Feigenspan goes off the air. Agency, E. T. Howard Co. New York.

KYW All-Night News
KYW, Philadelphia, has extended its all-night news service to provide hourly broadcasts all night. Because of the number of new commercial news shows, another news engineer will be added. Eventual setup of the new schedule also takes into account an hourly news broadcast for WYF, KYW’s PM adjunct, when it goes into operation soon. At the present time, the KYW news room is preparing 80 news shows a week, which will be increased to 150 when the FM station is put in regular operation.

“WHEBBY” Says:
WHEBBY profits pacify and produce for parsimonious patrons. Predominant postal pull provable. Proof posted promptly.

W75NY Schedules November Debut
W75NY, New York’s eighth FM station, will begin operations on a regular daily schedule sometime in November, according to I. A. Hirschmann, vice-president of Metropolitan Television Co., operator of the station.

A General Electric Co. 10,000-watt transmitter with a circular bay antenna has been installed atop the Hotel Pierre at 61st St. and Fifth Ave., while the studios and offices are less than a block away at 634 Madison Ave. An RCA control desk is included in the studio equipment, which can handle sound frequencies up to 16,000 cycles.

Looks to Television
Metropolitan Television Co. is owned jointly by two department stores, Bloomingdale Bros., New York, and Abraham & Straus, Brooklyn, and eventually this FM station and the planned-for television station are expected to play a major role in the promotion of these stores. For the present, W75NY will experiment with a variety of program ideas, preparing for commercial exploitation after the war.

The same plan will be carried out for television, Mr. Hirschmann said. At present the operating heads of the station are spending two days a week at the General Electric television station, WRGB, at Schenectady, observing that station’s programs. Company also has a small experimental television transmitter in New York, W2XMT, which it is planning a series of technical experiments.

Operating staff of W75NY and W2XMT is headed by L. L. Thompson, who for the previous 12 years was associated with CBS, serving both as engineering supervisor of studio and field operations and as program supervisor. Program director is Charles H. Kleiman, who was also a field and studio engineer at CBS stations WABC and WCBS, New York, and WBBA, Chicago, as well as other stations and who more recently was engaged in research and development work for Long-ga-tone Inc. A. B. Cohen, Metropolitan chief engineer, comes from the engineering staff of KYW, Philadelphia, where he did development work on electro-acoustics in connection with the planned FM station of KYW.

To the good people of Piscataquis County, Maine
- You folks disappointed us terribly.

When we analysed mail received on a recent offer, we found 16% of it came from the six New England states, from every county in New England, in fact, except Piscataquis.

Perhaps you say a big New York station has no business so far down East. But we know a lot of advertisers who do have business there, and the way so many of you New England folks say you hear us better than other stations (because of our well-directed fifty-thousand watts), those advertisers ought to know about us.

We believe we could even get you “Piscataquians” to listen, to write in, to buy their products.

America's most powerful independent station
WHN
50,000 Watts • 1050 Clear Channel
NEW YORK
Chicago Office: 360 North Michigan

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REV. J. S. THOMSON NAMED CBC HEAD

APPOINTMENT of Rev. James S. Thomson, president of the U of Saskatchewan and member of the CBC Board, as General Manager of CBC to succeed Gladstone Murray, was announced at Ottawa last week by National War Services Minister James Thorson. At the same time, it was revealed that Mr. Murray will retain his position as Director of General Broadcasting, and A. Frigon will remain as Assistant General Manager.

Salaries of the three CBC executives decided on after earlier proposals had been rejected by the Canadian Cabinet, are too high, as they are now $7,980 plus $3,000 expense allowance for Rev. Thomson and $12,000 each for Mr. Murray and Mr. Frigon. The new General Manager's salary is equal to the pay received as president of the U of Saskatchewan.

Under the new arrangement Mr. Murray is directly responsible to the General Manager, and will not have authority to make expenditures except with Rev. Thomson's approval. Murray's duties in Ottawa will include the development of CBC and private stations, station relations, and the administration of the commercial program quality, press and information service programs and operations of short wave stations.

Support for Petrolio
SUPPORTING stand of James C. Petrolio in the AFM recording ban, the California State Federation of Labor during its 43rd annual convention at Long Beach, Calif., Sept. 21-23 includes a resolution in opposition to that effect. The convention did not agree with the theory that the ban attempts to stop progress and development of modern methods, nor that it can be in violation of the principles of American freedom and enterprise.

Rosen Recruiting
RAYMOND ROSEN, head of Raymond Rosen & Co., Philadelphia, distributors of RCA Victor products, has been appointed civil recruiting aide for the Army Signal Corps. His assistant is Harry Bortnick, formerly promotion manager of his firm. They will seek radio and sound-division men of draft status for positions in the Army Signal Corps.

Patriotic Signoff
FREEDOM HOUSE, New York, has produced a patriotic signoff for radio stations. The idea originated with Donald Plamnn. Running 4% minutes, the transcription was directed by Philip Barrison, radio and motion picture director. It is offered at $1 (each pressing) to all radio stations applying to Columbia Recording Studios, 799 Seventh Ave., New York.

‘Readers Digest’ Using Time on College Hookup
THE "Readers Digest," monthly magazine published at Pleasantville, N.Y., from Sept. 25 through Oct. 15 is conducting a test campaign of daily spot announcements on four college networks, represented by the Intercolligate Broadcasting System. BBDO, New York, is the agency.

According to Louis M. Bloch jr., business manager of IBS, the college networks have been operating through the summer in many cases and are becoming increasingly popular. Latest members of IBS include Massachusetts State, Brooklyn College, College of the City of New York, Macalester College, University of North Carolina, New York University.

Serials Aid OWI
PRINCIPLE characters in CBS daytime serials will appear in a forthcoming morning series of specially-written dramas, to be presented on CBS by the OWI, starting Oct. 12. Titled 'The Victory Front,' the program will present messages from the Government. Series is comparable to the former NBC and CBS Victory Parade programs. Each week, for 13 weeks, the 9:45-10 a.m. period on CBS, Monday mornings will be taken over by the cast of a different serial.

Pet Milk Returns
WITHOUT drastically changing its program format in its years on the air, the Sunday Night Summerland, CBS series sponsored by Pet Milk Co., St. Louis, on Oct. 3 celebrated its seventh year on the air. Agency is Gardner Adv., St. Louis.

Spot Prospects Bright
(Continued from page 32)
CONSOLIDATED DRUG Trade Products, Chicago, is lining up its fall and winter schedule of early morning rural programs on 20 CBC stations throughout Ben- son & Sall, Chicago.

F. H. PFUNDNER, Minneapolis (automat tablets), expects to return to the air with local live programs on about 35 stations. Borenson & Co., Chicago, is the agency.

FOLEY & Co., Chicago, has expanded its proprietary line in addition to its Honey & Tar Cough. Efffra has added a vitamin tablet, Vita-Bils, a pain relief tablet and kidney pills, in a class merchandising line-in with druggists the company is actively promoting its vitamin products on 13 mid-western stations.

LAMBERT PHARMACAL Co., St. Louis, is testing announcements for Lambert's Anti-Acid tablet in Indianapolis. Company recently appointed Ruthrauff & Ryan, Chicago, to handle advertising for the product.

WILLARD TABLET Co., Chicago, is pre- paring a winter campaign of spot and participation announcements through First United Broadcasters, Chicago. Willard is also introducing a new vitamin product.

MILES LABS, Elkhart, Ind., through Wade Adv. Agency, is testing early morning channel breaks for Nervine, in a few markets such as South Bend, Fort Wayne, Indianapolis, Knoxville and Raleigh.

PINEK Co., Ft. Wayne (cough remedy), through Roger W. Senda Co., Chicago, has placed newscasts and announcements on over 120 stations.

SUNWAY VITAMIN Co., Chicago, through Borenson & Co., is placing local programs five minutes in quarter-hour length in approximately 100 stations, selling vitamin pills by direct mail.

G. E. CONKEY Co., Cleveland (feeds), through Rogers & South, Chicago has expanded its announcement schedule.

PURINA MILL Co., St. Louis, through Gardner Adv. Co., St. Louis, is using trans-cribed quarter-hour Checkerboard Time on a large list of stations.

QUAKER OATS Co., Chicago (P&O-Health Foods), through St. Louis Adv. Co., is using transcribed program Man on the Farm on 45 stations in addition to spot announce-
ments in selected markets. Sherman & Marturet, Chicago, has the account.


Poultry and livestock remedies such as Dr. L. D. LeDear Medicine Co., St. Louis (Simmonds & Simmonds, Chicago), Dr. Hess & Clark, Ashland (N. W. Ayer & Son, New York), Dr. Sallaberry’s Labes, Charles City, la. (N. A. Winter Adv. Agency, Des Moines), are seasonal spot advertisers.

Morton Salt On 200

MORTON SALT Co., Chicago (smoked division), according to L. I. Archer, time-buyer of Kansas City, Kan., Minneapolis, is about to release a spot announcement schedule to be placed on about 200 stations.

Seed companies such as DeKalb Agricultural Assn., DeKalb, Ill., through Western Agency, Chicago, and Pioneer Hi-Bred Corn Co., through Wallace Adv. Agency, Des Moines, have been running seasonal campaigns for hybrid seed corn. CONSOLIDATED PRODUCTS Co., Danville, Ill. (Semi-Bolt butter milk), has been placing early morning farm products on large stations. Agency is Mace Adv. Agency, Peoria.

FLEX-O-GLAS MFG. Co., Chicago, has released its fall schedule through Preba, Fellers & Preba, using program announcements and news on 21 stations. K-V-Announce is said to be planning a fall campaign through United Broadcasters, Chicago.

A number of the petfood companies have been studying the farm market. While a rigorous civilian supply is to be severely rationed in the Midwest, the farm population will receive priority for petroleum products for farm use. The consumption of tractor fuel has greatly increased and while it is a comparatively small percentage, the total amount of gasoline consumed nationally, nevertheless it is a sizable business in itself. PURE OIL and STANDARD OF INDIANA, Chicago, have been serving the farm market successfully. The latter used announcements directed to the farm market last spring on over 100 stations.

Wrigley Off Spots

The network volume discount plan has reflected in a number of cases, the entire radio appropriation of certain advertisers to use of full network. WILLIAM WRIGLEY JR. Co., Chicago, formerly one of the largest spot users in the country, has discontinued spot announcements as its contracts with stations terminated and has increased its use of network sponsorship. First Fleet Line, Ben Bernasek and Sergeant Gene Autry on CBS to the full 135 stations.

WELCH GRAPE JUICE Co., Westfield, N. Y., has likewise discontinued spot placement of transcribed episodes of Dear John and confined itself to that program on 65 CBS stations.

W. A. SHEFFER PEN Co., Fort Madison, Ia., which used spot announcements last year on some 90 stations, this year has placed its appropriation in a Sunday afternoon quarter-hour network slot on the full NBC network.

GROVE LABELS, St. Louis, which last year Drops, Sheaffer Pen, alone purchased, this year is using spot in addition to its NBC morning program Review Roundup.

The AFM recording ban has had a small but noticeable effect on the spot picture in accounts where transcriptions of network programs are placed on a spot basis.

GENERAL MILLS, Minneapolis, because of transcription difficulties, and the moratorium, discontinued spot placement of transcribed Jack Armstrong and increased the number of stations carrying the program live on BLUE.

Direct Mail Strong

NORTHWESTERN YEAST Co., Chicago, shifted its transmitted program Songs of a Dreamer, formerly placed on 25 stations on a spot basis, to the BLUE presenting the identical program on 18 Midwestern stations.


PEERMAN, sellers of over 2,000,000 pens by direct mail through radio in a little over two years, is currently in 25 stations with announcements and programs. They have also handled through United Adv. Co.

STERN-EDISON INSURANCE Co., Chicago, in its 13th year of business, is placing its largest calendar with transcription cooperatives and local talent programs on 79 stations. Over $500,000 will be expended on radio in the next six months, according to Louis Brekin, president, who reports that the company is completing its last year with receipts in excess of $2,500,000.

St. Louis Spots

Out of St. Louis, Schafer Brennan Magazines, Lexington, North Carolina, American Oil Co., and Alfred L. Pacheco, Jr., are placing spot announcements on radio stations.

Because of wartime restrictions the radio dietaries will, in all probability, undergo some changes. Radio can play an important role in nutrition education as well as introducing major food values to consumers. A special study of meat has meant, for example, intensified advertising driven by macaroni manufacturers.

FOULDS MACARONI, Chicago, is using musical bonnies announcements in eight cities. Aencies is Campbell-Ewald, Chicago. Evidently there is an opening for spot schedule activities in 10 Midwestern markets through Standard of Indiana, Chicago. A new spot product called Double-Mix has made its appearance during the past year. By using the Double-Mix powder along with buttermilk and an equal volume of milk whipped then the volume of the butter is doubled. This product is being used in a few Midwestern markets and radio tests are being conducted through Jerome G. Green Ad. Co., Kansas City, the spot picture.

Dehydrated food products although at present a food product of wide spread interest are prospect spot advertisers.

I. J. GRAY NOODLES Co., Chicago (dehydrated soup), is using announcements on participating stations in New York, Schenectady, Indianapolis and Denver. However, the product has been advanced that product identification can be seen through the agency's name on the newspapers at a somewhat smaller cost than spot radio.

Dog Foods Out

The interest of the dog food manufacturers to secure equipment for dehydration has almost eliminated this industry from the ranks of spot advertisers for the duration.

Recent developments in the foodstuffs field have made distributors and manufacturers of quick frozen foods prospective spot radio advertisers.

NATIONAL DRY MILLS PRODUCTS Co., New York, because of its wide-reaching re- finance through radio, has moved its business into the food field with its own advertising department.

BOOTH FISHERIES, Chicago, Sckelly Bros. Co., Indianapolis (Rumor Brand Frozen Foods) and World Foods Sales Co., York, (Birdseed) are among the list of advertisers frostening through the air.

Institutional advertising has been an excellent field for public relations work. STUDEBAKER Corp., South Bend, is using a fall campaign of news programs on almost 90 stations. Roche, Wil- liam & Co., Chicago, is assisting.

GENERAL MOTORS Corp., Detroit, has placed news programs in 90 stations in addition to the 85 stations already used. The transcriptions are being cut by World Broadcasting System, and the unusual production has been granted General Motors by A.F.M. for the use of their programs.

Campbell-Ewald, Detroit, is the agency. KIRTLAND-KENTER-WATSON, Chicago, through Ashbee, Moore & Wallace, Chicago, is preparing a campaign of institutional announcements on Midwestern stations.

Cereals Geared High

Cereal manufacturers are preparing heavy winter campaigns.

QUAKER OATS Co., Chicago, through Ruthrauff & Ryan, Chicago, has placed spot and half-minute one-minute transcriptions and live announcements four times a week in almost 100 stations for Quaker Oats. The company has placed live-minute-transcribed programs on 15 stations through Sherman & Ellis, Inc., for Aunt Jemima.

CAMPBELL CEREAL Co., Minneapolis (Jolly Joes) through W. K. E. Stokely, Co., Chicago, has placed announcements on prospective stations.

GENERAL MILLS, Minneapolis, is lining up a large list of stations for consecutive Saturday evening announcements for its products through Blackett-Sample-Hummert, Chicago.

PROCTOR & GAMBLE Co., Cincinnati, is said to be scheduling announcements on an unannounced number of stations for Oxygen and Black-and-Tan. H. J. MLM Co., Pittsburgh, has expanded its test campaign for Swirl, a graduate of the company's Swirl line. It includes Brooklyn and Springfield, III. in addition to Lan-

THE RIGHT INTRODUCTION

Gives You

Off to a Head Start

WMBD gives your products a head start. This station is so much a part of life in the rich Peoria area that it gets enthusiastic response. It's the home station—the one folks in Peoria listen to with confidence.

PROOF

1. Impressivelist of consistent National Advertisers

2. Impressivelist of consistent Local Advertisers

3. Outstanding listener preference ratings

WMBD is a member of CBS network

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BROADCASTING • Broadcast Advertising

WMBD PEORIA, ILL.

FREE & FETTEN, INC.

PROVEN PULLING POWER—Like facts and figures? WMBD will gladly supply case histories proving folks listen to WMBD and buy! It's the one media that gives full coverage of Peoria!
CANDY SOLD

Candy manufacturers in spite of manufacturing difficulties, sugar rationing and packaging problems, are maintaining their schedules. Brewers are using radio to promote the sale of larger bottles.

PABST SALES Co., Chicago, is sponsoring football in seven markets. FOX DE LUXE BREWING Co., Chicago, is expanding into Western California markets with radio.

Soft drinks are holding to their appropriations and in some cases such as De's Old Fashioned Root Beer Co., Chicago, placed through Malcolm Howard, are increasing their schedules.

AXTON-FISHER TOBACCO Co., Louisville, is using newsways and billboards for the introduction of Lord Lounda, a new popular-priced cigarette. All-American, king-sized cigarette packaged 24 to the pack, was introduced by the company earlier in the year, and in addition is now radioing in three Florida markets. A small test of spot announcements is being currently conducted for the cigarette in the Indianapolis market.

Limited Users Too

Companies with limited appropriations such as Ballard & Ballard, Louisville (Ohe-lack flour), which has been running an announcement campaign in West Virginia, and Caroline Products (Milko dairy products), which has been using one-minute announcements on five Illinois stations, are examples of accounts that, while comparatively small, in terms of the substantial part of the spot billing placed out of the lowest. Both accounts are placed through Henry, Hurst & McDonald, Chicago.

All in all, while no one is inclined to make any predictions beyond the first of the year, spot radio has held up surprisingly well. A number of small accounts along with the regular users of spot radio have combined to keep billings well up over last year.

WCOL Staff Changes

WALLY BEAVERS has been appointed program director of WCOL, Columbus, replacing Ed Bronson, who has accepted a position with the Office of Censorship in Washington. Mr. Beavers has served WCOL as musical director and chief announcer for more than 11 years. He has appointed Janice Hagerty of the continuity department to the position of publicity director. Her place will be taken by Reaylm Nichols, newback in Fall, formerly of WCOL and KYW, Philadelphia, rejoining WCOL as chief announcer, and John Lerek and Milton Metz, new to radio, are announcers.

The Coca-Cola Company presents

Spotlight Bands

America's leading bands — playing from War Camps and War Plants

Blue 9:30 P.M. — Every Night

Network Except Sunday

CALLAHAN DIRECTS BOND ADVERTISING

SHIFTS in the personnel of the Treasury War Savings Staff were announced last week, with Vincent F. Callahan, Director of Press and Radio assuming in addition duties as Director of Advertising.

Tom Lane, formerly with Young and Rubicam, moves to Chief of the Advertising Section from his present post as Assistant Director of Radio and Press. He will be assisted by Don Miller, formerly of the publications section. Ross Barrett, former chief of the dissolved Publications Section becomes Assistant Director of Press and Radio.

Mr. Barrett also serves as acting Chief of the Press Section, temporarily replacing Miburn A. McCarty who enlisted in the Marine Corps, for foreign duty. Gerald Flood of the Radio Section will leave Oct. 18 for the Navy, with a lieutenant's commission.

KDKA Names White

ROBERT E. WHITE, chief announcer of Westinghouse stations WBZ, Boston, and WBZA, Spring- field, Mass., was named last week program manager of KDKA, Pitts- burgh, according to James B. Rock, general manager of KDKA. He joined the organization in 1938 as announcer for WBZ and was shifted to Boston for training as studio director of the Springfield outlet. In 1997 Mr. White became chief announcer for the Westing- house stations and returned to Boston. Last year he won the H. P. Davis Memorial Award as the outstanding announcer in the Eastern time zone, awarded annually to announcers on the staffs of NBC stations and affiliates.

Hyde Park Series

SPONSORING a half-hour musical quiz program, Tie Too Time, starring Kay Thompson, St. Louis, and Don McNell of Breakfast Club fame., is Hyde Park Breweries Assn., St. Louis. Broadcast Mondays 9:30-10 (CWT), over KDSD, St. Louis, program is of the audience participation type.

Publicity Offices Revised by Army

Radio Branch Not Affected, However, by New Changes

REORGANIZATION of the Public Relations Bureau of the Army, consistent with the directive of Secretary of War Stimson ordering reduction of personnel, was effected last Wednesday, with Maj. Gen. Alexander D. Surles continuing as director of public relations.

Col. R. Ernest Dupuy, former chief of the Planning & Liaison Branch of the Bureau, was made chief of the News Division. Col. Stanley G. Green, former chief of the Press Branch, was promoted to deputy director.

The reorganization in no way affects the Radio Branch, headed by Lt. Col. E. M. Alberty, former public relations director of the NAB. Functions of that office and personnel remain essentially the same, though there have been several personnel additions from other Army Branches.

Many Transfers

Under the reorganization many officers heretofore identified with public relations activities of branches and units of the Army were sent to the field. Others were absorbed in Gen. Surles' organization.


Three newly-created offices of assistants to the director of public relations were established to represent the three major branches of the Army. Col. Arthur I. Ennis was appointed for the Air Forces; Col. Falkner Heard for the Ground Forces, and Lt. Col. Armand S. Miller for the Services of Supply.

Fox Goes to Coast

FOX DE LUXE BREWING CO., Grand Rapids, Mich., (Fox De- Luxe beer), at present in 25 midwestern markets with announcements and programs, will shortly enter the Southern California region and will use radio in its market. Company will use either a regional network or a combination of spot announcements or programs on individual stations. Schwimmer & Scott, Chicago, is agency.

HORACE C. MOORE, inmate of the Eastern State Penitentiary, Philadel- phia, has completed a 12-hour cut reproduction of the Radio Service emblem designed by WOAR, Cleve- land, and worn by several broadcasters. The attractively carved and colored woodcut is now displayed in Broadcasting's reception room.

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Deduction of Advertising Cost Is Clarified by Revenue Bureau

Helvering Replies to Inquiries; Policy Laid Down
By Nelson to Cover War Contractor Ads

EXPENDITURES for advertising are still deductible from income tax returns so long as they are "ordinary and necessary," according to a formal statement made last Tuesday by Guy T. Helvering, Commissioner of Internal Revenue. In making the statement he explained it was in response to many inquiries resulting from Treasury Secretary Morgenthau's prepared statement to Congress, May 28 (BROADCASTING, June 1, 1942) that corporation returns were being examined to disallow excessive deductions including advertising.

Despite the restatement of intent, there has been no essential change in the status of advertising as a possible source of tax revenue. As reported several months ago (BROADCASTING, May 25, 1942) the Bureau of Internal Revenue has only considered all possible sources of revenue to meet the need for increased tax income. Then, as now, the question of limiting advertising has arisen but nothing concrete has been done.

Individual Basis

The Bureau also affirmed its earlier position that advertising is subject to taxation under Sec. 25-A of the law which provides taxation is possible on all expenses which are not considered "ordinary and necessary." No categorical definition of limitation can be applied to advertising expense, it was said, and each case would have to be considered on an individual basis.

At the time BROADCASTING first considered the question of advertising limitation it was pointed out there was a likelihood of limitation of promotion expenditures on the part of plants given over to war production. Several weeks ago Donald Nelson was asked for a statement of uniform policy to govern expenditures for advertising by war contractors.

In reply, Mr. Nelson agreed in a letter addressed to Robert P. Patterson Under Secretary of the War Dept. that a uniform policy was necessary "in regard to expenditures for advertising by war contractors." As contained in this letter Mr. Nelson pointed out that advertising is not required to do business with the Government. However, he recognised "certain kinds of advertising of an industrial or institutional character" appearing in trade or technical journals, "not primarily with the object of selling particular products but essentially for the purpose of offering financial support to such trade or technical journals because they are of value for the dissemination of trade and technical information for the industry are not really an advertising expense to effect sales so much as an operating expense incurred as a business expense for the benefit of the business and the industry."

O.K. Goodwill Ads

This portion of the statement of policy contained in the Nelson letter was a reiteration of an earlier policy set forth by the Army and Navy in a pamphlet titled "Explanation of Principles For Determination of Costs Under Government Contracts" which was reported in BROADCASTING. This policy affects advertising expenditures as costs in cost-plus-fixed fee contracts.

In relation to "other advertising expenditures," Mr. Nelson's letter said that "a reasonable expenditure for advertising shall be allowed by these boards (Price Adjustment Boards) even though a company shall be substantially or wholly engaged in war production."

Then the letter continued that a "reasonable expenditure" would be tested by Secretary Morgenthau's statement to the Joint Congressional Committee on Taxation. Briefly, "the test of whether expenditures for advertising are deductible is whether they are ordinary and necessary and bear a reasonable relation to the business activities for which the enterprise is engaged."

Under the Morgenthau policy, there is not an intention to "exclude institutional advertising in research laboratories or goodwill advertising." Only when such expenditures are "extravagant and out of proportion to the size of the company or to the amount of its income in the war," will they be disallowed, it said. Also when such expenditures "are not directed to public patronage which may be expected to be maintained in the future," they would be disallowed as deductions.

Finally the letter states, that in an industry substantially or wholly converted to war, Price Adjustment Boards will "recognize" that the amount of money spent for advertising "to maintain a trade mark or brand name... is much smaller than that required for promotion of the same product in a normal competitive market."

Schoenfeld Leaves OWI

SINCE Bernard Schoenfeld, formerly head of the editorial division of the OWI radio bureau, resigned Sept. 29 to accept a position as a special writer with the Office of Price Administration under Robert Horton, his functions have been consolidated under the Progress Broadcast Service Division headed by George Zachary. Until now Mr. Zachary was production chief but his unit was absorbed into the editorial division to form the new program service division.

AAA Issues Booklet

TO ASSIST Advertising Agencies in their daily work with clients, and to clarify for government officials the part advertising can play in war time, The American Assn. of Advertising Agencies has issued to its members a 24-page booklet titled "Advertising in a War Economy." The booklet contains a statement, whose subject is specifically, "What Can We Do to Help Win the War," as first presented to 4 A's members at the Assn.'s convention at Skytop last May.
SAM R. BALTIMORE, WOBE HEAD, DIES
SAM R. BALTIMORE, 65, general manager of WBRE, Wilkes-Barre, Pa., and brother of Capt. Louis R. Baltimore, station owner, died in New York Sept. 28 of a heart attack.

Long associated with the station, Mr. Baltimore took over its general direction several months ago when his brother, Louis, was called to active duty as a captain in the Army Forces, Communications Branch. Mr. Baltimore had gone to New York last Sunday on a business trip. Prior to joining WBRE in 1932, he was a credit executive in Chicago. He leaves a widow, who was with him when he died.

A third brother, A. C. Baltimore, commercial manager of WBRE, takes over operation of the station. Funeral services were held in Wilkes-Barre last week.

In addition to Capt. Baltimore, his son, David M., is in the Army as a first lieutenant, Air Forces.

HALPIN QuITS KON FOR CENSOR'S DESK
LESTER HALPIN, chief news editor of KON and KALE, Portland, Ore., has been called to the Censorship Bureau of the United States to serve on the radio news desk, broadcast division. His place will be taken by Marc Bowman, newscaster and continuity director of the two stations.

Mr. Halpin
Reed College he was editor-in-chief of the weekly newspaper, Quest. After graduating from the U. of Oregon in 1925, he was legislative correspondent for the Win- wippe Tribune and movie and drama editor of the Oregonian. Later he joined KQ, Wenatchee, Wash., coming to KON, Portland, in 1937.

CHARLES MICHELSON, radio transcription firm, has been appointed exclusive Eastern distributor for the Radio Transmission Company of America, Hollywood. Two additional stations have signed with Michelson's The Shadow Series and six have renewed. New subscribers are: HPG, Panama City, and WCG, Chicago, Ill. Renewers are WBCO, WGRG, WFMJ, KTAR, WRON.

Shortwave Broadcast Activity By OWI Branch Is Expanded

Psychological Warfare Goes Into Swifter Pace
As Plans for Worldwide Network Develop

SHORTWAVE broadcasting from the United States—falling in the realm of psychological warfare—is undergoing a three-fold increase in program volume, with the tempo steadily being stepped up.

The intensified operations have been accomplished under the direction of the Overseas Operations Branch of OWI, headed by Robert Sherwood, which originally functioned as part of Col. William J. Donovan's Coordinator of Information Office.

Under these auspices since the war began, shortwave broadcasting has been increased to 20 hours a day from the January average of 8 hours, while transmission of American news to the United Nations jumped to 29,000 words a day in August, compared with 6,000 words sent daily over facilities of the cables and wireless carriers.

Two-Frequency Plan

Pending completion of plans for establishment of new shortwave stations to be welded into a projected worldwide network, an interim program to intensify psychological radio activities is now being placed in effect by inauguration of two-frequency coverage by the existing shortwave stations in the United States. Through this project, two-frequency plan, OWI will expand the original 14 stations to 36 transmitters or 18 pairs of frequencies, of which 22 are in the East Coast area and 14 along the Pacific Coast. This plan is designed to conserve radio engineering personnel, equipment and building construction.

OWI handles international broadcasting and news dissemination to all parts of the world except Latin America, conducted by the Coordinator of Inter-American Affairs. The OWI dual system will give greater centrality and security of coverage to all parts of the world, along with protection against jamming by enemy stations and reduction of interference.

Besides the original 14 shortwave stations in the United States, the OWI Overseas Branch has leased the facilities of two transmitters respectively of AT&T, RCA Communications and Press Wireless, all equipped for broadcst transmission. Other transmitters will be utilized as soon as they become available.

The shortwave transmitters in this country are being programmed by the OWI staff from New York and Philadelphia. Illustrating the expansion of activity, the number of studios in both locations is being tripled. A private leased line, both telephone and telegraph, interconnects the OWI Overseas Operations Branch main offices in Washington, New York and San Francisco, for the transmission of news and administrative messages.

Communications activities under Mr. Sherwood are headed by Murry Brophy, chief of the Bureau of Communications Facilities. Roy C. Corderman is chief of the Facilities Division and James O. Weldon, prominent consulting engineer, recently was appointed chief radio engineer.

OWI programs, news and intelligene are disseminated to all principal populated areas of the world except Latin America. Another basic function is dissemination of news and programs to troops, wherever they are located. The broadcast news desis almost entirely with the international scene.

OWI is furnishing programs via point-to-point to the British Broadcasting Corp. for rebroadcast on standard and shortwaves. Some point-to-point programs are furnisned Australian stations and news material for broadcasting in China is sent to Chungking. American news is dispatched to all the United Nations for publication in newspapers or for radio.

BALTIMORE'S BLUE NETWORK OUTLET

KECA EARLE C. ANTHONY, INC.

Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

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Grew Adds Radio Dept.
GREW ASSOCIATES, New York research firm, announced last week that it is adding a Radio Department to its various services, to be headed by Mrs. Agnes Grew, director of the company, Tom Collins, former freelance scriptwriter, will be in charge of the script department, and plans are currently in preparation for the production of radio programs. Grew Associates, since 1938, has been making extensive surveys through its "Women's Institute of Audience Reaction" to discover the preferences and tastes of women throughout the country in entertainment.

**WDRC**

**CONNECTICUT'S PIONEER BROADCASTER**

**WDRC Is the Buy**

In Hartford, WDRC is the buy... with one low rate for all advertisers... national, national, and local, use WDRC to do a big job at a low cost... in this important market. Basic CBS for Connecticut.

**IN VIRGINIA**

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

**5000 WATTS DAY AND NIGHT 910 KC**

EDWARD PETRY & CO., INC. NATIONAL REPRESENTATIVES

**WBAL**

**IN THE CONTROL ROOM**

CHARLES L. BRADY, chief engineer of WJIM, Lansing, resigns for a commission in the Marine Corps. He is replaced by Jean Robinson.

JERRY KELLY, chief engineer of Northern Broadcasting Co., has joined the Canadian Army.

ARTHUR TUTTLE, former engineer of WDEL, New Haven, is now a civilian engineer with the Army Signal Corps in Philadelphia. George Hine, RCA Institute graduate, replaced him.

J. GORDON KEYWORTH, chief engineer of WELI, New Haven, is radio side in the civilian defense radio system, East Haven, Conn.

IRVING SMALL, engineer of WELI, New Haven, is the father of a girl.

JOAQUIN OSSARIO, control room operator of WQAM, Miami, has been accepted in the Army Aviation Reserve, while attending the U of Miami.

Wilton Johnson, of WRBL, Columbus, Ga., joins the Army Oct. 20.

DEAN WICKSTROM, staff technician of KFAS, Pasadena, Cal., is the father of a 9½-lb. boy.

JERRY KEFFRE, engineer of WBBR, Des Moines, Ia., has been appointed civilian attaché to the Army Signal Corps, Sacramento, Field, Cal.

HOWARD D. CRISSEY, engineer of NBC-Chicago, has entered the Navy as a radio warrant officer at San Francisco. He is succeeded by Ian Scarlett, formerly of CKCL, Toronto.

**NBC Salvage**

**SALVAGE** search into every nook and cranny of NBC's radio circuit.

New York uncovered among other things, aluminum shakers partly filled with small shot, an aluminum curtain rod, and a half-ton aluminum curtain rod. The shakers were sound effects from an ancient Horace Heidt program, and the curtain rod had supported a Japanese Damsak curtain—until Pearl Harbor.

HARRY DENNIS and D. Withington, engineers of WJJW, Akron, have joined the Navy and Army respectively.

SAM LYLES, transmitter supervisor of WUNF, Raleigh, returns to the Navy as chief petty officer.

RUSS HUGHES, formerly control room operator for Pearlite Transcriptions, Des Moines, has joined WDAY, Fargo, N. D.

JOHN MICHAEL KEANE, has joined the engineering staff of WBIR, New York, to handle sound effects. Harry L. Bryant resigned Sept. 12 to join the Navy as a Second Class Radio Technician.

DAVID P. GILLETTE, assistant technical director of WCAU, Philadelphia, is the father of a baby boy.

WALTER BERGER, transmitter engineer of WELI, Philadelphia, has returned to his post after a long illness.

RUSS BOWMAN and Keith Andrews are new control operators at WSOY, Decatur, Ill.

GEORGE KEICH, chief engineer of WICO, Bridgeport, and Jeanne Poll, women's commentator, were married recently.

ARTHUR LA PLANTE replaced Alfred Robinson, engineer of WICO, Bridgeport.

DAVE CRASSATO, engineer of KSN, San Francisco, was inducted into the Army on Oct. 1.

MILTON KORF, studio engineering supervisor of WBBM, Chicago, has enlisted in the Navy as a warrant officer and has been assigned to onboard patrol as a radio electrician at San Francisco.

**NBC-Hollywood Class**

TO GUARD against possible personnel shortage, NBC, Hollywood, on Oct. 1 established an engineering apprentice class.

**CLEAN, HUH? That's what**

Andrew Friedenthal, chief engineer of WJR, Detroit, thought of his workshop on the 29th floor of the Fisher Building until he took a sharp look during the recent salvage drive. A little work yielded unnecessary filing cabinets, aluminum call letters and odds and ends for Uncle Sam.

**IT&T Plans Plant**

INTERNATIONAL Telephone & Telegraph Corp., New York, will soon start construction on the first unit of a new factory in Nutley and Clifton, N. J. Ultimate plan of IT&T is to transfer all or most of its American manufacturing and research laboratories to the new site, a 125-acre lot. International Telephone & Radio Mfg. Corp., organized by IT&T in 1941, and Federal Telegraph Co., acquired by the former concern in June, 1941, are soon to operate under one name, Federal Telephone & Radio Corp., which will head all IT&T manufacturing and research operations in the United States.

UP's full radio news and news feature service is going to seven additional stations, according to A. F. Harrison, radio sales manager of United Press. Stations contracting for the service are WKBN, Youngstown; WMAN, Minneapolis, Minn.; WRPA, New Kensington, Pa.; WSAP, Portsmouth, Va.; KSN, San Francisco; and two new stations, KWWX, Pasadena, Calif.; and WEGO, Concord, N. C.

**You Get 2 for 1 WHEN YOU BUY WIBC - INDIANAPOLIS**

1. Indianapolis with its huge defense payroll.
2. Rural Indiana's wealthy farm district.

Yes, two markets covered by one radio station. And WIBC is the only Indianapolis station that is programmed to reach metropolitan Indianapolis and rural Indiana.

Represented Nationally by Paul H. Raymer Company

**Page 56 • October 5, 1942**
WQAM Directed To Keep Employee
Labor Board Holds Station Guilty of Unfair Methods

UPHOLDING the findings of its trial examiner, the National Labor Relations Board on Sept. 22 handed down a decision finding the Miami Broadcasting Co., operator of WQAM, Miami, guilty of engag- ing in unfair labor practices within the meaning of the National Labor Relations Act.

Board ordered the company to cease such practices and to reinstate Fred Handrich, former WQAM announcer, whom the board found to have been discharged for union activities, with full back pay since his discharge last December less his net earnings since that time.

Union Activity

Accepting the testimony of Handrich, who joined WQAM as a newscaster in June, 1939, and who became a member of the American Federation of Radio Artists in September, 1940, and whose work had been highly praised by station officials throughout his period of employment at the station, the board discounted the station's reasons for discharging Handrich last December and found that his "agressive leadership in the union was the sole reason for his discharge."

The lengthy decision, signed by Harry A. Mills, chairman, and William M. Leiserson, states: "Upon the basis of the entire record, we find that, by discharging Handrich, the respondent (WQAM) has discriminated against him in regard to hire and tenure of employment, thereby, discouraging membership in the Union and interfering with, restraining and coerced its employees in the exercise of rights guaranteed in section 7 of the Act."

Station was ordered to stop such practices, to offer Handrich "immediate and full reinstatement of his former or substantially equivalent position," to reimburse him "for any loss of pay he has suffered by reason of the respondents discrimination against him," and to "post immediately in conspicuous places throughout its place of business in Miami and maintain for a period of 60 days from the date of posting, notices to its station employees (1) that the respondent will not engage in the conduct from which it ordered to cease and desist, (2) that the respondent will take the affirmative action set out in this order and (3) that the respondent's employees are free to become or remain members of AFRA's Miami local, affiliated with the AFL or any other labor organization, and that the respondent will not discriminate against any employee because of membership or activity in any such organization."

Exemption From Premium Pay Order Is Sought by NAB's Labor Committee

EXEMPTION for the broadcasting industry from the provisions of the President's Executive Order on premium pay is being sought by the NAB on the ground that broadcasting is a "seven-day industry" and should not be subjected to the time-and-a-half overtime provisions for holiday work. Decision to apply for the exemption to the Dept. of Labor was reached by the NAB's Labor Committee at a meeting in Washington last Wednesday. The new premium pay regulations became effective Oct. 1.

Holidays Involved

Members of the committee, of which C. T. Lucy, WRVA, Richmond, is chairman, concluded first that the broadcasting industry was covered by the Executive Order in that it falls under the heading of an industry "related to the prosecution of the war." It then was decided to ask for the exemption, pursuant to provisions of the order setting up such machinery.

The committee decided that the only material effect the order would have on the broadcasting industry would be to require time-and-a-half pay for holidays. The Executive Order provides for a day of rest during the seven-day week, but since practically all stations already function on that basis, this was not deemed applicable.

Radio, like the newspaper industry, functions 365 days, seven days a week. Moreover, Government regulations, issued by the FCC, require minimum operating schedules for stations, in the public interest, with no provision for exclusion of holidays.

The committee, in addition to Chairman Lucy, comprises J. B. Rock, KDKA, Pittsburgh; A. K. Redmond, WHP, Harrisburg; Quincy Brackett, WSPR, Springfield; Norris O'Neil, WSB, Wash-ington-Salem. Mr. O'Neil was unavoidably absent.

Joseph L. Miller, NAB labor relations director, reported the over-all matter to the committee. NAB President Neville Miller also sat in the meeting along with Russell Place, NAB counsel. Consulted by the committee also was Philip G. Loucks, Washington attorney and former NAB managing director.

Rockwood Back

ROCKWOOD & Co., Brooklyn, which has been off the air during the summer, will launch a 13-week campaign on 11 stations for Chocolate Bits sometime in October. Participations will be used from 8 to 16 times weekly on WMAC WBZ WBZA WTC WJAR WTAG WGQ KHJ KNX WOR KDKA. Federal Adv, New York, handles the campaign.

Serial Sponsor

BECAUSE of its success as a summer replacement on NBC for the Eddie Cantor show, sponsored by Bristol-Myers Co., New York, Those We Love, half-hour drama telling the story of the Marshall family, has been signed by General Foods Corp., New York, to continue on the air now that the Eddie Cantor series has returned. The show will start on CBS Oct. 11 in the interests of Grape-Nuts and Grape-nuts Wheat-Meal and will be heard Sunday 2-3:30 p.m. AGENCY for both Bristol-Myers and General Foods is Young & Rubicam, New York.

In the Salt Lake Market this exclusive NBC outlet consistently gets the big tune in.

ACCEPtANCE REPEATED

LEHIGH VERTICAL RADIATORS

Lehigh Structural Steel Co.
11 Battery Place, New York, N. Y.

In the Salt Lake Market this exclusive NBC outlet consistently gets the big tune in.
OWI Radio Plan
(Continued from page 14)

The Federal Government and agencies and not at the broadcasting industry, Mr. Lewis stated. Emphasizing that all the property involved can be worked out overnight, he said his organization never had any illusions that it could have the whole business of Government radio coordination mortgaged to the banks and on the auction block by Oct. 1. It would take weeks to iron out the kinks, he said, but OWI counts on the intelligent cooperation that has always marked its relations with dealers.

Declaring that the problems are in the minority, Mr. Lewis said they are nothing that can’t be taken care of “by intelligence and common sense.” He reiterated his request that stations continue their present method of handling and clearing war programs until they have worked out procedures with the nearest OWI radio representative.

Some time ago, Mr. Lewis said, he had suggested that each station appoint a “war program manager”. Hundreds have done so and it has worked out quite satisfactorily. The war program managers are responsible for all contacts with field offices of Government agencies, and keep a watchful eye over the war messages and war programs their stations put on the air. He said the war program manager is the logical person to be the permanent contact with the OWI field representative.

Regulation No. 2 is not concerned with station-originated programs unless they request specific information or cooperation from some Government agency. The producer of the program, Mr. Lewis advised, should go directly to the information division of the agency involved and the agency in turn will notify OWI of any matter of routine on what assistance or material has been supplied.

Mr. Lewis described the regulation as laying the groundwork for a new plan that will enable stations to render more efficient service with “less wasted effort, less confusion, more results”. The details of this new plan are not ready to be announced, he said, but will follow as soon as the operation of Regulation No. 2 begins to straighten out.

In conclusion, Mr. Lewis thanked the stations for the vast amount of energy and enthusiasm they had put into their work on behalf of an America at war.”

“I know that all of the Government agencies which are finding radio such a successful medium for reaching the American public and wish me to pass along their appreciation for your excellent and unfailing cooperation. Here at the Bureau of the Office of War Information we stand convinced that such other industries in our nation has given more fully, and without recompense, of its facilities.”

War Managers

HAVE YOU a war program manager yet? Just recently the radio bureau of the Office of War Information sent a memorandum to stations suggesting that they appoint such a person to aid in maintaining effective liaison on various Government campaigns. In the way direct contact with each station will be established and all material sent to such a person. Cards went with the memorandum to be returned with the name of the War Program Manager appointed.

Charles G. Burke Joins Sales Force of WJR

CHARLES G. BURKE, formerly with Free & Peters, national station representatives, last week joined the WJR staff as aide to Owen F. Uridge, assistant general manager. He replaces Herschel Black, now in the Army Air Forces.

Mr. Burke headed the Free & Peters Office in Detroit for five years up to last February. Since then he has been with Los Angeles' Novox, Chicago, a Free & Peters affiliated operation. He entered radio in Fargo, N. D. in 1929 after serving as city editor of the Fargo Forum for three years. Later he was commercial manager of WOXY in Kansas City. He is a graduate of the U of North Dakota, is married and has two daughters.

Dr. W. B. Caldwell Adds Keystone Disc Hookup

DR. W. B. CALDWELL, Monticello, Ill. (Laxative Senna) subsidiary of Sterling Products, has placed one-minute transcribed announcements five days a week on 124 stations of Keystone Broadcasting system. Contract, for 27 weeks, started Sept. 1.

Dr. Caldwell is also running transcribed announcements 5 to 16 times a week on approximately 100 stations, making a total of 224 stations carrying Caldwell business. The intensified campaign on KBS is said to be the first large-scale use by Sterling Products of local stations in small urban and rural areas, inaugurating a new development by KBS of selling spot announcements on affiliated stations on a package basis. The national plan embracing the entire 190 stations of KBS is being offered to national advertisers in addition to the basic transcribed network service. Account was sold by Naylor, sales director of KBS through Sherman & Marquette, Chicago.

CJOC on the Air

CJOC, Lethbridge, Alta., went on the air Oct. 1 with a new 1 kw. transmitter on 1060 kc, according to Norman Botterill, manager.

Replies to FTC
(Continued from page 18)

more tobacco by weight than others, or 28% less nicotine.

For Prince Albert, Reynolds denied representing that it burns 88 degrees cooler than other brands, but reasserts that laboratory “smoking bowl” tests showed it burned 88 degrees cooler than the average of 30 other largest-selling brands tested—“coolest of all.”

Philip Morris Statement

Philip Morris without explanation, disposed of several items in the complaint by saying they did not correctly represent the substance of its advertising. Thus, it denied advertising that Philip Morris causes no throat irritation, that Philip Morris smokers are assured protection from “smoker’s penalties”, or that competing brands are three times as irritating for inhalers as Philip Morris.

Defending its claim that advertising is based on scientific tests by eminent medical authorities solely for the benefit of their profession, the firm admitted that tests were conducted at its expense, but denied they were made by persons without training and experience sufficient to make them accurate and scientific.

For Revelation Pipe Tobacco Philip Morris denied there was no factual basis of difference between their product and other brands, as charged by the Commission. It stated that other charges cited in the Revelation case were as Philip Morris cigarettes, proved scientifically free from bite and recognized by eminent medical authorities were not correct statements of the substance of the advertising.

To FCC charges that Dunhill Cigarettes were misrepresented as an English imported brand, the company correctly ascertaining practices exhibited in the complaint, but denied they misled the public.

LUCIEN A. HILMER, until last assistant general counsel of the FCC, and Mrs. Hilmer became the parents of a 7 lb. 14 oz. daughter, Catherine, born Sept. 30 at George Washington Hospital, Washington. Mr. Hilmer has transferred to the Board of Economic Warfare.

"Imagine WFDF Flint Mich. giving credit to that blockhead!"

Page 58 • October 5, 1942

BROADCASTING • Broadcast Advertising
In 1943, the FCC was pointed out dent appropriations has control for $2,000,000. Hearings before the Subcommittee on Appropriations were held last Wednesday. This fund largely is for the Foreign Broadcast Intelligence Service and the FCC's law staff.

Federal Disc Makers
DISC makers named to record exclusively for the Government on any work they may be able to obtain [BROADCASTING, Sept. 28, 1942] were named last week by the Procurement Division of the Treasury. The 17 firms approved by the Government are:
- Advertisers' Recording Service, New York
- Col. Records, New York
- Columbia Recording Co., New York
- EMI America (a div. of EMI) New York
- Frankay, Inc., New York
- General Record, New York
- General Sound, New York
- General Electric, New York
- Grafton, New York
- Halstead Records, New York
- Imperial Records, New York
- International Broadcasting, New York
- K-Tel, New York
- NAB Laboratories, New York
- National Recording, Chicago
- National Talent, New York
- Perfect Union, New York
- RV Industries, New York
- U.S. Records, Washington

U.S. Tobacco Plans
U.S. TOBACCO Co., New York, in addition to its sponsorship of the CBS Gay Nineties Revue, is planning a spot campaign for Model Tobacco to start in mid-October. One-minute and 30-second announcements will be placed on varying schedules on a list of stations, which are now being selected. Agency is Arthur Kudner, New York.

CIVILIAN VINYLITE OUT FOR OCTOBER
There were no October allocations of Vinylite for civilian use since the entire quantity available was assigned to military needs with a little going to meet Government expenditures. Furthermore, there seems to be a small likelihood of civilian allocations in November.

Still now many companies have been operating on existing stocks. In some cases such stocks are exhausted whereas others have an ample supply on hand sufficient to last for several months. With the seeming need for the substance in military material, it does not appear likely that the War Production Board may see fit to freeze Vinylite now in the hands of transcription makers.

War Production Board officials have repeatedly said salvage of Vinylite through return of all old records is essential for the continued operation of the private transcription industry. Furthermore, WBP officials said they were about to enforce conservation measures upon Government users too.

To this end, a meeting was scheduled last Friday, between Treasury and WBP officials last Friday.

THE EFFECT of the Petrillo edict against recorded music on the small broadcasting station, the coin operated phonograph, the home phonograph and the vast number of listeners who depend largely upon these sources for their musical entertainment is analyzed in a booklet, The C is for Caesar, published last week by the NAB.

Side-Line With Hal
On the radio angle, the booklet points out that the broadcasting industry is expending annually some $15,000,000 for the employment of union musicians; that approximately 255 communities in which stations are located have enough musicians to form an AFM local and must depend largely on recordings for their musical programs; that more than half the AFM membership consists of professional musicians who are engaged in other occupations and for whom music is a side-line; that more than half of the country's radio stations are "small stations with annual gross incomes of less than Mr. Petrillo's annual salary and other personal income from his union."

The study continues: "Best available estimates indicate that more than 450 radio stations have annual gross receipts of $75,000 or less and the gross receipts of 137 of these stations are less than $25,000. Two hundred radio stations actually lose money, while the average annual net profit, even before taxes, of stations whose total receipts are less than $75,000, is approximately $1,000 per station.

"If a majority of the broadcasting stations in this country were forced to hire even a few musicians for the 15 or more hours a day that they are on the air, the AFM's salaries would consume more than these stations' gross receipts from all sources. Of course, these stations would be put out of business." As an indication of how money derived from a tax on recordings might be spent by the union, the pamphlet cites a resolution introduced at the last AFM convention, which would divide money obtained from jive boxes as follows: 1½% would go to the musicians who made the recordings; 1% to record manufacturers for labels; 5% to owners and operators of establishments using records to cover bookkeeping costs; 15% to Mr. Petrillo's home office for 'legislativing and distribution costs'; 63% to officials of local unions for 'inspectors' salaries and costs of enforcement,' and 15% would go to local unions for 'relief and unemployment fund.'

Skilled Labour Supply - Loyal British Stock
Practically eighty per cent of present day Nova Scotians are of British stock. The founding of Halifax in 1749 established the English population, to be notably reinforced by thirty thousand Loyalists from the thirteen colonies, after the American War of Independence.

The fifty thousand Scots, who emigrated after the eighteenth century troubles in the Highlands, settled chiefly in Cape Breton Island and in the counties of Antigonish and Pictou. The third considerable group in the population were King George's subjects from Hanover, who arrived soon after the founding of Halifax, and settled in Lunenburg County.

On the south and west coasts are French Acadian settlements of great charm. Many were established by the former citizens of old Louisbourg, or by the Acadia who returned from the expulsion described in Longfellow's Evangeline — most of whom came back, despite the poetic tradition.

INVESTIGATE NOVA SCOTIA
Radio Broadcasting Station: C H N S
HALIFAX, NOVA SCOTIA, CANADA
USA Rep. @ Jos. Weed & Co. @ New York City

BROADCASTING • Broadcast Advertising
October 5, 1942 • Page 59

HALF AFM NON-PROFESSIONAL
NAB Finds Gross of Half of Stations Is Less—Than Half of Petrillo's Salary
President’s Talks, News Top Survey

Program Popularity Analyzed For Past Season by CAB

HIGHSID of the 1941-42 winter radio season unquestionably was the dramatic demonstration of the people’s interest in their President’s war messages and a paralleling growth of audiences for news programs in the months immediately after Pearl Harbor, reports the Cooperative Analysis of Broadcasting in its semi-annual survey of "Radio Program Audiences" from October 1941 to April 1942.

Variety programs again were the most popular type of network entertainment, with an average rating of 16.1, the study reveals. Audience participation programs were second, with an average rating of 11.4, beating out dramatic programs by one-tenth of one percent, while popular music, classical and semi-classical music and familiar music scored in that order as the next three most popular program types, rating respectively 8.7, 8.4 and 7.4.

Popularity of News

Largest gain by percentage in the number of programs of any type was the growth of sponsored network newscasts, totalling 19 during the 1941-42 season for a gain of 35.7% over the previous year’s 14. Concurrent with this increase in the number of news pro-

PEN WIELDER Evelyn Stark, radio director of McFarland, Aveyard & Co., Chicago, signs a new BLUE contract for Northwestern Yeast Co., Chicago (Yeast Foam) as Songs of a Dreamer, formerly transcribed on 15 midwestern stations, shifts to 13 midwestern BLUE stations, Monday, Wednesday, Friday, 10-10:15 a.m., with the same cast, Gen. Baker, director, Irma Green, organist, Doris Rich, home economist. Witnesses to the signing are (1 to r) E. K. Hartenbower, salesman, Merrill R. Schenfeld, sales manager and E. R. Borrough, vice-president and general manager, all of the BLUE-Chicago.

was a drop in average rating from 6.5 to 5.3.

All types of evening programs had lower ratings last winter than during the previous winter, except audience participation shows, which showed no change, the CAB found, but pointed out that the decline in ratings was traceable to the increase in evening network programs from 129 in 1940-41 to 140 in 1941-42.

Analyzing daytime programs, the CAB reported that the 82 dramatic and serial dramatic programs occupied 79% of network time but ranked third in popularity, being outrated by familiar music, represented by only one program, and by a trio of classical and semi-classical programs. Daytime program types with lower ratings than daytime dramas were, in descending order, variety programs, children's programs, hymns, talks, news programs and popular music.

A breakdown of audiences by income levels showed that classical and semi-classical music was the most popular type of radio entertainment with the upper income group and the lowest popular with the lower income group. Just the reverse was the rating of melodramatic broadcasts which ranked first with the lower income group and last with listeners in the upper income class.

Study, based on more than 420,000 completed interviews during the seven-month period, also analyzes the programs by their monthly ratings, by the amount of time devoted to each type, by length of broadcast and by geographical areas, with separate tables, graphs and charts for evening and daytime net broadcasts.

Coincidental Survey Is Added by CAB To Provide Two-Way Check of Audience

COOPERATIVE ANALYSIS of Broadcasting has expanded its field of research to include the coincidental as well as day-part recall method of measuring the audiences of network programs, beginning Oct. 1 and will hereafter provide CAB subscribers with two separate ratings for these programs.

In addition, CAB has revised the procedure used by its investigators in collecting data on programs heard during the previous two hours to include 90 half-hour interview periods in place of the eight daily interview periods formerly scheduled.

Improved Technique

Expansion of the CAB measurements was announced in a letter sent last week to all CAB subscriber-members by A. W. Lehman, Manager. Concerning the "continu-

Scientific Group Will Advise NBC

A SCIENTIFIC advisory committee which will study NBC programs, particularly those relating to the war, and report to the network in which the morale qualities of network broadcasting may be improved was announced last week by Niles Trammell, NBC president.

Headed by Dr. Morris Fishbein, editor of the Journal of the American Medical Association, and chairman of the health magazine, Hygeia, the committee also includes Dr. Henry R. Viets, neurologist of the Massachusetts General Hospital and lecturer at Harvard Medical School, and Dr. Winfred Overholser, professor of psychiatry at George Washington U School of Medicine.

We expect this committee of scientists to study and analyze all NBC programs, particularly in relation to the national welfare and war effort, and to make recommendations to the company for the betterment of our broadcasting efforts, Dr. Trammell said.

Dr. Fishbein pointed out that since millions of people derive leadership and inspiration from radio programs, "scientific study focused on these programs should help toward intensification of those factors most beneficial for the public of a nation at war. Radio is essentially the medium from which the family as a group obtains a stimulus to better living and hygienic thinking."
OPERATING on the largest scale in the history of its seventeen years of football broadcasting, Tide Water Associated Oil Company, Associated Division, San Francisco, has again contracted to bring descriptions of the intercollegiate and military service grid contests to audiences in six western States and Hawaii.

Harold R. Deal, advertising and sales promotion manager of Tide Water Associated Oil Company stated that the advertiser will use the facilities of 74 radio stations located in 56 cities and towns in the Western states, Alaska and Hawaii. Barring a sudden cessation of games because of wartime conditions, the season's close on New Year's Day, 1943 will have found a total of 91 games covered since the opener on September 19.

Four networks are being used to carry the games—Blue Network, CBS, Mutual and Golden West. In addition, several groups of stations have been linked together to deliver Associated Sportscasts to areas made important by war industries and military activities. Two Alaska stations, KPAR, Paito, and KINY, Juneau are leasing play by play reports. Practically every city in the West that boasts a radio station will have local releases.

To Reach Servicemen

The war was indirectly an incentive for the enlargement of Associated's radio activities, according to Mr. Deal. He said: "Two factors influenced our judgment. One is the tremendous number of service men, going or on active duty in the Pacific area. Taken as a group, these are America's most sports-minded young men. They deserve a chance to hear these football games even if they can't see them themselves and Associated cherishes its opportunity to make this possible."

"Our second consideration is the restriction on civilian travel caused by rationing and shortages. Thousands of people who would ordinarily go to games will not be able to get to them this year. This means that our sportscasts will be a greater public service than ever and at the same time, frankly, will give Associated's sports a larger and more appreciative listening audience."

Associated has extended its promotional tie-ins this year on the football broadcasts. A thirty-two page comprehensive schedule of all games played by college and service teams in the west has been published by Associated. In addition to the schedule of games, Associated is offering the public, through service station distribution, a second schedule, showing the starting times of all sportscasts and the call-letters of radio stations over which they may be heard.

A new give-away item, also available at Associated service stations, is a four page tabloid paper, "Associated Football News," published periodically and giving pictures and general information about Western college football, players, coaches, games, rules and Sportscast highlights. All of these promotional pieces are given free and are called to the listeners' attention in the broadcasting's commercial announcements.

The commercial announcements at the games, designed this year to parallel a special promotion and a special car-saving service each week, will take only part of the time usually allotted to such material. The balance of the time is given over to messages in behalf of such war time agencies as the Blood Bank, War Bonds, salvage drives and recruiting offices of the services.

Associated's list of sportscasters, each of whom has a commentator working with him to give stadium color and commercials, totals fifty. The names of whom are veterans on the job. The list includes: Ted Bell, Pat Hayes, Rod Klise and George Mooney in Washington; Johnny Carpenter, Hal Byer and Marshall Pengra in Oregon; Ernie Smith, Hal Wolf, Carroll Hansen and Jack McDonald in Southern California.

Here is the list of stations being used by Associated:

<table>
<thead>
<tr>
<th>Station</th>
<th>Frequency</th>
<th>City</th>
<th>State</th>
</tr>
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<tbody>
<tr>
<td>KDKF</td>
<td>1260 Kilo</td>
<td>Portland</td>
<td>Oregon</td>
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<tr>
<td>KGNS</td>
<td>1310 Kilo</td>
<td>Seattle</td>
<td>Washington</td>
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<td>KELO</td>
<td>1310 Kilo</td>
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<tr>
<td>KELO</td>
<td>1310 Kilo</td>
<td>Portland</td>
<td>Oregon</td>
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PRIZE BANANA SQUASH grown by Clyde Dietrich, engineer of WGN, Chicago, in his victory garden is exhibited by Margie Peschel, secretary, and Holland Engle, staff announcer and Farm Hour m.c. of WGN, Chicago. Almost a yard long, the cold colored squash won a blue ribbon in the garden club of Villa Park suburb where Dietrich lives.

luckenbill Joins Esty

As Marvin's Successor

TAKING the agency field some-what by surprise early last week was the sudden change of radio directors at Wm. Esty & Co., New York. Thomas D. Luckenbill, formerly with J. Walter Thompson Co., New York, took over the position at Esty Monday, and Richard Marvin, who has directed Esty's radio programs since 1933, has resigned. Mr. Marvin had not announced his future plans as BROAD- CASTING went to press, nor had a successor been named by J. Walter Thompson to fill Mr. Luckenbill's position as vice-president of the Lever Bros. Co. (Lux) account.

Mr. Luckenbill was named a vice-president, as were Adlai E. Carlin, former account executive, and James J. Houlan, assistant to the president.

Norins Heads WBLY

WILLIAM NORINS, former sales manager of WBLY, Brooklyn, and previously general sales manager of Majestic Radio, New York, has been named general manager of WBLY, succeeding Griffith B. Thompson, who is on leave to serve as a captain in the special branch of the Army. Also joining WBLY last week as publicity di- rector was Edmund Leavitt, former- ly handling publicity for the American Petroleum Institute, and prior to that with the New York Sun.

Types of Jobs in Broadcasting Are Defined by Federal Board

Broadcast employees have been defined by types of jobs as a result of a careful evolution of a "dictionary of definitions" by the Domestic Broadcasting Committee of the Board of War Communications and the latter will transmit this list to the War Manpower Commission in the near future, Chairman Fly indicated at his press conference last Monday.

The task of assigning job definitions was assigned to each committee within BWC covering the entire field of communications and the entire list will be turned over to WMC.

Critical Occupations

In the broadcast field, it is understood that all classes of employees have been defined with special reference to the "critical occupations". Presumably the data will be useful to the WMC and the U. S. Employment Service in using manpower quotas for essential jobs in communications, just as it will be done in all other fields. The material will likely be sent to the National Selective Service for distribution to local boards as an aid in determining the status of registrants and in setting up exemptions and deferments.

In addition to the definitions of occupations, the BWC is also engaged in a long-range manpower project which involved mailing 6,000 questionnaires to all companies and operations engaged in communications, including broadcast stations. More than 4,000 were returned during the past six weeks.

These questionnaires were designed to obtain detailed information for each occupation. When the material has been collected it will be tabulated so that every department of broadcasting, for example, will be appraised. With this information compiled, such questions as the need for projected training programs, anticipated personnel demands and the likelihood of replacement can be considered.

This data will also provide the BWC with needed information to guide WMC, USES and Selective Service in the development of manpower policy for every phase of the communications field.

At Selective Service headquarters last week, it was asked that employers be informed of the issuance of a simplified form 42-A for use in the application for registration of "necessary men". Selective Service advises employers to use them in connection with all key men regardless of whether these employees have been deferred for other reasons.

To prevent the possibility of induction of men necessary in III-A or III-B, who have been classified on the basis of dependency, when those categories are being considered for military service, could be avoided by the evidence contained in Form 42-A. Of further value, the application for registration for the deferment of an employee gives the employer the right to appeal a change in the employee's classification, it was said.

Thrower Is Appointed As BLUE Vice-President

FRED M. THROWER Jr., General sales manager of the BLUES last Friday was selected vice-president in charge of sales for the BLUE at the monthly meeting of the new board of directors as announced by President Mark Woods.

One of the youngest major executives in the radio industry, Mr. Thrower joined NBC in 1929, serving in various capacities and handling advertising agencies and clients prior to transferring to NBC sales in 1933. When the BLUE became a separate organization from NBC in January of this year, Mr. Thrower was named general sales manager. He was born in Tampa, Fla., and received his education in that city and at military school in Kentucky before coming to New York to join NBC.

Network Accounts

All Time Eastern Time, unless indicated

NEW BUSINESS

GENERAL FOODS, New York

(Grape-Nuts, Grape-Nuts, Wheat-Malt)

10 CBS stations, Sun., 1:30 to 1:30 p.m. Agency:

TRELLIS owners, San Francisco, California


MOMENTUM Co., Wilkes-Barre, Pa.


BART STORES, Inc., New York

On Oct. 9 only sponsors Garvin-Raines wellweight fight on Pacific Coast (6 - 7 p.m. EST)


DEATH OF SUPERSTITION, funny talk show, New York, 9:45-10 a.m. Agency: BIBO, Minneapolis.


AMERICAN CIGARETTE & CIGAR Co., New York

On Oct. 9 variety show on KMOX, St. Louis. Agency: Ruthrauff & Ryan, N. Y.

NORTHERN YEAST Co., Chicago, (Yeast Farm) On Oct. 8 stars Sept. of a Dreamer, musical variety program, on 17 BLUE stations, Mon. thru Fri. 11:15-11:30 p.m. Agency: Glickman Adv. Co., N. Y.

CAMPANA SALES, Batavia, Ill. (Palmer & Sobler, Rt. 1, N. St.) stars Convention Serenade on 84 NBC stations, Sat. 10:15-10:30 p.m. originally scheduled for 5-7-11 CBS stations. Agency: Palmer & Wallace, Chicago.

Renewal Accounts

R. J. REYNOLDS TOBACCO Co., Washington, D.C.

On Oct. 9 special spot ad on NBC Network. 8:16-8:17 p.m., adding 39 NBC stations, making a total of 114 CBS stations, Mon., 19:30-19:31 (p.m.) Agency: William Esty & Co., N. Y.


Coast Politics

EARL WAREN for Governor Non-Partisan Committee, Los Angeles (political), in a 34 day campaign ending Nov. 3, is currently using a total of 1,570 days and night one-minute transcribed and station break announcements on 22 Southern California stations. List includes KNX, KFI, KBH, KBC, KFWB, KMTF, KMPC, KPSG, KGB, KFXM, ATMS, KPDC, KVOC, KFMB, KSPI, KFAC, KVMX, KFOX, KVOE, KERN, KKO, KPRO. In addition, during the campaign a total of 10 statewide sponsored network programs is planned for release on California stations of CBS, NBC, BLUE and Don Lee. Agency is Eugene P. Rose & Co., Los Angeles.

CBS in cooperation with the BBC is working on a new series to be titled Best Radio Plays of All Time and scheduled to start soon. Norman Corwin, CBS producer-director now in England, is remaining in that country to help collect BBC scripts.

KGA Exclusively Blue

KGA, Stockton, has become an exclusive BLUE Network outlet and announced "discontinuance of all Mutual Network programs from its schedules." The station, operated by Louis Wamer Inc., said it would devote its entire time to programs from the BLUE and local releases from its own production department.

KGDМ J oins CBS

KGDМ, Stockton, Cal., on Oct. 1 joined CBS as a Pacific Coast bonus outlet, taking all CBS programs reaching the Coast prior to local sunset until it starts operating on full time Nov. 1. Owned by E. F. Peffer, KGDМ operates on 1130 kc. with 5,000 watts.

NBC Adds District

BECAUSE of the disparity in size among the seven districts originally set up for representation on NBC’s Advisory & Planning Committee, the group has voted that an additional district be organized to make next year’s committee consist of eight district representatives. The vote was taken at the committee’s fourth meeting held Sept. 5 in Chicago. The new district will be on the eastern seaboard, taking in the states of Pennsylvania, Maryland, Delaware, Virginia, North and South Carolina.

FCC Not Affected By Handout Slash

Commission Already Had Cut Volume of Press Releases

Since reduction in the number of FCC press releases was instituted in May, 1941, the recent order of the Office of War Information to reduce such operations in most Federal agencies has no practical effect upon the FCC [Broadcasting, Sept. 28].

In May 1941 the FCC was using 1,331,000 sheets of mimeographed paper for its various releases. In May, 1942 this had been reduced to 900,000 sheets and in August a further reduction to 300,000 sheets.

In the drive to save paper, general information releases were discontinued in January, 1942. In the distribution of the other two types of information economy was effected by eliminating more than 700 names from mailing lists and sending releases to people which only affect them instead of sending all releases to everyone on the mailing list.

Rockefeller Sees Need To Improve Programs

EMPHASIZING the importance of shortwave programming in psychological warfare Nelson Rockefeller, Coordinator of Inter-American Affairs, reported last Thursday that he found during his trip through much of South America certain areas which lusted tyrannically for American programs and found others woefully weak.

Steps would be taken to change this condition he said by strengthening signal beams and improving the quality of informational content of programs. Such steps have already been provided for in a three point program covering revised programing, improved signal strength and increased facilities.

October Series on Blue

WITH THE addition of To The President, new series to be written and produced by Arch Oboler, starting Oct. 15, realignment of the mid-day portion of the BLUE’s Sunday broadcast schedule has been completed by Phillips Carlin, BLUE vice-president in charge of programs. The series will be heard 12:30-1 p.m. and another new program, Soldiers of Production, has been placed in the 11:05-11:30 a.m. period.

KFIO to MBS-Don Lee

KFIO, Spokane, on Oct. 1 became city, replacing KGA, former MBS the Mutual-Don Lee outlet in that affiliate. KFIO, owned by the Spokane Broadcasting Corp., operates on 1230 kc., 250 watts, full-time.

Plans Midwest Drive

WAIT CAHILL Co., Decatur, Ill. (Green Mountain cough syrup), has named Wade Adv. Agency, Chicago, to handle its advertising. Company is planning to sponsor local live talent programs on about 10 midwestern stations.

1907 Ensign Stephen Fuld 1942

ENSIGN FULD

where in Africa" following a plane crash, who formerly was with KLZ, Denver, KDKA, Pittsburgh, and KOA, Denver; and Sam Miller, former transmitter engineer of KIRA, Little Rock, reported "missing in action" in naval operations in the North Atlantic.

Knox Spots

KNOX Co., Hollywood (Cystex), in a campaign which will continue through March, is using an average of 5 transcribed announcements weekly on between 10 and 15 stations nationally and will add others to the list. Firm in addition is utilizing a similar schedule, along with quarter-hour dramatic programs, on 11 Canadian stations. Transcribed announcements are scheduled to follow newscasts. Agency is Allen C. Smith Adv. Co., Kansas City, Mo.

FOR THE "World’s Best Coverage of the World’s Biggest News"

1007 Broadcasting • Broadcast Advertising

1942
WANTED

Private party wishes to purchase radio station in market of 40,000 or over. Please address replies to Box 875, BROADCASTING.

HELP WANTED

WANT A PERMANENT JOB AS CHIEF ENGINEER? Work—Louisville, Kentucky, for publisher. Salary: $2,500 per month. Write Box 910, BROADCASTING.

MANAGER-PARTNER—A rare opportunity for the man who can make a success of this enterprising station. Write Box 911, BROADCASTING.

PROGRESSIVE GEORGIA STATION—Has a number of openings for qualified radio engineers. Excellent opening to assume responsibility for the new station. Write Box 912, BROADCASTING.

ENGINEER—First or second class license. Good salary. Write Box 913, BROADCASTING.

OPPORTUNITY—For reliable, draft exempt, technical assistant. Write Box 914, BROADCASTING.

Radio Technicians—If you are in SA or IF or otherwise draft deferred and feel that your present work can be forgone for the duration in a prominent midwestern radio manufacturing plant making transmitting equipment for the armed forces, write giving your qualifications, draft status, and starting salary expected. Write Box 915, BROADCASTING.


WESTERN STATION WANTS—Experienced combination operator-announcer who can read news and write copy. Send qualifications, snap-shot and recording of speaking. Write Box 916, BROADCASTING.

EAST COAST STATION—Needs one operator-announcer, second class amateur license. Write Box 917, BROADCASTING.

ạngers to Buy

WANTED—Copper ground wire: % inch Coastal line Number 6 stranded copper RCA open wire line brackets. Box 909, BROADCASTING.

Radio equipment—Suitable for 5 kw. transmission. Any parts or whole set-up. Box 908, BROADCASTING.

For Sale

Because of illness—And other business demands a well established and successful 250 kw. local and distant west area transmitter for sale. Station is doing very good commercially and can be operated by one man with an unusual offer. All replies must include evidence of financial worth. Box 915, BR 250 BROADCASTING.
XEAW Ordered Off 1010 kc.
As Mexico Heeds U. S. Pleas

Station to Continue on 1570 kc. as Government Acts to Obtain Compliance With Treaty

IN PURSUIT of protests made by this Government, the Mexican Government has ordered XEAW, 100,000-watt, from its 1010 kc. station at Recosa, below the border from Dallas-Port Worth, to cease operating on the 1010 kc. channel. XEAW has interfered with stations in this country, notably KLRA at Little Rock, also assigned to the frequency.

Complaints Studied

XEAW, operated by a company headed by Carr Collins, head of the Crazy Water Crystals Co., regularly is assigned under the Havana Treaty to 1570 kc. with 100,000 watts. It is understood the station will continue operating on that frequency.

Reports received by the State Dept. said the Mexican Communications Ministry had ordered XEAW to cease operation on 1010 kc. for interference with the frequency, which is being studied. The station violated the Havana Treaty terms, since 1010 is designated as a Canadian I-A with Cuba having a secondary outlet. The United States, to the Mexican Govt., has protested this violation to use a Class II station on the frequency, which facility was assigned KLRA.

Formal conversations, it is understood, still are in progress in connection with other Mexican station assignments viewed as in conflict with the Treaty and causing interference to stations in this country.

The most serious situation, it is understood, is in connection with XELO, being operated on 800 kc. at Juarez, across the border from El Paso. The station has caused interference to a number of clear-channel stations, and to reception generally in Texas. The 800 kc. channel under the treaty should be assigned in the province of Sonora, remote from the border, where interference to stations on adjacent frequencies in this country would be minimized. It is authorized to operate with 150,000 watts, but is understood to be using only a portion of that power because of lack of tubes and other essential equipment.

Ironized Yeast Dramas

IRONIZED YEAST Co., Atlantic, through Ruthrauff & Ryan, New York, on Oct. 6 starts the weekly half-hour dramatic series Lights Out, on 76 CBS stations, Tuesday, 8:30-9 p.m. (EWT), with West Coast repeat, 8:30-9 p.m. (PWT). Arch Obler is writer-producer-director, and will also act as narrator for the series which is designed to provide escape from war problems. With complete freedom of subject matter and production, he will adhere to no preconceived formulas. Productions will be without music.

Bob LeMon has been signed as announcer. Dick Gibson is agency producer assigned to the show.

Nadinola Spots

NATIONAL TOILET Co., Paris, Tenn., in a fall campaign for Nadinola cosmetics, has placed daily one-minute transcribed announcements on 30 Southern stations. The following 15 stations have started the announcements:

Alabama: WLAC, WBT, WTM, WMU, WSM, WTM, WSS, WSG, WSS, WSG, WSG, WSG, WSG, WSG, WSG, WSG, WSG, WSG.

Agency is Roche, Williams & Cunnyngham, Chicago.

Power of Attorney Given

FCC last week approved a power of attorney for the affairs of Joe J. Smith, Jr., licensee of WJLR, Beckley, W. Va., and WWX, Wheeling, now on duty as a captain in the Army, until six months after the war. The power will be exercised by his father, Joe L. Smith, Sr., Representative from West Virginia in Congress.

WAPI Is Granted Frequency Change

FCC Refuses, However, Plea For Increase to 50 kw.

CONSISTENT with the Havana Treaty allocations, the FCC last Tuesday announced adoption of a memorandum opinion and order granting in part the application of WAPI, Birmingham, for a change in frequency from 1170 to 1070 kc. The Commission, however, denied without prejudice the request of the station for an increase from 5000 to 50,000 watts.

The Commission said the grant was made upon condition that WAPI file an application for modification of construction permit satisfactory to the condition attached to the grant in part of its application regarding suitable antenna.

The shift was to have become effective on March 29, 1941, but applications entered into the assignments of so-called Class II stations. The assignment, under the treaty, specifies 50,000 watts, but the equipment freeze has rendered this impractical at this time.

What's What in Boston

3. WCOP has been selected in Boston as a key station in the Atlantic Coast Network.
Senate Probers Drafting Plans For Full-Scale Petrillo Inquiry

Commerce Committee Meets This Week to Decide Procedure of Sweeping Study of Music Czar

ALTHOUGH a definite starting date has not yet been set, prelimi- nary plans for the full-scale inquiry into Music Czar James C. Petrillo and his American Federation of Musicians were being made last week by Senator D. Worth Clark (D-Idaho), author of the probe resolution and driving force of the inquiry.

With some 700 petitions, letters, appearances and other communica- tions received from music users, societies and individuals, Senator Clark said that plans for the inquiry would be made as soon as the full Interstate Commerce Com- mittee meets this week and authorizes procedure. Chairman Wheeler (D-Mont.) has not yet appointed a subcommittee to conduct the inquiry, regarded as the logical course.

Since passage of the Clark Resolu- tion (SB 248) on Sept. 24, without a dis- senting vote, it was indicated in some Sena- torial quarters that Chairman Wheeler might be disposed to have the full committee, rather than a subcommittee, conduct the inquiry. If that course is taken, it is expected that Chairman Clark will have effective control of the inquiry, as the resolution's author.

Congressional Feeling High

The swift action taken by the Senate was indicative of the feeling in Congress toward Petrillo, par- ticularly in the light of the state- ments of Government executives important in the war effort that the AFM ban on manufacture of recordings and transcriptions will hinder the war effort and impair the morale program. Mr. Petrillo's steadfast refusal to withdraw this ban has heightened Congressional反感.

Precisely when the hearings will begin remains problematical. Senator Clark had in mind a speedy start—probably this week. But the preoccupation of the Senate with the farm parity legislation, necessitating night sessions, pre- cluded the making of definite ar- rangements by the full committee.

Chairman Wheeler has stated that Senator Clark will become chairman of the subcommittee, if that course is decided upon. Other committee appointments, however, have not been indicated, though it is expected that Senators Andrews (D-Fla.) and Tobery, (R-N.J.), both members of the subcommittee which conducted the preliminary inquiry last month, would be carried over.

There have also been reports that Senator Wheeler might be disposed to name top labor leaders, with a view to calling off the transcription ban until either Congress or the courts

act. This has been discussed in Senior counsel [BROADCAST- ing, Sept. 29].

With no recording of any char- acter done by AFM members since Aug. 1, it is felt by Senate com- mittee members that prompt steps should be taken before serious injury results. While reserve sup- plies were made prior to the Aug. 1 ban, these are believed to be running low, particularly in the tailor-made transcriptions field. A number of advertisers already have dropped transcriptions containing band music because of the uncer- tainty of future releases.

Meanwhile, developments on the litigation front were being awaited. The Federal District Court in Chi- cago on Oct. 12 will hear argu- ments by Assistant Attorney Gen- eral Thurman Arnold, in charge of the Anti-Trust Division of the De- partment of Justice, supporting the Government's petition for a per- liminary injunction against AFM, seeking to terminate the bans pending trial on the merits of the civil anti-trust suit against AFM and its officers. The Government will introduce testimony in affidavit form in support of the preliminary injunction, including the results of the far-reaching survey made by the FCC into musicians' employ- ment in the broadcasting industry along with the use of music, both live and transcribed.

Federal Judge John P. Barnes, who will hear the motions, last Thursday allowed the NAB to file briefs as a friend of the court in the Government suit. NAB special counsel in the Petrillo case is Sydney M. Kaye, of New York, vice-president and general counsel of BMI.

A motion to dismiss the com- plaint, filed by AFM, will be argued by its general counsel, Joseph A. Padway, also general counsel of A.F. of L. It is expected that, irrespective of the court's ruling, the case eventually will go to the Su- preme Court on the "made work" issue.

Mr. Padway, it was learned, ad- vised Senator Clark last week that he hoped the hearings would be so arranged as to accommodate this suit, plus other urgent meetings which he, as AFM general counsel, had to attend. He pointed out that the Federation was holding its con- vention in Toronto last week and that the proposed Oct. S starting date would be inconvenient. More- over, he alluded to the court argu- ment on Oct. 12.

Every effort is being made to expedite the opening of the hear- ings. It was stated, however, that ample time would be given all parties in interest, even if the pro- ceedings had to be interrupted to accommodate both witnesses. Senator Clark confidently expected the hearings to get under way by mid-October.

PleadingsFiled

Preliminary pleadings were filed with Judge Barnes last Thursday preparatory to the Oct. 12 argu- ments. The Government contended that the Federation could point to no Supreme Court authority on the proposition that the organized power of labor may be used to re- fuse essential work to a lawful business in the complete absence of any dispute over hours, wages, working conditions, or hiring poli- cies of such business.

Assistant Attorney General Ar- nold held the union could not, under the pretext of improving em- ployment conditions, use "organized coercion to destroy the right of the employer to conduct his business in an efficient way." He charged further that unless the ban on manufacture and sale of recordings is lifted, the radio in- dustry will suffer, vital war com- munications facilities will be lost through discontinuance of broad- casting by many radio stations, and

maintenance of public morale would be impeded and the war ef- fort in jeopardy.

Mr. Padway, in his pleading seeking dismissal of the injunction suit, characterized the suit as "an unwarranted interference with and a violation of the constitutional right to argue labor disputes." He charged the suit was based on an unwarranted interpretation of the anti-trust laws and that Mr. Arn- old was using it "to destroy every union action and objective which was personally distasteful to him."

An 'Ancient Struggle'

Mr. Padway contended "this is a struggle heightened by the ironic fact that the musician himself makes the article that contributes to his own destruction." He said it was nothing more than another facet of the ancient struggle be- tween man and machine; the sole charge against him is that "he refuses to work under conditions which his beliefs will complete his destruction."

Judge Barnes allowed NAB to file a petition as a friend of the court, over protests of attorneys for the Federation. He did not rule on the plea of NAB that it be allowed to intervene in the hear- ing itself in support of the Gov- ernment's petition.

Hughes Applies to Sell WJZM, Clarksville, Tenn.

SECOND transfer this year, and third since it was authorized in February, the FCC has approved a sale of WJZM, Clarksville, Tenn., under an application filed with the FCC last week by present licensee, Roland Hughes. Mr. Hughes proposes to sell the station to William Kleeman, local Coca Cola official for a considera- tion of $1,500 in cash and assign- ment of $11,500 in notes held by former owners William and Violet Hudson. Inability to meet terms of the three-months-old contract four months ago is given as reason for the sale, according to the Commission.

MUSIANS WANTED!

More Jobs Than Performers

In Los Angeles

WHEREAS James C. Petrillo, president of AFM, claims that he has to slap a ban on transcriptions because so many are unemployed, Los Angeles Local 47, Musicians Mutual Benefit Fund, has issued an open- tory, in the September issue of its publication, Overture, states that its executive board has authorized the supply in many instances. Members not steadily employed are urged to check in with Overture for details of engagements.

ARE YOU WORKING?

The Employment Register of Local 47, in the view of the president's office, "is the only assurance of getting such proportions during the past two years, that at present the call for musicans ex- ceeds the supply in many instances."

If you are not regularly employed and are interested in securing employment (or if employed during the day, and are inter- ested in working on week-ends), please register with Si Burch, Room 408, at the Register.

If you secure steady employment, make certain that your name is removed from the registry. A telephone call is all that is necessary.

Si Burch, Aast. to President.
THE STORY IN BROADCASTING IS WPEN
5000 WATTS 950 ON THE DIAL

THE PROOF IS IN THE LISTENING:
32.8% of all Philadelphians listening to radios from 6 to 6:15, six times a week—listen to WPEN, according to a 3-month Hooper Survey (the next station has 18.5)—almost 2 to 1.
And today, the Philadelphia Market has reached an all-time high!
Billions in War Orders... Payrolls 44 per cent above 1941.
... Yes, there's more money than ever in America's Number One Arsenal.
Mr. Advertiser, let "The Station That Sells" help YOU get your share!

Affiliated Station of the Atlantic Coast Network
In Oklahoma City one station stands out decisively against the field. WKY's clear dominance, morning, afternoon, and night, is shown in precise figures above. Listener comparisons are based on July-August Hooperatings; cost comparisons on the 13-time quarter-hour rates as listed in Radio Advertising Rates & Data.

These incontrovertible facts prove that WKY does the best job of mass selling, and does it at the lowest possible cost. Isn't this the kind of station YOUR selling program needs in Oklahoma City?